

Bayswater 2020



Bayswater Activity Centre Structure Plan



Knox City Council

Council & Community: A Partnership in Progress

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Part A: The Plan

Introduction

The Bayswater Activity Centre Structure Plan (the “Structure Plan”) is a strategic framework for the integrated development of the Bayswater Activity Centre to the year 2020 and beyond. It provides the preferred vision for how Bayswater should look and feel and outlines what needs to be done to arrive at the desired future. The Structure Plan embraces principles of environmental, social and economic sustainability and guides change to land use, built form, accessibility, public spaces and community wellbeing to ensure the long term sustainability and improvement of the Centre.

The Structure Plan has three parts:

Part A: The Plan is the main part of the Structure Plan. It describes the activity centre as it is now, provides an analysis of the constraints and opportunities and outlines the preferred vision for Bayswater in the year 2020. The Plan is made up of six themes:

- Land Use
- Quality Built Form
- Sustainable Business Environment
- Accessibility
- Vibrant Community Spaces &
- Building the Community

Each theme includes objectives and actions, and some include maps outlining how the objectives will be applied on the ground. Perspective drawings for some prominent sites are also provided to illustrate the preferred vision. Finally, a ‘Bayswater 2020’ plan draws all the key themes together, showing Bayswater in the Year 2020 - the vision realised.

Part B: Background sets the context for the Structure Plan by explaining how the document has been prepared, providing background information on Bayswater, and detailing the feedback from community consultation.

Part C: Implementation, Monitoring & Review contains a program for implementing the Structure Plan, with expected timelines, responsibilities and key actions identified. A plan for the periodic monitoring and review of the Structure Plan is also included in this section.

Why has a structure plan been prepared for Bayswater?

The Structure Plan helps deliver a number of key elements of *Knox Vision 2020* – Knox City Council’s long term vision for the City of Knox.

“Activity centres including neighbourhood shopping strips that are thriving hubs of community life. They are safe, convenient and attractive public places with distinct local identities. They offer a diverse range of goods and services and a variety of community facilities that boost social interaction.... New and diverse housing opportunities in activity centres add a growing dimension to the vibrancy and vitality to the City of Knox”

(p.3, Knox Vision 2020).

The Structure Plan helps deliver other parts of the *Knox Vision 2020*, including:

Caring and Safe Communities

People will see and experience:

- An accessible and inclusive community
- The interests of young people being represented in community life
- A community that supports a healthy ageing culture
- A demonstrated sense of community
- Community health and well-being
- A safe community
- Leisure and recreational activities

Vibrant and Connected Communities

People will see and experience:

- Excellent accessibility within the City
- High quality shared pathway networks
- A leadership role in sustainability
- A continual annual reduction in greenhouse gas emissions
- Creek environments that are environmentally sustainable, safe and easily accessible
- Green neighbourhood environments as the enduring symbol of Knox
- Bush boulevards that link the Dandenong Valley Parklands with the foothills
- Innovative local businesses that are in tune with global changes

People and Organisation Excellence

People will see and experience:

- A commitment to community participation and consultation
- An understanding of community expectations
- Outstanding success in its advocacy role
- Community being the focus of Council’s business

Sound Stewardship

People will see and experience:

- Assets that are strategically maintained for future generations
- A whole of life approach to asset management

The *Community and Council Plan* outlines specific actions for working towards this Vision, which includes preparing and/or implementing the following Council plans:

- Healthy Ageing Plan
- Access and Inclusion Plan
- Health and Well-being Strategy
- Integrated Transport Plan
- Housing Strategy
- Greenhouse Action Plan
- Bayswater Pilot Project (activity centre place management approach)
- Economic Development Policy
- Strategic Asset Management Plan
- Knox Urban Design Framework

Other relevant Council plans include:

- Recreation Plan 2004-2013
- Youth Plan 2001-2003
- Open Space Plan 2004-2014

The Structure Plan will act as a vehicle for the implementation of some elements of these plans, strategies and projects.

The Structure Plan will also help to achieve the objectives of the Metropolitan Strategy - *Melbourne 2030*. Released in 2002, *Melbourne 2030* is a '30 year plan to manage growth and change across metropolitan Melbourne and the surrounding region'. Key policies within *Melbourne 2030* relate to planning for 'activity centres', which will increasingly provide a stronger focus for higher-density development in the retail, office, service and residential markets, with good access to public transport services. They will also continue to provide opportunities for social interaction and act as a focal point for the community, serve as places of employment, and enable those who live within or near them to be less dependent on the private car to move about.

Melbourne 2030 identifies a hierarchy of activity centres, which vary in size and function and in the size of the catchment they serve. Within Knox these are:

Principal Activity Centre – Knox City Shopping Centre & Knox O-Zone

Major Activity Centre – Bayswater, Boronia, Stud Park and Mountain Gate.

Neighbourhood Activity Centre – smaller centres such as Wantirna Mall, Scoresby Shopping Centre and Studfield Shopping Centre.

The regional location map opposite shows this hierarchy of activity centres within and surrounding the City of Knox.






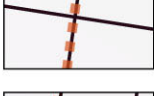
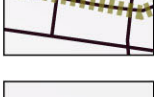

As a Major Activity Centre, Bayswater will continue to evolve and enhance its role to provide an improved service and retail offering, increased employment opportunities and a wider variety of community and leisure facilities. In the future, Bayswater will increasingly become the hub of community life for the surrounding community and for the new resident population in the centre itself.

The Bayswater Activity Centre Structure Plan has been prepared to fulfil a number of functions, including:

- To help achieve Knox 2020
- To implement key directions of *Melbourne 2030*.
- To guide change and encourage investment, and
- To build on the work already done by Council, via the Bayswater Revitalisation Project.

The Structure Plan will guide change and provide greater certainty to Council, the community, developers, investors, the State Government, and other stakeholders about the future of Bayswater.



-  Bayswater (Major Activity Centre)
-  Principal Activity Centre
-  Major Activity Centre
-  Neighbourhood Activity Centre
-  Rail line and stations
-  Principal Bus Network
-  Tram line
-  Potential network option (Public Transport)

REGIONAL LOCATION
 BAYSWATER ACTIVITY CENTRE
 STRUCTURE PLAN

Structure Plan Area

The area of the Bayswater Activity Centre Structure Plan is generally bounded by a 400 metre radius from key points within the activity centre, including the railway station and the core of the centre - the Mountain Highway and High Street intersection. This 400 metre radius represents a reasonable walking distance to the centre, and includes:

- The railway station and surrounding car parks.
- The shopping centre, including Bayswater Plaza and office and retail areas along Mountain Highway, Station St, High St and James St.
- The triangular area to the east of the rail line, bounded by Scoresby Road and Mountain Highway, including Bayswater Hotel, Knox Community Arts Centre, Bayswater Senior Citizens Club, CFA Fire Station, Royal District Nursing Service and light industrial uses.
- Residential areas immediately surrounding the activity centre.
- Bayswater Park and Dandenong Creek.
- Bayswater Secondary College and Bayswater Primary School.

The Structure Plan area and the existing conditions are indicated in the aerial photograph to the right and the map opposite.



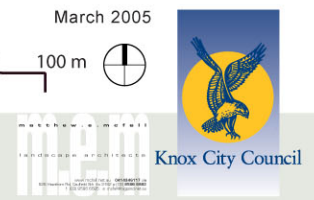
Aerial photograph (2003) showing Bayswater Activity Centre and the study area



- ### LEGEND
- Retail/office
 - Industrial
 - Civic/Other
 - Low Density Residential Development
 - Medium Density Residential Development
 - 1 Storey Non-residential
 - 2 Storey Non-residential
 - Vacant Land
 - Car Parks
 - Pedestrian Access
 - Heritage places
 - Signalled Intersection
 - Pedestrian Crossing
 - Study Boundary

NOTE: Contour interval 1 metre
 March 2005
 0 50 100 m

EXISTING CONDITIONS BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN



Bayswater's Constraints

- **Physical barriers** - Mountain Highway, Scoresby Road, the railway line and Dandenong Creek, impede access to the activity centre.
- **Negative image** - public safety, low socio-economic profile and poor visual amenity.
- **Competition from surrounding retail centres** - Knox City Shopping Centre, Boronia etc.
- **Capacity and motivation** amongst the property owners and some traders to **bring about change**.
- **Unclear role** - performs a narrow neighbourhood shopping centre role, despite its status as a Major Activity Centre under Melbourne 2030.
- **High vacancy rates** particularly in Bayswater Plaza.
- **Few community facilities and services** in the activity centre.
- **Low private sector investment**.
- **Low public sector investment** particularly from public transport infrastructure and service providers.
- **Poor coordination** between service providers that hinders change.
- **Low land values** are a disincentive to improve, consolidate, or redevelop properties.
- **Undulating topography** makes walking around the centre challenging, especially with a pram or shopping trolley, and for people who are disabled or elderly.
- **Poor retail mix** - too many discount shops and not enough high quality shops.
- **Poorly located anchor tenant** - Safeway, on the periphery of the centre draws customers and activity out of the heart of the centre.

- **Fear of change and apathy** by local residential and business community.
- **Low demand for new development including housing** in the activity centre.
- **Uncertainty about the future**.



Above: Mountain Highway poses a significant barrier to pedestrian movement. Below: Underutilised car parks provide an inhospitable pedestrian environment but also provide opportunities for redevelopment.



Bayswater's Opportunities

- **Facilitating appropriate redevelopment of vacant and underutilised sites.**
- **Improving pedestrian amenity and safety of Mountain Highway.**
- **Improving pedestrian links to and within the centre**, particularly between the four “quadrants” of the study area formed by Mountain Highway and the rail line.
- **Improving access to the Bayswater station** from both sides of the rail line, and linking the two sides of the rail line.
- **Tapping into the potential customers** (passing traffic and 35,000 employees of industrial precinct to the east).
- **Strengthening and improving the identity for Bayswater.**
- **Working in partnership** with VicUrban, the Office of Housing, and Vic Track to facilitate development.
- **Consolidating smaller lots** to facilitate redevelopment.
- **Redevelopment opportunities provided by the Arts Centre precinct** (if a new Arts Centre is built in Knox Central).
- **Improving business mix and retail offer.**
- **Strengthening existing pedestrian links.**



Above: Bayswater has a unique hillside setting providing spectacular views to the Dandenongs from many parts of the centre.

- **Attracting a new anchor tenant**, such as Aldi supermarket.
- **Encouraging housing in the activity centre and surrounds.**
- **Redeveloping Council land including car parks.**
- **Facilitating redevelopment of the area's ageing housing stock** to meet forecast housing needs.
- **Promoting Bayswater's assets** (shops, public transport, Arts Centre, Bayswater Park, award-winning playground, premier sporting facility, Dandenong Creek, bike paths, market etc.) through a marketing and awareness-raising campaign.
- **Increasing community wellbeing.**
- **Capitalising on the sloping topography** by designing buildings and spaces to protect and make the most of **views to the Dandenong Ranges.**
- Continuing to **source government grants** for infrastructure improvements.
- Leveraging on previous work and good will of the community (including the **Committee for Bayswater, the Traders Association and other groups**) to bring about **further positive changes** within Bayswater, and further **build the capacity of the community.**
- **Creating physical linkages and improved business networks** to capture greater numbers of available customers.
- Encouraging the **use of vacant shops** and underutilised car parks for temporary art exhibitions, studio space, festivals and other temporary uses.
- Maximising the opportunities for **affordable development** provided by the **low land values.**

The Vision for Bayswater

In the Year 2020, the Bayswater Activity Centre will be a place where:

- Business is thriving and goods and services on offer meet the needs of the local community.
- A positive public image prevails, and the community works together to continue to improve.
- Pedestrians, cyclists and public transport users have priority over cars, and movement to and within the centre by all modes of transport is easy.
- High quality public spaces provide for community activity and interaction and offer distant views to the Dandenong Ranges and valley landscape.
- New development incorporates innovative design principles, including Ecologically Sustainable Design and Crime Prevention through Environmental Design, and provides a high quality of visual amenity.
- People want to live, work, shop, visit and play.

Right: Achieving the Vision for Bayswater will involve major improvements to the urban fabric of the centre, including redevelopment of shops and underutilised land, the creation of improved open space, and development of medium and high density housing.



Sources: www.pedbikeimages.org and other website sources.

From Vision to Reality: Strategies to Achieve the Vision

To achieve the Vision, the Structure Plan provides a series of objectives grouped under six key themes:

- Land Use
- Quality Built Form
- Sustainable Business Environment
- Accessibility
- Vibrant Community Spaces &
- Building the Community

The Objectives within each theme guide decision making in a number of key ways:

- For Council they help determine the appropriateness of land-use and development proposals and inform how resources should be distributed for capital works improvements, business development initiatives and community services enhancement.
- For the State Government they help determine and plan for service and physical infrastructure improvements.
- For the development and business sector, they provide certainty and guidance for future investment.
- For the local community they provide a basis for working together to achieve the overall vision for Bayswater.

Actions or strategies are also outlined, which detail specific tasks that are needed to achieve the objectives. An Implementation Program appears in Part C of this Structure Plan.

Land Use Mix

The study area currently contains a wide variety of land uses, including retail, housing, office uses, light industrial, community uses and open space. There are large areas within the structure plan area that are vacant or underutilised, or contain inappropriate uses. Over the next 15 years it will be important to consolidate the activity centre by redeveloping vacant or underutilised sites with appropriate uses, and ensuring that the land use mix contributes to the revitalisation of the activity centre and encourages the passive use of public space. In particular, it will be important to contain the retail core to improve the convenience, accessibility and attractiveness of the shopping centre, and to encourage complementary uses such as offices, showrooms, entertainment and community uses around this core. High density housing should be encouraged within the activity centre to increase the population within the centre, which will support the retail and business function of the activity centre, enhance the sense of activity and vibrancy and help support forecast population growth in Melbourne's east. Around the activity centre, the development of medium density housing that respects neighbourhood character and maintains a high level of residential amenity should be encouraged to maximise the benefits to the activity centre, maximise the use of public transport and other services and reduce dependence on private vehicles.

Objectives

- To encourage a sustainable land use mix consistent with the “Land Use” plan.
- To encourage a major development and anchor activity to be established in the retail core.
- To consolidate the retail core by:
 - Preventing the development of significant new retail floor space on the periphery of the activity centre; and
 - Encouraging the redevelopment and change of use of existing retail floor space outside the retail core to other uses that compliment the retail function of the retail core.
- To facilitate appropriate redevelopment in each land use precinct, while allowing for innovation and sustainable change.
- To provide increased opportunities in and around the business zones for high density housing and for the dwelling types and sizes that add to the diversity of the housing stock.
- To promote mixed use development opportunities within the activity centre, building on the proximity to public transport services.
- To maintain and enhance the amenity and liveability of residential areas within a walkable distance of the activity centre (400-800m radius).
- To discourage the establishment of new industrial uses within the activity centre.



Catalyst Actions

- Review land use zoning.
- Encourage a major/anchor tenant (e.g. Aldi) or relocate Safeway into the retail core.
- Encourage well-designed, innovative high-density housing in and around the business area.
- Encourage medium density housing in the surrounding residential area that responds to and enhances the preferred neighbourhood character.

Other Actions











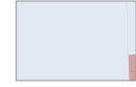
- Investigate options to redevelop publicly owned land such as car parks for mixed use developments including residential and office uses with undercover car parking.
- Investigate opportunities for an education facility/campus within the activity centre (e.g. a TAFE college).
- Investigate the feasibility of undergrounding of the railway line at the intersection of Mountain Highway and/or bridging the railway line with development to enable a better use of railway land.
- Investigate appropriate land uses for the Knox Community Arts Centre site.
- Work with local real estate agents, the Traders Association and property owners to facilitate land uses and development that are consistent with the preferred land use mix.
- Partner with the Department of Human Services to investigate opportunities for public and affordable housing within the study area.

Land Use Plan (refer to figures on plan opposite)

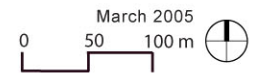
1. The retail core should be largely consolidated between High and Station Streets and should extend across Station Street to the rail line to better integrate the activity centre with public transport and cycle paths. This smaller core enables a more intense use of land, ensures that there are minimal vacant shops and creates a more vibrant hub for the activity centre. Community uses are integrated with the retail uses in this core, to provide maximum accessibility for all. High density or shop-top housing is provided at upper levels to ensure that there is activity within the retail core at all times of the day and night to improve safety. New retail uses such as a new anchor tenant (e.g. supermarket), improved variety of specialty shops and potentially a regular undercover market could be incorporated into this area.
2. The north side of Mountain Highway opposite the retail core will be reinforced as a restaurant, food and drink precinct, building on the concentration of restaurants that already exists along this strip. This area capitalises on the strong views across to the Dandenong Ranges, and the narrow widths of the existing shops allows this use without the need for immediate redevelopment. The presence of car parking to the rear of these shops also makes them suited to uses that attract customers for longer periods of time, as there is minimal capacity for additional on-street parking to the front of shops. In the future, sites along this frontage could be consolidated and redeveloped, with terrace dining and residential uses above, including above car parking areas to the rear. New use and development will need to address the rear lane and take advantage of this space for landscaping, northerly aspect, and access to new residential dwellings.
3. The west of High Street provides opportunity for mixed use development, with office uses and supporting commercial uses such as cafes at the lower levels, and residential units above. The large sites in this precinct offer strong potential for new landmark buildings, which will provide for a mix of services and businesses to locate in the centre to meet the needs of the local residential, business and industrial community and support the retail function of the activity centre. The light industrial uses within this precinct are encouraged to relocate to make the land available for uses more appropriate in an activity centre location. As the retail core area has few larger sites that can be readily redeveloped, this area and the Council car park in Pine Road also offers some potential for a major retail anchor seeking to locate within the activity centre, if no suitable site can be found within the retail core. Retail activity in this area would only be considered if it makes a significant contribution to the revitalisation of the activity centre and if it connects well with the retail core area. The design response would need to be exemplary and consistent with the remainder of the Structure Plan, and would need to provide for a mix of uses at upper levels of the development.
4. The larger sites along Mountain Highway to the west of the retail core are suitable for a larger scale development, with offices or showrooms at lower levels, and residential development above. The size and highway location of these sites enable adequate car parking to be provided on site to capture passing trade. The majority of car parking will be encouraged under or to the rear of new development, to allow buildings to be constructed close to the front property boundary with landscaping. Where car parking is at the rear, the overlooking of car parks will be provided for through building design and the incorporation of active frontage onto car parks to improve safety.
5. High-density housing is encouraged around the retail core and in areas where there will be minimal impact on surrounding residential areas. High-density housing will increase the population within the centre, support the retail and service facilities on offer, and enable more people to have good access to public transport and reduced dependency on private cars.
6. Medium density housing, in the form of units or townhouses that enhance the preferred neighbourhood character, is encouraged in the residential areas immediately surrounding the business zoned areas, which again ensures that greater numbers of people have easy access to services and transport.
7. This ridgeline area is recognised as having significant canopy vegetation, which should be protected. Medium density housing development that protects existing canopy trees and provides new vegetation is encouraged.
8. The area to the east of the rail line is a focus for bulky goods retailing (e.g. white goods, homewares, hardware), an entertainment precinct (e.g. family entertainment and entertainment for younger people such as a cinema, bars, indoor games/sports facility) and possibly an educational facility (e.g. TAFE College or adult education centre) or a mixture of all three. An educational facility, such as a TAFE campus, could potentially fill this site to complement the public transport provision and activity centre location, and could create strong synergies with the industrial area further east through the provision of tuition for apprentices/trainees working in the area.
9. If the Knox Community Arts Centre is relocated to new premises, this landmark site could be developed as a convention centre or residential hotel, to serve the industrial area to the east with its 35,000 employees and 1,800 businesses. High quality conference facilities and hotel rooms could provide a local venue for business activities and visitors to the industrial area, as well as providing a high quality development at the gateway to both Bayswater and to Knox as a whole.



LEGEND

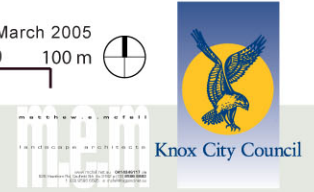
-  Retail Core
-  Restaurant, Food and Drink Precinct
-  Commercial / Office / Mixed Use
-  Office / Showroom
-  Bulky Goods/ Education / Entertainment
-  Convention Centre / Hotel
-  High Density Housing
-  Medium Density Housing
-  Medium Density Housing within strong canopy tree setting
-  Parks and Landscape Setbacks
-  Schools

High Density Housing at upper levels.



March 2005

LAND USE BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN



Quality Built Form

One of the most valued aspects of the Bayswater Activity Centre is the backdrop of the Dandenong Ranges, which can be clearly seen from many parts of the centre. New development in the centre needs to protect and capitalise on these views. At the same time, increased building densities and heights and the development of vacant or underutilised land should be encouraged, to increase the number of people living and working in the centre. New development must be high quality with innovative design and incorporate principles of Ecologically Sustainable Design (ESD), Crime Prevention through Environmental Design (CPTED) and Water Sensitive Urban Design (WSUD). New development must also be carried out in a way that maintains the human scale and amenity of the centre through minimising overshadowing and building bulk and mitigating wind effects. The design and use of the ground floor of existing and new buildings needs to provide 'active' and interesting frontages to pedestrian areas, with floor to ceiling glass, active uses such as shops to improve pedestrian safety and amenity, and should incorporate shelter. Greater consistency in building and shop presentation could also be achieved through the development of design themes for Bayswater, which could assist in the creation of an identity for the centre.

Objectives

- To encourage development within the study area consistent with the "Built Form" plan.
- To increase building scale within the centre without compromising views to the Dandenong Ranges.
- To ensure that design is a central consideration during all stages of project development.

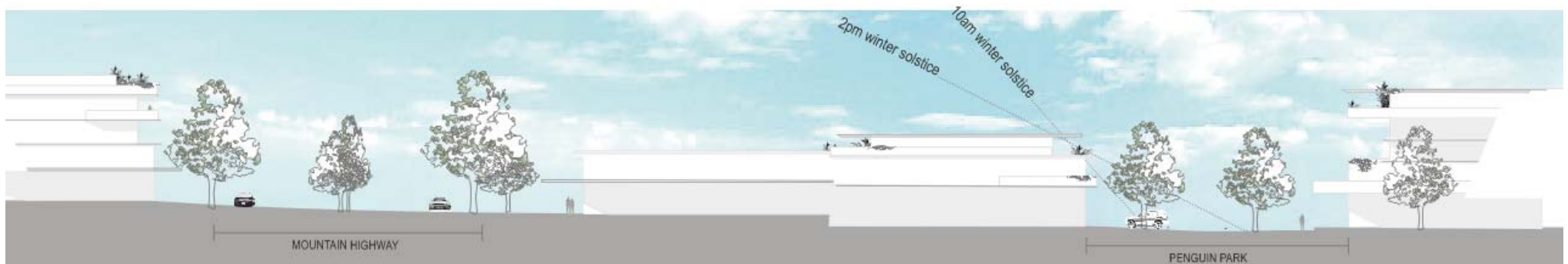
- To ensure that development proposals acknowledge and respond to the context and physical characteristics of the centre, in particular through the reinforcement of the unique hillside setting of the centre.
- To improve pedestrian amenity by integrating verandahs into building frontages in the key pedestrian areas, maintaining a human scale of development, and ensuring that new development does not negatively impact on public space through overshadowing or increased wind speeds.
- To intensify built form in the centre by filling empty sites, capitalising on key intersection sites and creating improved built form interfaces.
- To encourage innovative, high quality architecture and streetscape design that incorporates ESD, CPTED and WSUD principles.
- To create a unique identity for the centre through the use of consistent design themes.
- To minimise the visual clutter of signage above verandahs.

Catalyst Actions

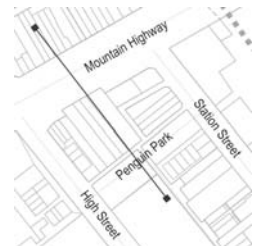
- Facilitate the redevelopment of key sites and precincts that will act as a catalyst for further development to achieve a more consolidated centre.
- Ensure new development capitalises on the views to the Dandenong Ranges and protects public views to the Ranges for the key vantage points along Mountain Hwy.
- Encourage new development and streetscape works to incorporate ESD, CPTED and WSUD design principles.

Other Actions

- Develop a design theme and guidelines for signage, shop fronts, verandahs, footpath trading and colour schemes to achieve greater consistency in built form and create an identity for the activity centre. These guidelines should incorporate CPTED principles and give effect to key elements of the *Safer Design Guidelines*.
- Investigate the opportunities for a demonstration building project on Council or government land incorporating ESD, CPTED and WSUD principles.
- Ensure all new development within the activity centre addresses the street frontage(s) and enhances the pedestrian amenity and character of the centre by maintaining a moderate scale at the pedestrian interface (up to 2 levels with further levels set back).
- Ensure all new development within the activity centre includes verandahs or awnings onto public areas to provide shelter and improved amenity for pedestrians.
- Ensure that new developments, improvements and streetscape works provide a whole-of-life benefit through the adaptability of the design and the use of durable materials that can be reused or recycled.
- Ensure substantial new development and redevelopment incorporates WSUD principles as set out in the Knox Water Sensitive Urban Design Guidelines.
- Ensure new development does not unreasonably overshadow existing residential development or proposed or existing public open space, and is scaled down in height towards rear property boundaries to avoid imposing visual bulk and creating overlooking issues.
- Ensure that, at the interface between medium density residential and high density residential or commercial/office developments, new high density development is gradually scaled down towards the rear of properties to no more than the maximum height allowable in the adjoining land, as indicated on the 'Built Form' plan, and that a landscaped setback is provided as a buffer for lower density developments.

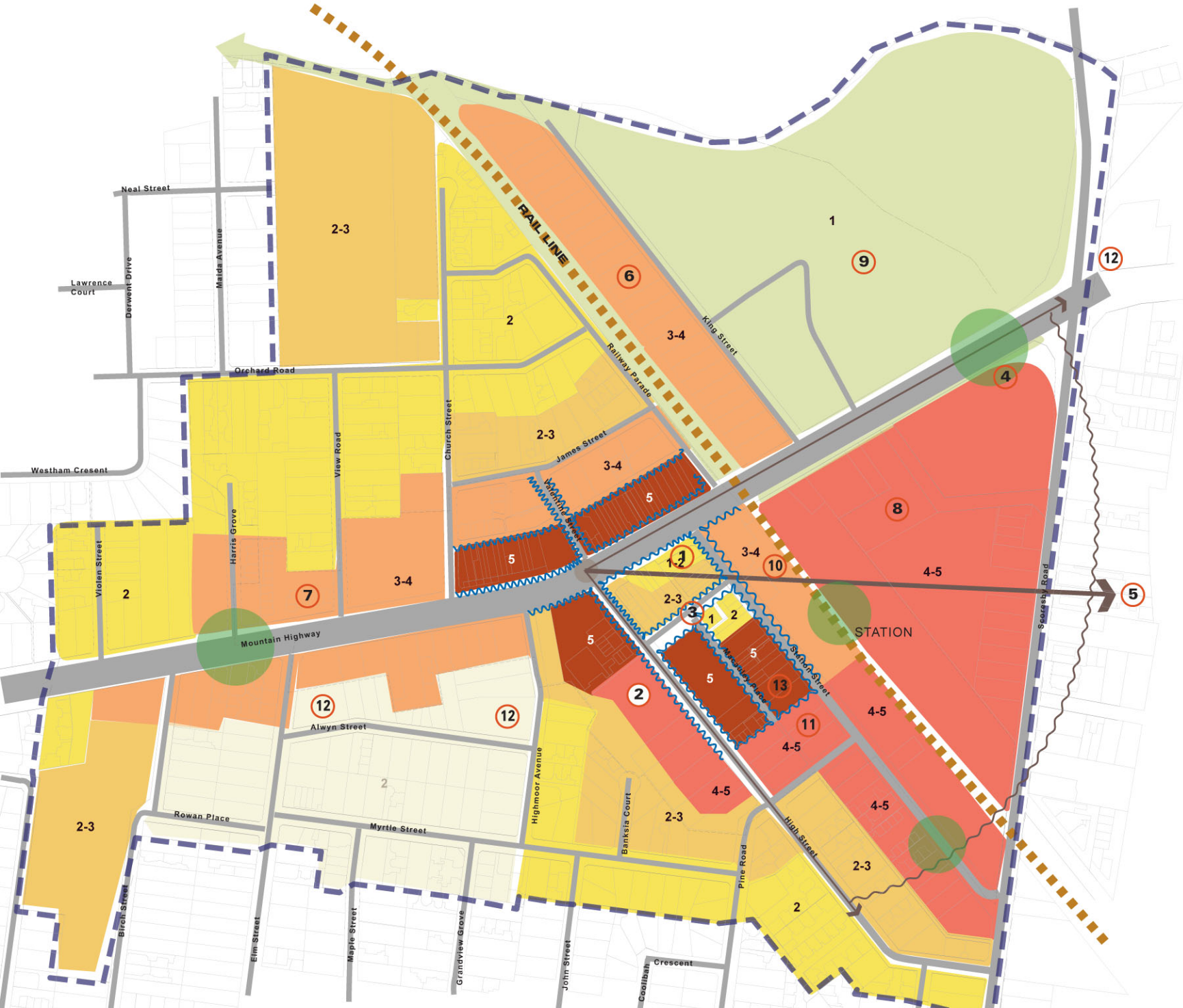



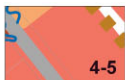




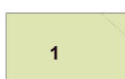
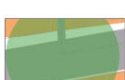
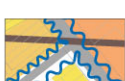

Above: This cross section illustrates appropriate setback treatments to ensure that new development does not adversely affect public open space areas through overshadowing and increased wind effects, while also maintaining a human scale of development at the street frontage. Upper levels of development should provide for private open space needs in roof gardens and balconies, which also provide for passive surveillance of open space areas and views to the Dandenong Ranges. Penguin Park is designated as a potential open space area, and sunlight should be maintained to approximately 50% of this space between 10am and 2pm at the winter solstice.



Built Form Plan (refer to figures on plan opposite)

1. Development along the southern side of Mountain Highway is limited to 2-3 storeys to protect existing views to the Dandenong Ranges and to minimise the overshadowing of the potential principal open space area in Penguin Park.
2. High density development, with a 5 storey built form, is encouraged within the central part of the activity centre where it can have minimal impact on existing residential areas. All development in the central area should be built to the property boundary, however all buildings higher than two storeys should be scaled back at subsequent levels to provide a gradation of building heights. Setbacks and building articulation at upper levels create greater interest, as well as reducing overshadowing of the public realm and reducing the effect of wind at ground level.
3. All development within the central area should have active uses or interface at ground level frontages to pedestrian spaces or streets. This ensures greater vibrancy and safety as views into and out of buildings is maximised. Preferred design outcomes include floor to ceiling glazing (or starting 0.7-0.9 metres above floor level), minimal use of blank walls, inviting shop fronts, minimal use of window coverings, and outdoor trading and dining activities. Along key pedestrian paths, active frontages should provide shelter from the elements to pedestrians by way of verandahs or awnings across footpaths, to improve the amenity of the public realm and encourage pedestrian use of the activity centre. Outside this central area, active uses will be encouraged where possible, and development must address and interact with the street frontage.
4. Entry points or gateways into the activity centre will be signed to provide a sense of arrival and departure.
5. Key views to the Dandenong Ranges are protected, and new development incorporates outdoor terraces, balconies or roof gardens in order to capitalise on this important feature of Bayswater. The most important views of the Dandenong Ranges are along the north side of Mountain Highway, broadly between Church Street and Railway Parade, and from the north side of Penguin Park, and new development should ensure that at least intermittent views from these locations are protected.
6. Higher density housing is encouraged in this location. Its separation by the rail line will ensure that there will be minimal impact on other residential areas. High density housing along King Street will also bring more residents closer to the park, which will encourage more use and natural surveillance (safety) of this space. Consideration will need to be given to parking in this location to avoid parking difficulties associated with the playground, sporting events and the train station.
7. Higher-density development along Mountain Highway will contribute to creating a sense of arrival at Bayswater when approaching from the west.
8. A larger scale of building can be accommodated in this low-lying area without obscuring views to the Dandenong Ranges.
9. Any development (e.g. new sporting or recreation facilities) in the park should integrate with the natural setting of the parkland and be limited to 1 storey to minimise impact on views to and across Bayswater Park.
10. New development should utilise building surfaces which discourage graffiti or are easy to clean (e.g. avoid light, porous surfaces).
11. The slope of this site presents opportunities to provide basement car parking. Any redevelopment of the car park must be integrated with the adjoining commercial areas.
12. Existing heritage places are to be conserved – new development should not unreasonably impact on or detract from the remaining heritage places (e.g. Bayswater Wine Café and ‘Highmoor’).
13. The proposed building heights are a performance-based measure. Where a proposed development is of exceptional design and will make a real contribution to the achievement of the Vision while not reducing the surrounding amenity, a higher built form may be permitted.



- ### LEGEND
-  5 Storey built form
 -  4-5 Storey built form
 -  3-4 Storey built form
 -  2-3 Storey built form
 -  2 Storey built form
 -  Up to 2 Storey built form within strong canopy tree setting
 -  1
 -  Entry/Gateway
 -  Active frontages
 -  Key views to be protected.

BUILT FORM BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN

March 2005
 0 50 100 m



Sustainable Business Environment

Bayswater Activity Centre currently serves a neighbourhood shopping centre function, although it has been identified in Melbourne 2030 as a Major Activity Centre due to its size and the provision of public transport. The centre is currently spread out with a number of vacant shops, has a relatively poor mix of businesses and the shopping centre does not meet the convenience and service needs of most shoppers. A Safeway supermarket at the western end of the centre provides an anchor on the edge of the centre and attracts large numbers of people, however pedestrian connectivity to complementary retail uses such as greengrocers, butchers and bakers is poor, and there are few incentives for Safeway customers to patronise other shops within the activity centre. To improve the long-term viability of the activity centre, the retail core needs to be consolidated around the public transport interchange to improve the accessibility of the centre to pedestrians, and another major anchor tenant (such as a supermarket) is needed to strengthen this core and attract customers. Retail uses on the periphery of the centre should change over time to office, residential, entertainment or other uses which complement the function of the activity centre. Improved links with the industrial precinct to the east of the activity centre would also improve the ongoing viability of the centre and help to ensure that Bayswater ultimately fulfils its role as a Major Activity Centre.

Objectives

- To improve the ongoing viability of the activity centre by:
 - Consolidating the retail core;
 - Encouraging an improved mix of shops and services to meet the needs of all sectors of the community;
 - Clustering similar and complementary uses; and
 - Improving pedestrian amenity and connectivity between areas of interest within the centre.
- To strengthen physical links between the activity centre and the industrial precinct to the east, Bayswater Park and the surrounding community facilities.
- To assist and build the capacity of the Bayswater Traders Association to initiate positive change.
- To facilitate new businesses and uses that generate activity after standard business hours to help improve safety and security.
- To minimise unnecessary regulatory requirements that hinder positive change.
- To increase the retail and business potential of the activity centre by encouraging higher density housing in and around the centre to increase the population and available expenditure of the catchment.
- To broaden the role of Bayswater Activity Centre to provide services to meet the needs of the industrial area to the east.

Catalyst Actions

- Minimise barriers to change by fast-tracking planning applications for new development or use which will assist in the achievement of the objectives of this Structure Plan.
- Support the Bayswater Traders Association through the administration of the Marketing and Promotion special rate scheme.
- Promote redevelopment of Council land.

Other Actions

- Work with the Bayswater Traders Association to identify gaps in the provision of services and shops within the centre, and undertake a marketing program to promote Bayswater and encourage these shops and services to locate in the centre.
- Encourage title consolidation to facilitate the redevelopment of key sites.
- Develop a streetscape design theme to improve the image and identity of the centre.
- Provide visual cues to ‘announce’ the activity centre at all entry points and encourage people to visit. This could take the form of public art, streetscape, landscape improvements, street furniture and improved signage themes.
- Encourage the use (including temporary use) of public spaces, such as parks, footpaths and car parks, for markets, outdoor dining and trading, festivals and other events.
- Encourage businesses with public car parks at the rear to provide active frontages onto this space and provide for pedestrian movement through shops.
- Encourage businesses to adopt consistent and extended trading hours.

- Promote and encourage opportunities for young people (aged 12-25), including unstructured recreation and shopping, and a mix of businesses that provide employment opportunities for young people.
- Provide information on programs to assist the professional development of traders and businesses in the centre.
- Establish links between businesses and group training providers to facilitate training and traineeship opportunities for young persons.
- Work with the Bayswater Traders Association to establish linkages with the Bayswater industrial precinct. This should include the re-establishment of the Bayswater Business Network as a key vehicle for developing links and facilitating interaction between businesses in the activity centre and the industrial precinct.
- Encourage the establishment of bulky goods and showroom outlets in designated areas of the activity centre in order to strengthen the retail function of the centre as well as to reduce the encroachment of these uses into the industrial precinct to the east of the activity centre.
- Identify issues that potentially hinder new development and initiate actions to remove any identified obstacles.

Recent achievements:

Established a new marketing levy to assist the Bayswater Traders Association to provide the local business community with the resources to promote Bayswater and increase business activity.

Established the new Bayswater craft market held monthly at the Pine Road car park to promote community interaction, increase local tourism and improve business activity.

Working with key landholders to facilitate redevelopment of strategic sites.

Accessibility

The function of the Bayswater Activity Centre is currently shaped to a large degree by the busy roads and the rail corridor that cut the area into 'quadrants' and create significant barriers to pedestrian movement. While these are important for bringing people into the centre as well as in their regional transport role, for the activity centre to function better these barriers need to be overcome, and improved links provided to the surrounding areas, in particular the industrial area to the east. In order to improve the activity centre we must give top priority to pedestrians, as all people who use the centre become pedestrians whether they arrive by car, train, bus or bike. The infrastructure of other modes of transport will need to be adapted in order to provide for this, but in a way that does not place constraints on other ways of accessing the centre. Public transport and cycling infrastructure will need to be upgraded and better integrated with the activity centre and public transport services and timetable coordination improved. By the year 2020, the Bayswater Activity Centre will have more people moving around on foot, by bike and on public transport.



Left: Shared traffic zones can be used to create a more pedestrian friendly environment and to encourage greater use of adjoining footpaths due to reduced impacts from passing traffic.

Objectives

- To improve transport and movement options to and within the activity centre in accordance with the "Accessibility" plan.
- To improve access to and within the centre by all transport modes, particularly for pedestrians.
- To encourage new development that supports public transport use.
- To better manage vehicular through traffic in the activity centre while improving vehicular access to the centre.
- To improve the usability, safety, connectivity and quality of public transport infrastructure and services.
- To improve links (pathway and road) between the 'quadrants' of the study area.



Above: Key areas of interest and key pedestrian routes in Bayswater in the year 2020.

Catalyst Actions

- Investigate reducing speed limits through the activity centre to improve pedestrian safety, reduce the impact of through traffic and to create a sense of arrival and departure from the centre.
- Improve the pedestrian environment along Mountain Hwy by enhancing existing infrastructure and investigating opportunities for widening footpaths and incorporating canopy trees to create a 'bush boulevard'.
- Provide a new pedestrian and cyclist crossing on Mountain Hwy at Railway Pde.

Other Actions

- Improve links to the rail station and the public transport interchange including new pedestrian access from the east side of the railway line.
- Work with the Department of Infrastructure and public transport providers, to upgrade the Station Street public transport interchange. This should incorporate an improved bus interchange, safer and weather protected pedestrian paths, and complementary retail activities that enhance the amenity, safety and convenience of public transport services.
- Work with the Department of Infrastructure and public transport providers to improve public transport services particularly at night and on weekends, and to provide improved bus shelters at high usage bus stops.
- Undertake a feasibility assessment to reduce the width of Mountain Highway to 2 lanes in each direction as it passes through the activity centre, in order to slow traffic, provide a safer pedestrian environment, and enable the provision of a combination of widened footpaths, service lanes, increased on-street parking and bike lanes.
- Investigate the need to undertake regional strategic transport analysis in partnership with the Department of Infrastructure, including analysis of the role, nature and function of Mountain Highway.
- Undertake the preparation of an urban design framework or master plan for Mountain Highway, addressing landscape and urban design and access and mobility, following the completion of strategic analysis of the regional transport system.

- Investigate the feasibility of undergrounding of the railway line at the intersection of Mountain Highway and/or bridging the railway line with development.
- Encourage developers to provide fewer car spaces in new development to promote use of public transport services.
- Encourage and assist businesses to prepare green travel plans to reduce the use of the private car.
- Encourage active frontages along key pedestrian routes, particularly within the retail core to improve pedestrian amenity, safety and vibrancy of the area.
- Provide facilities and services in the centre to support pedestrians and cyclists (e.g. bike racks, clean toilet facilities, baby change facilities etc).
- Increase pedestrian priority in the activity centre, and establish more shared pedestrian zones (e.g. Macaulay Place) and dedicated pedestrian zones.
- Provide signage throughout the centre (including directions to parking) to improve legibility, permeability and connectivity for pedestrians, cyclists and motor vehicles.
- Provide links, particularly for pedestrians, between the activity centre and the industrial precinct to the east in order to encourage employees of this area to visit the activity centre.

Recent achievements:

- *3 new pedestrian crossings at High and Station Streets to improve connectivity and pedestrian safety.*
- *New parking directional signs to improve accessibility.*
- *New parking layout at Penguin Park car park to improve accessibility and safety.*
- *New pedestrian road markings on the Mountain Hwy pedestrian crossing to aid pedestrian safety.*
- *Macaulay Place has been upgraded as a shared pedestrian zone.*

Accessibility Plan (refer to figures on plan opposite)

1. An improved public transport interchange is needed, incorporating new access across to the east side of the rail line, an upgraded and reconfigured bus interchange, increased passenger safety, and improved integration with the activity centre. The frequency and hours of operation of bus routes needs to be improved particularly in the evenings and on weekends, and timetables better coordinated with train timetable. Active uses such as cafes and newsagents are to surround the interchange, ensuring that people are present around the station for extended hours, which will help to increase safety.
2. Pedestrian access across the rail line should be integrated into new development. This may combine with station access.
3. Improved links (particularly for pedestrians) should be provided between the retail core of the activity centre and the industrial precinct to the east of the study area, Bayswater Park and the Multi Access Playground, as well as Bayswater Secondary College and Bayswater Primary School, to encourage patronage of the shopping centre and multi-purpose trips to the centre.
4. A new pedestrian crossing is needed at this point to enable pedestrians and cyclists to cross Mountain Highway safely. As the closest pedestrian crossing is currently located up the hill at the intersection of High Street, an additional crossing is needed at this point to provide a circuit for shoppers and increase connectivity across Mountain Highway.
5. Possible new pedestrian crossings could be installed at these points to improve connectivity between the activity centre and the industrial area and with Bayswater Park.
6. Council will encourage the State Government to investigate the feasibility of undergrounding the railway line at this point. If the undergrounding is to occur, it is recognised that this will not happen in the short term. Therefore, the level pedestrian crossings over the rail line will need to be improved to increase safety, particularly for wheelchair users.
7. New clearer speed limit signs should be installed at the entry points to the activity centre, requiring that vehicles slow down as they approach the centre. Reducing traffic speeds will increase pedestrian safety and the amenity of the activity centre, and is seen as a high priority for ensuring the revitalisation of Bayswater.
8. The width of Mountain Highway should be reduced as it passes through the activity centre, to support the role that activity centres are required to play by *Melbourne 2030*. The road width will need to be reduced to two lanes of traffic in either direction, which will be consistent with the road width to the east of the centre. The extra space provided by this will be used to widen footpaths, install on-road bike lanes, and perhaps also to install additional on-street car parking. This could also provide for service lanes to be reinstated to increase on-street parking and ensure safer bicycle movement.
9. In conjunction with reducing the width of Mountain Highway, on-road bike lanes will be marked along the north and south sides of this road. An innovative treatment would be to position the bike lanes between parked cars and footpaths to reduce conflict between cyclists and motorised traffic and encourage increased cycling.
10. It is proposed that most of the existing off-street car parks be developed, including land owned by Council, VicTrack and that held in private ownership. There is currently a surplus of car parking within the centre that is underutilised, and its presence makes the centre inhospitable to pedestrians. Car parking to serve visitors to the centre and the new uses can be retained in the basement and the rear of ground levels in new development.
11. New pedestrian links should be provided as sites around the activity centre are developed, to increase connectivity with surrounding residential areas.
12. Existing off-road bike lanes will be improved.
13. Local Area Traffic Management measures will be used to ensure that future road treatments along main roads within the activity centre do not cause an unacceptable increase in traffic in local streets.



- ### LEGEND
- Improved public transport interchange
 - Major pedestrian circulation
 - Secondary pedestrian circulation
 - New pedestrian links
 - Major new pedestrian connectivity across rail line
 - Improved accessibility to retail core
 - Improved bicycle circulation
 - New on road bike lanes
 - Reduced road width and traffic speeds
 - Entry/Exit - speed restricted
 - Existing major pedestrian crossing
 - Proposed major pedestrian crossing
 - Possible new pedestrian crossing
 - Shared traffic zone
 - Bus routes 664, 691, 745a, b, c, d, 753, 755
 - Possible new road link
 - Undercover parking/ Off street parking.
 - Improved ped. crossing.

March 2005
 0 50 100 m



ACCESSIBILITY BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN

Vibrant Community Spaces

The community spaces within Bayswater are more than just Bayswater Park and the playground. While these spaces are important for active and passive leisure activities, of equal importance are the spaces within the activity centre that allow for everyday interaction between shoppers, business people, employees, residents and visitors. In particular, the footpaths and laneways can provide opportunities for informal meetings and offer space to sit and relax. The public car parks that are spread throughout the centre are generally underutilised and could be put to better use for community activities like the Bayswater Market. The Dandenong Creek corridor with its walking and cycling paths can also help to meet the community's open space needs. There are a number of sites within the activity centre with potential for future use as open space areas such as small squares, play areas or pedestrian malls, which could be developed as demand increases in line with increased population and use of the centre. In the short term, improvements to existing public spaces are needed to encourage greater use and activity. Improved links to and between open space areas are also needed, and new development must be oriented to better interact with public spaces to provide for increased activity in the streets and spaces and a more vibrant public realm.

Objectives

- To enhance the public realm of Bayswater in accordance with the “Public Spaces & Landscape” plan.
- To improve the quality of the public spaces, particularly footpaths, and encourage more community uses and activities.
- To improve connections and legibility between public spaces.
- To increase the level of protection, comfort and enjoyment offered by public spaces in Bayswater.

Catalyst Actions

- Improve the landscape and pedestrian amenity of Mountain Hwy by planting canopy trees to help achieve a bush boulevard character.
- Provide a gateway to Bayswater to give the activity centre a better sense of ‘place’ and create a stronger identity for the community.
- Scope the range, definition and potential of public art projects in the Bayswater Activity Centre as a pilot project for the Public Art Policy currently being developed.
- Encourage new development and streetscape works to contribute to or provide for the protection, comfort and enjoyment of the users of public spaces in Bayswater, as described opposite:

Designing/Detailing The Public Spaces A Key Word List

P R O T E C T I O N	1. Protection against Traffic & Accidents - traffic accidents - fear of traffic - other accidents	2. Protection against crime & violence (feeling of safety) - lived in / used - streetlife - streetwatchers - overlapping functions - in space & time	3. Protection against unpleasant sense experiences - wind / draft - rain / snow - cold / heat - pollution - dust, glare, noise	
	C O M F O R T	4. Possibilities for WALKING - room for walking - untiering layout of streets - interesting facades - no obstacles - good surfaces	5. Possibilities for STANDING / STAYING - attractive edges »Edgeeffect« - defined spots for staying - supports for staying	6. Possibilities for SITTING - zones for sitting - maximizing advantages primary and secondary sitting possibilities - benches for resting
		7. Possibilities to SEE - seeing-distances - unhindered views - interesting views - lighting (when dark)	8. Possibilities for HEARING / TALKING - low noise level - bench arrangements »talkscapes«	9. Possibilities for PLAY / UNFOLDING / ACTIVITIES - invitation to physical activities, play, unfolding & entertainment - day & night and summer & winter
E N J O Y M E N T	10. Scale - dimensioning of buildings & spaces in observance of the important human dimensions related to senses, movements, size & behaviour	11. Possibilities for enjoying positive aspects of climate - sun / shade - warmth / coolness - breeze / ventilation	12. Aesthetic quality / positive sense-experiences - good design & good detailing - views / vistas - trees, plants, water	

Source: Jan Gehl, Gehl Architects, Copenhagen.

Other Actions

- Work in partnership with the community to design and improve existing community space and linkages.
- Use 'bush boulevard' tree planting themes to improve the amenity and visual connections throughout the activity centre.
- Conduct an audit to identify community needs for public spaces and linkages.
- Continue to use signage, place naming, themed surface treatments, art or design detailing to provide direction and define key linkages and encourage use of public spaces.
- Create better public spaces by requiring new private development to have regard to its interface with the public spaces, including quality elevations, surface treatments, landscaping, levels/grades, shelter, street furniture, safety, street trading or dining, and reducing the impact of rubbish bins and bin storage facilities on the streetscape.
- Where possible widen footpaths, encourage footpath trading and dining and improve street furniture and landscaping to increase the vibrancy and use of footpaths as community spaces.
- Integrate small informal gathering spaces into the streetscape to provide opportunities for people to stop.
- In consultation with the community, investigate opportunities to establish one or more new open space area within the activity centre in order to meet the future demand for open space resulting from population growth and increased use of the activity centre.
- Consider the needs of young people in the design and improvement of public spaces, and involve young people in the process where possible.
- Improve landscaping along the rail line, in particular to the north of Mountain Highway, to reinforce the bushland corridor character.
- Integrate WSUD into new landscaping and streetscape works, and where possible reduce the existing coverage of hard, impermeable surfaces in the activity centre.



Above: Footpaths can be a vibrant focus for community life, with street dining and other active uses. Below: The construction of small seating areas and gathering spaces in widened footpaths provides for increased community use of this space. (Source: www.pedbikeimages.org)



Recent achievements:

- Widened footpaths in Station Street and Penguin Park car park to improve pedestrian amenity and encourage street trading and dining.
- New canopy trees in Station Street and Penguin Park car park to improve visual and pedestrian amenity.
- New public lighting to the Valentine and Railway Pde car parks to improve useability and safety.
- New street furniture on Mountain Hwy, Penguin Park and Station Street to improve pedestrian amenity.
- Successfully reduced graffiti in the activity centre through Council's Graffiti & Vandalism Management Program.

Public Spaces and Landscape Plan

(refer to figures on plan on page 33)

1. A bush boulevard will be created along Mountain Highway, with informal rows of bare-trunked native or indigenous trees planted along the sides of the road as well as in the median strip where possible. A low layer of shrubs and groundcovers will be planted beneath the trees, which will maintain views across the street. Between High Street and the railway, trees should be planted more sparsely to ensure that views are not obscured.
2. At these points the landscaping theme will change, and a contrasting tree type and understorey planting will be used where Mountain Highway passes through the activity centre, to signify arrival in the centre. Public art installations may also be used at these points to create a stronger identity for Bayswater.
3. The planting theme of the bush boulevard will be continued into the adjoining streets in the core of the activity centre, where possible.
4. A principal avenue will be created along Scoresby Road, with canopy trees planted on either side of the road.
5. A number of footpaths will be widened within the retail core and along the restaurant precinct to enable better use of this space for informal meetings, outdoor dining, footpath trading, and easier pedestrian movement. The footpath on the south side of Mountain Highway is well located for this purpose as it has good access to sunlight throughout the day. With decreased road widths and traffic speeds, this footpath will also have a higher level of amenity.
6. Existing footpaths within the centre will be important places for use by the community. Further seating and space for informal gatherings will be provided and shops will be encouraged to introduce footpath dining or trading, to increase the vibrancy of the public realm. Footpaths will be places where people can meet others formally, or where informal social interaction can occur.
7. The upgraded public transport interchange will provide a focal point for the community, and will act as an important gateway to the activity centre.
8. Within the Structure Plan area, the Dandenong Creek will be rehabilitated, with weeds removed and indigenous riparian vegetation planted along its length. Rehabilitation must not reduce the flow capacity of Dandenong Creek. This linear open space area will continue to provide for pedestrian and cycle movement, with links to other linear open space networks. Landscaping will be improved along other linear space within the activity centre.
9. The residential area in the northern part of the study area would benefit from improved access to Bayswater Park, and a possible pedestrian link could be made across the rail line at this point, with access through newly developed residential land.
10. Landscape links between the schools, park, new convention centre and the activity centre will provide physical connections to these areas, signifying their importance and inclusion in the activity centre. Landscape links may comprise canopy trees as well as understorey plantings, and may incorporate public art such as footpath painting, or signage. Landscaping of schools should be improved in order to carry through the theme of the landscape link and provide a greater sense of destination.
11. Bayswater Park and the Bayswater Multi Access Playground will continue to be improved and will remain the most important recreation areas in Bayswater, and their use will be encouraged through improved linkages and facilities.
12. The Bayswater Market is currently located in this car park, however in the future this may need to be moved to another site within the activity centre (e.g. Penguin Park) as car parks are progressively developed. In the meantime, car parks within the activity centre should be further utilised for other community activities, such as festivals.
13. The significant canopy vegetation in both private and public land along this ridgeline makes an important contribution to this area, and will be protected.
14. Streetscape improvements will be made in streets surrounding the retail core, including improved tree planting and footpath treatments where required, in order to improve the amenity of these residential streets.
15. In Bayswater Park, bike paths will be promoted, picnic areas developed and recreation and active facilities maintained and/or improved (e.g. tennis courts, improved lighting).

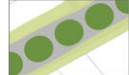














Public Spaces and Landscape Plan (cont'd)

(refer to figures on plan opposite)

16. Potential open space areas within the activity centre, including this potential principal open space area, could provide for the future open space needs of the community as the population of residents and employees within the centre increases. This area has the potential to consolidate the role of the retail core to provide for a future hub for community services and facilities. Opportunities for the establishment of a community garden could also be investigated in the future, to provide for the increasing number of residents in the activity centre without private open space.
17. Relocate public toilets to a central location in the retail core.
18. Wetlands could be created in this location in a former billabong, to filter stormwater and improve the quality of runoff from the activity centre prior to its discharge into Dandenong Creek.
19. Redevelopment with higher densities will create opportunities for private or semi-public rooftop or terrace gardens, taking advantage of the availability of key views.
20. The redevelopment of this landmark site should incorporate a small public/semi-public open space area along the southern and part of the eastern boundary, in order to capitalise on the spectacular views to the Dandenong Ranges that can be gained from this location.



LEGEND

-  Bush boulevard
-  Principal avenue
-  Street trees to continue Bush Boulevard theme
-  Widened footpaths
-  Increased community use of existing footpaths
-  Destination point: playground and market
-  Public transport node as community space
-  Entry point as a landscape statement
-  Possible new link across rail line
-  Linear open space
-  Landscape link
-  Remnant indigenous vegetation to be protected
-  Potential wetland
-  Potential open space areas.
-  Significant canopy vegetation



PUBLIC SPACES & LANDSCAPE BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN

Building the Community

Bayswater has a strong community spirit which has recently spawned and nurtured civic and community activities such as the Bayswater Market, place naming, public art, and various community groups including the Committee for Bayswater. Despite this community goodwill, many people still have less positive associations with Bayswater. Now is a good time to turn this image around, and this will be achieved in a variety of ways including: creating more opportunities for casual and formal interaction with others; improvements to community facilities; and increased populations within the activity centre, which can provide natural surveillance of public space and discourage antisocial behaviour.

In the future, the community will be supported to increase their capacity and take responsibility for creating a place with an even greater sense of community, where community members feel supported, safe, and are presented with opportunities for the improvement of their skills and knowledge. A clear vision for this structure plan is to ensure that the community enjoys living, working and playing in Bayswater.

Objectives

- To advance community identity and pride.
- To assist the community to identify and meet its needs.
- To create an environment where people are active, safe, healthy and participate in community life.
- To ensure that community services and facilities are accessible and appropriate to the needs of the community.
- To provide for emergency and other services to locate in the activity centre to meet the needs of a growing community.



Catalyst Actions

- Support and strengthen the Bayswater community groups as a collective voice for Bayswater, to discuss needs and local issues, and to take appropriate action for change and community building.
- Support the Bayswater Traders Association to promote and market Bayswater.
- Conduct an investigative project that engages the tertiary education sector to undertake site analysis and site potential for a future public art project that engages the community.

Other Actions

- As Bayswater develops, undertake a social infrastructure plan to determine the type and location of community infrastructure needed to support the developing community.
 - Use the social infrastructure plan as a tool for Council's asset management planning and in partnership opportunities with the private sector.
- Establish new methods and means of access to and distribution of local information to the local business and resident community.
- Facilitate links between business, community and education partners to further advance skill development within the community.
- Encourage civic and community functions.
- Continue to conduct public art projects as a means of creating identity.
- Support community education that recognises the value of participation in physical, social, intellectual, spiritual and cultural life.
- Create opportunities for the co-location of community services and facilities within the activity centre, which support the health and wellbeing of the community (such as a library branch, educational facility, child care service and/or community hall).

- Explore opportunities to create a community precinct within the activity centre, where existing and new community and civic venues and facilities can be located or relocated as Bayswater is progressively redeveloped.
- Support and promote community leaders and positive local initiatives.
- Promote local organisations, events and activities.
- Improve the quality and quantity of community facilities, infrastructure and support services to meet the needs of existing and new residents in and around the activity centre.
- Investigate opportunities for the further development of Bayswater Park, including the development of passive areas for picnics, the promotion/development of a recreation hub, (e.g. tennis hit walls, skate bowl), the maintenance of high quality sporting facilities, and opportunities for arts in the park, festivals and Christmas carols etc.
- Involve community groups and clubs (such as Probus, Rotary, Senior Citizens, local schools etc.) in revitalising Bayswater.
- Work in partnership with emergency services (police, CFA, ambulance etc.) to plan for current and future needs of the community, and investigate future opportunities for the co-location of emergency services.
- Encourage greater use of existing community facilities such as the Youth Hall for social and community activities.
- Encourage links between existing and proposed community facilities.

Recent achievements:

- *Assisted community leaders to establish the Committee for Bayswater.*
- *Supported older residents to feel safer in the community via a 'safety and confident living program'.*
- *Upgraded the Bayswater Park into an award winning multi access playground. Stage 2 of the 3-stage project has now been completed, comprising a train park.*
- *Worked with Victoria Police to introduce a Community Cop Program to deliver improved public safety and well being initiatives.*

Vision for Key Precincts and Landmark Sites

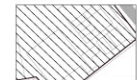
There are a number of key precincts and landmark sites within Bayswater Activity Centre where redevelopment or improvements are most needed and would act as catalysts for new development or investment elsewhere in the activity centre. These priority redevelopment sites are indicated on the map opposite.

To illustrate how the Objectives and Actions set out in the 6 themes above could best be implemented, concept proposals for preferred development have been prepared for the following key precincts and landmark sites:

1. Mountain Highway (south side, between High Street and Station Street).
2. The Bayswater Plaza (east side of High Street and Penguin Park).
3. 700 Mountain Highway (south-west corner of Mountain Highway and High Street).
4. Station Street (east side, including railway land and car parks).
5. Knox Community Arts Centre Site (east of the rail line).
6. Corner of Church and James Street (peripheral retail area).

The concept proposals for development on priority redevelopment sites and precincts throughout the activity centre are provided in this section in order to encourage quality urban design and development. Council is conscious of the potential development opportunities that these sites and precincts offer, and is prepared to facilitate development that accords with the Structure Plan.

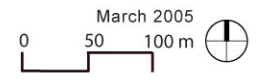
LEGEND



Priority sites for redevelopment



Refer to perspective drawing



PRIORITY REDEVELOPMENT SITES BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN



Knox City Council

Mountain Highway in the Year 2020

The shops on the south side of Mountain Highway have been progressively redeveloped to create a consistent and interesting built form, with lively colour schemes and open and inviting shop fronts. The footpath has been widened, and has become a space for meeting others, with outdoor cafes and bustling street life providing plenty of interest. The footpath is a safe and pleasant place to be, and reduced speed limits and road width in Mountain Highway has ensured that traffic noise no longer dominates the atmosphere. The new bush boulevard trees punctuate the streetscape, providing an ideal mix of sunlight, shade and shelter, while allowing people in passing vehicles to see through to the shops and the hills beyond. Part way down the hill, a small pedestrian mall draws people through a new public space towards an improved Bayswater Plaza, and further beyond to the improved public transport interchange.

Above the shops on the south side of Mountain Highway, development has been limited to one or two storeys of shop-top housing and offices to ensure that the views across to the Dandenong Ranges from Mountain Highway have been protected. To the rear, these shops, offices and residential units turn to face the views, with windows and outdoor terraces looking over the new open space in Penguin Park and new mixed use development in Station Street, to the hills beyond. Because people live and work above the shops, there are always people within the activity centre, and their presence makes Bayswater a safe and vibrant place to be, even at night.

Below: Mountain Highway



Above: Existing Conditions in Mountain Highway

Below: Mountain Highway in the Year 2020



ACTIVE USES ONTO MOUNTAIN HIGHWAY (eg. CAFÉ'S, SHOPS)

VIEWS FROM ROOFTOP TERRACES

SHOP TOP HOUSING & OFFICES



SHELTER TO PRINCIPAL PEDESTRIAN PATHS

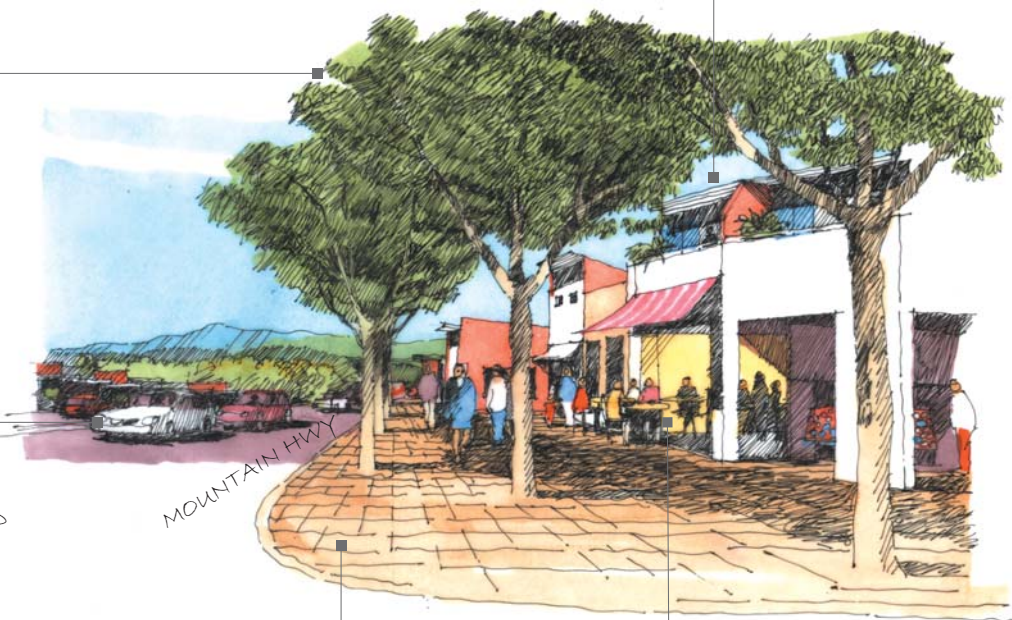
HIGH ST

MOUNTAIN HWY

PROTECT VIEWS TO DANDENONGS

PASSIVE SURVEILLANCE FROM SHOP TOP HOUSING

BUSH BOULEVARD PLANTING



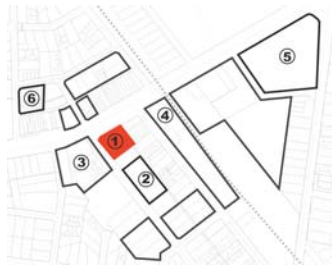
REDUCED IMPACT FROM TRAFFIC (SPEEDS, ROAD WIDTHS REDUCED)

MOUNTAIN HWY

WIDENED FOOTPATHS

ACTIVE USES

HIGH ST



Bayswater Plaza in the Year 2020

The Bayswater Plaza has undergone a major renovation and extension to create a high quality retail, office and residential complex in the retail core of Bayswater. Instead of being an inward-focussed shopping centre, the shops open out onto High Street, creating an active interface with this wide, tree-lined pedestrian space. A new supermarket has been established in the southern part of the Plaza, with an entrance directly onto High Street as well as to the inside of the Plaza. Community and civic uses occupy other parts of the building. Above the retail podium, 5 storeys of offices and apartments have been constructed, which have commanding views across to the Dandenong Ranges from their windows and balconies. The multi-storey component of the building is set back from the ground storey frontages to ensure that the human scale of development in the centre is not lost. Overlooking of Macaulay Place, High Street and the new open space area in Penguin Park is still possible from these upper storeys, which contributes to the actual and perceived vibrancy and safety of the activity centre.

Below: Bayswater Plaza



Above: Existing Conditions of Bayswater Plaza

Below: Bayswater Plaza in the Year 2020



SHOP TOP HOUSING
WITH VIEWS TO THE
DANDENONGS

SHOPS FRONTING WIDE
FOOTPATHS AND PENGUIN
PARK

ARTICULATED
BUILDING
FACADES &
ARCHITECTURAL
INTEREST

PASSIVE SURVEILLANCE
FROM UPPER LEVEL OFFICE &
RESIDENTIAL USES &
BALCONIES

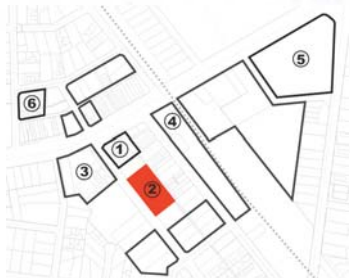
NEW RETAIL
ATTRACTOR AND
GROUND FLOOR
SPECIALTY
STORES WITH
ACTIVE FRONTAGE
TO HIGH STREET



HIGH ST

THIS CAR PARK IS A POTENTIAL
PRINCIPAL OPEN SPACE AREA

OUTDOOR DINING



700 Mountain Highway in the Year 2020

Several land holdings on the former Spotlight site were consolidated into one to enable the development of office and residential buildings on this landmark site. This site plays an important role in signifying arrival at the activity centre, and is prominent from both east and west approaches. High quality offices, mixed use development and supporting commercial uses (e.g. cafes, dry-cleaners, office supplies, printing shops) are found on the lower levels, with residential units above. The frontages to the footpaths are varied and well-articulated, providing interest and shelter on this popular pedestrian route to schools, offices and residential areas. Outdoor cafes provide a lively atmosphere during the day, while at night the resident population ensures that there is always a human presence in the precinct. The elevation of this site ensures that, despite high density development to the east, views to the Dandenong Ranges are still possible from the upper levels.

Below: 700 Mountain Highway



*Above: Existing Conditions, 700 Mountain Highway
Below: 700 Mountain Highway in the Year 2020*



LOWER SCALE DEVELOPMENT IN THIS LOCATION PROVIDES VIEWS TO DANDENONGS & BAYSWATER PLAZA BEHIND

RESIDENTIAL UNITS ABOVE OFFICE DEVELOPMENT PROVIDES ACTIVITY DURING BOTH THE DAY & NIGHT

LANDMARK BUILDING ON PROMINENT SITE AT CREST OF HILL

NEW DEVELOPMENT CONSTRUCTED TO FOOTPATH WITH CAR PARKING BEHIND / UNDERNEATH



WIDENED FOOTPATHS PROVIDE FOR INCREASED COMMUNITY USE

ON ROAD BIKE LANES

BUSH BOULEVARD PLANTING IN MEDIAN STRIP

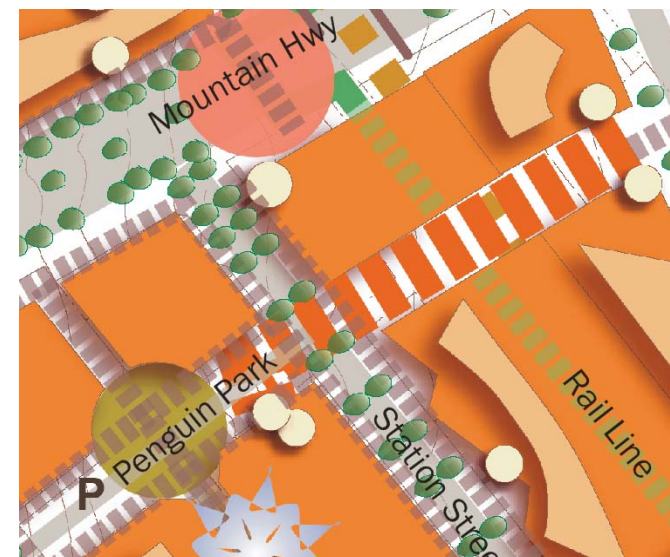


Station Street in the Year 2020

The retail core has been consolidated closer to the rail line, with the development of new shops on the underutilised land on the east side of Station Street. As this area is low-lying, development of 3-5 storeys can be accommodated without blocking out views, even from this low vantage point. Residential units above the shops provide housing that has easy access to the upgraded public transport interchange further down Station Street. The interchange is surrounded by shops to serve commuters, and physically integrates train, bus and taxi services, which operate frequently and over extended hours. The rail line has been undergrounded as it passes through the activity centre, providing a safe and quiet location for housing, and enabling the development of the airspace above the rail line. Now that the rail line no longer acts as a barrier to pedestrian movement, a new pedestrian mall links Penguin Park with the east side of the rail line, where entertainment venues provide for residents, workers and visitors to the activity centre. Signalised pedestrian crossings across Mountain Highway and Station Street further increase pedestrian safety and ensure that Mountain Highway no longer poses a significant obstacle to pedestrian movement.



*Above: Existing Conditions of Station Street
Below: Station Street in the Year 2020*



Below: Station Street (at its intersection with Mountain Highway)



LOCATION FOR NEW ENTERTAINMENT VENUE

RAILWAY LINE COULD BE UNDERGROUNDED WITH DEVELOPMENT ABOVE

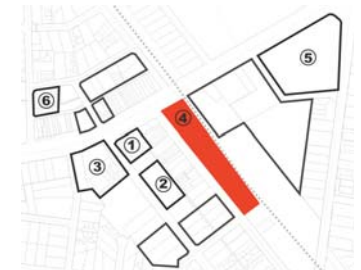
NEW PEDESTRIAN ACCESS OVER RAIL LINE WITH SHOPS & LOCATION FOR NEW ENTERTAINMENT VENUE FRONTING THIS SPACE

IMPROVED PUBLIC TRANSPORT INTERCHANGE



NEW PEDESTRIAN CROSSING PROVIDES SAFE ACCESS ACROSS MOUNTAIN HIGHWAY

HOUSING AND OFFICES ABOVE ACTIVE SHOPS FRONTING STATION STREET



The Knox Community Arts Centre Site in the Year 2020

This is a gateway site to both Bayswater and Knox as a whole, and has been developed with a hotel and conference centre to meet the demand for high quality accommodation, meeting and dining facilities in the area. The facility is well-used by local businesses within the activity centre and the industrial precinct to the east, as well as attracting business from across Knox and neighbouring municipalities. The building design is innovative, incorporating ESD principles, and provides a landmark frontage to both Mountain Highway and Scoresby Road. To the rear, pedestrian areas front onto the new entertainment precinct and the adjoining TAFE campus. The indigenous planting theme of Bayswater Park is carried across Mountain Highway, providing a landscape buffer to the new development while preserving its prominence in the streetscape. The Bush Boulevard reinforces this theme through the activity centre, and combined with the reduced width of the road, reduces the sense that the road is merely an artery for traffic. Reduced speed limits through the activity centre further create a sense of arrival in Bayswater.



Above: Existing conditions of the Arts Centre site
Below: Arts Centre site in the Year 2020



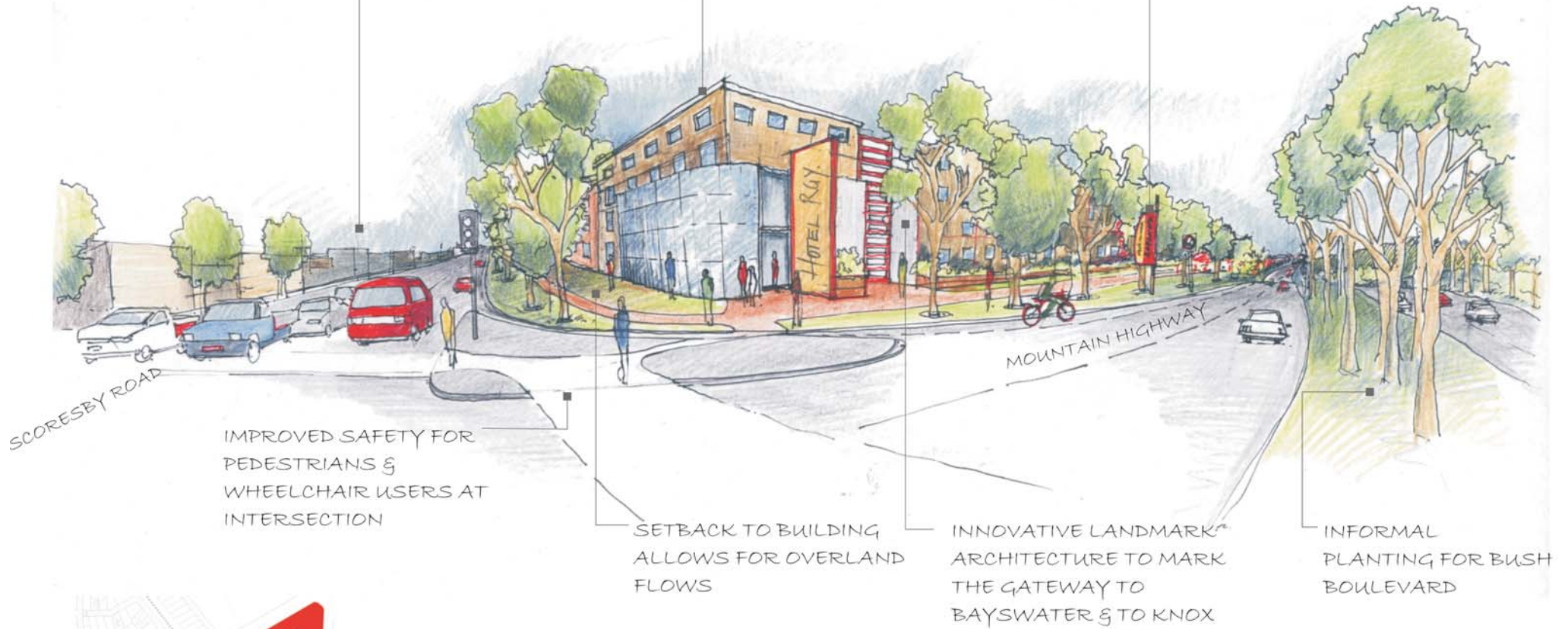
Below: The Knox Community Arts Centre Site



IMPROVED LINKAGE
BETWEEN INDUSTRIAL
PRECINCT & ACTIVITY
CENTRE

HOTEL OR CONVENTION
CENTRE PROVIDES MEETING &
CONFERENCE FACILITIES &
ACCOMMODATION FOR
INDUSTRIAL & OTHER
BUSINESS

SIGN ANNOUNCING
ARRIVAL WITHIN THE
BAYSWATER ACTIVITY
CENTRE

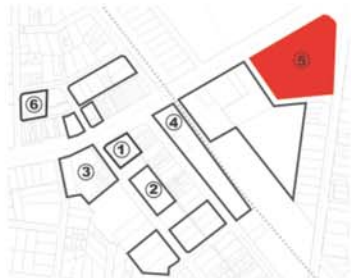


IMPROVED SAFETY FOR
PEDESTRIANS &
WHEELCHAIR USERS AT
INTERSECTION

SETBACK TO BUILDING
ALLOWS FOR OVERLAND
FLOWS

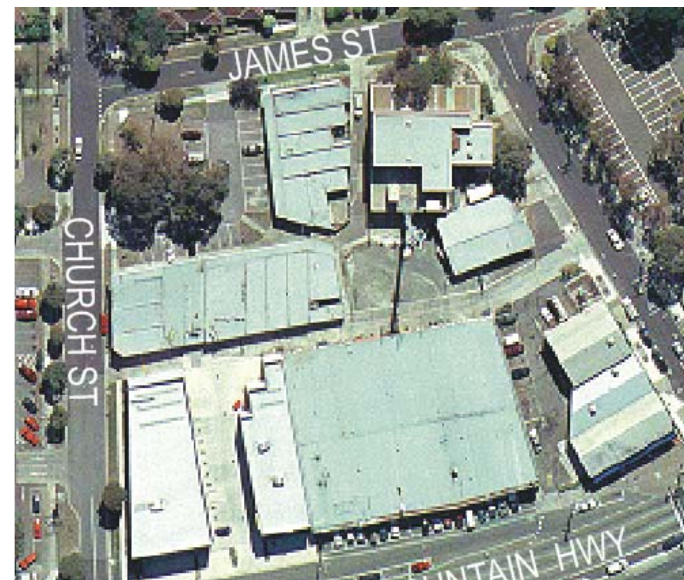
INNOVATIVE LANDMARK
ARCHITECTURE TO MARK
THE GATEWAY TO
BAYSWATER & TO KNOX

INFORMAL
PLANTING FOR BUSH
BOULEVARD



The corner of Church and James Street in the Year 2020

A poorly performing retail cluster to the rear of the main shopping centre in Bayswater has given way to a new medium-high density residential development, with a small public open space area on the corner. As the retail core has been consolidated to the south of Mountain Highway, peripheral retail areas in the activity centre such as this site have been progressively consolidated and redeveloped for other uses. Three and four storey terrace-style housing has been developed on the site, providing a range of housing choices to suit different household types. Underground parking is accessed from the rear laneway, which has become a shared pedestrian zone with dwellings fronting onto this space. Across James Street to the north, new development of 2-3 storeys provides a gradation in building heights to the medium density scale of development to the north.



Above: Existing Conditions, Cnr Church and James St
Below: Cnr Church and James Street in the Year 2020

Below: Corner of Church and James Street



NORTHERN ORIENTATION OF UNITS AND WIDE EAVES TO SHADE WINDOWS ENABLE GOOD INTEGRATION OF ESD PRINCIPLES

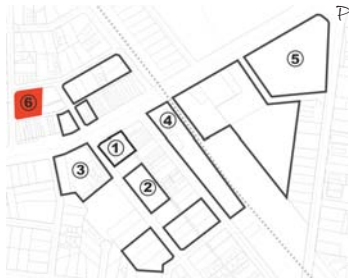
BALCONIES PROVIDE PRIVATE OPEN SPACE FOR RESIDENTS AND PASSIVE SURVEILLANCE OF STREET

UNITS TO THE REAR FRONT ONTO LANEWAY, WITH SECLUDED OR COMMUNAL OPEN SPACE IN BETWEEN.



SMALL OPEN SPACE AREA PROVIDES FOR LOCAL RESIDENTS AND PRESERVES EXISTING CANOPY TREE

SOME OFFICES INTEGRATED INTO THE RESIDENTIAL DEVELOPMENT PROVIDES GREATER ACTIVITY DURING THE DAY










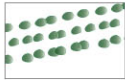

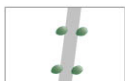






Bayswater 2020: The Vision Realised

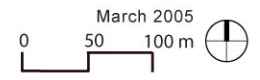
This framework plan draws together the key elements of the Land Use, Built Form, Accessibility and Public Spaces & Landscape Plans to depict how these Plans could be implemented in order to achieve the Vision for Bayswater. This Plan broadly shows just one way in which the Vision could be realised, and it will be important to ensure that it remains flexible to enable positive change to take place that was not envisaged at the time of preparing this Structure Plan.





LEGEND

-  Redevelopment (2-3 storeys)
-  Taller building element (4-5 storeys)
-  Landmark building element
-  Medium density residential development
-  Major pedestrian circulation
-  Elevated pedestrian walkway (or at grade with railway underground)
-  Possible road link with railway underground.
-  Bush boulevard
-  Signalised intersection
-  Principal Avenue (Scoresby Road)
-  Rehabilitated Creek Corridor
-  Public parking - off street or undercover
-  Upgraded public transport interchange
-  Heritage places to be protected.
-  Potential open space areas.
-  Future opportunities for community services and facilities.



BAYSWATER 2020: THE VISION REALISED BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN

Part B: Background

Part B provides information on how the Structure Plan was developed and the next steps in its implementation. Background information about Bayswater is also provided to paint a picture of Bayswater and discuss the issues that have shaped the Structure Plan and what it sets out to achieve. Further background information is provided in the Charrette Issues Paper (see References and Further Information section for details).

The Development of the Structure Plan

Bayswater has a long history of studies and strategies that have not been properly implemented. From as early as the 1970s, Knox City Council and the State Government have been studying the issues in Bayswater in order to create strategies for improving the activity centre, which has been in a state of decline for some time. The process of structure planning for Bayswater has therefore not started with a clean slate, but has been able to build on this breadth of work and the wealth of knowledge that exists within Council and the community.

Community consultation carried out in the past has also contributed to this Structure Plan. The community has previously told Council that it is eager to see results on the ground rather than yet another strategy, and in September 2001 Council responded to this by initiating the Bayswater Revitalisation Project, an exercise in Place Management. This project has brought about tangible improvements in Bayswater, and has involved an ongoing process of community consultation and feedback, coordinated through the Bayswater Reference Group (now replaced by the Committee for Bayswater). Now that some improvements have been made on the ground and community morale has been lifted, it is time for a strategy such as this Structure Plan to guide further change, particularly in the private sector.

As there is a history of community consultation in Bayswater, it was considered appropriate to prepare a draft Structure Plan to present to the community for feedback rather than running community consultation sessions from the outset and ignoring the wealth of knowledge and feedback that has already been documented. The Committee for Bayswater has been consulted through the development of this Structure Plan, and has acted as a voice for the broader community.

Following the preparation of the draft Structure Plan, extensive community consultation was carried out in order to gather feedback and finalise the document.

The Structure Plan guides urban development and change in Bayswater. It has been produced through the collaborative effort of key staff from across Council, State Government departments and agencies, as well as consultants and the community. A list of those who have contributed to the preparation of the Structure Plan appears at **Appendix 1**.



The key phases in the development of the draft Structure Plan have been:

Phase 1: Research and Analysis

An analysis of the studies, strategies and programs completed to date was carried out, and further research commissioned. An Issues Paper was prepared to inform further discussion, and a workshop was held with the Committee for Bayswater (Stage 1 consultation) to gain their input early in the development of the draft Structure Plan. A summary of the input provided by the Committee for Bayswater is included at **Appendix 2**. A meeting was held with the Department of Sustainability and Environment to seek feedback and endorsement of the proposed structure and process for preparing the Structure Plan.

Below: Workshop with the Committee for Bayswater



Phase 2: Charrette

A two-day charrette was organised by Knox City Council and held at Siemens Ltd. in Mountain Highway, Bayswater, on 23 and 25 June 2004. This intensive workshop was held in order to fully explore the issues and evolve an approach to overcome constraints, in order to move towards a vision for an improved Bayswater. The charrette involved more than 25 people, including key staff from across Council, several representatives from key State Government departments and agencies, and consultants.

Below: A presentation on Day 1 of the charrette



Day 1 of the charrette included background presentations covering: historical context; urban development and design; economic, employment and business issues; social and community issues; demographics and housing; transport and car parking; and the natural environment. The constraints and opportunities in Bayswater were identified in workshoping sessions, and Objectives and Actions determined for each of the 6 themes (e.g. Land Use).

Day 2 of the charrette consisted predominantly of working in groups to map the Objectives and Actions, and producing framework plans which pulled all the elements together on the one map to ensure all the ideas worked together as a whole. An urban design team (including consultants and Council officers) produced a further framework plan, and prepared perspective drawings to illustrate how these ideas might translate into new development within the activity centre.

Below: Mapping on Day 2 of the charrette



Below: The design team presenting concepts to the group.



Phase 3: Preparation of the draft Structure Plan

After the charrette, the draft Structure Plan was produced by the City Strategy team in Knox City Council with the assistance of consultants. The written outcomes of the charrette and the workshop with the Committee for Bayswater were worked into the Structure Plan, and the maps and perspective drawings were drawn up by consultants. Material prepared by Council staff and presented at the charrette was also incorporated into the background section of the Structure Plan. Feedback from the Committee for Bayswater on the draft was integrated into the Structure Plan, and further comments from charrette participants and Council were sought.

Phase 4: Consultation

Following endorsement from Council, the draft Structure Plan was placed on public exhibition for a period of one month, which included advertising the Structure Plan, providing notice to all property owners and occupiers within the study area, holding a stall at the Bayswater Market to launch the Structure Plan and provide a casual forum for feedback to be offered. Eight street consultation stalls were held at various locations throughout the activity centre over the consultation period, and two community workshops were held. The Structure Plan was also distributed to key stakeholders for comment.

Next Steps...

Phase 5: Adoption and implementation of the structure plan

Following exhibition and finetuning of the Structure Plan and its adoption by Council, a planning scheme amendment will be prepared, which will include a Local Planning Policy for Bayswater. This amendment will be a major implementation mechanism, and it is essential that this is carried out early to ensure the success of the Structure Plan. An interim planning scheme amendment to introduce temporary controls in the short term will be sought early in 2005, with permanent controls being developed for exhibition shortly after. A planning scheme amendment to introduce permanent controls will be exhibited following approval of the interim controls by the Minister for Planning. Further work will also need to be carried out to progressively implement the Structure Plan, and indicators will be developed to monitor the success in implementing the Structure Plan.

Phase 6: Monitoring and Review

After the Structure Plan is in place, the process of monitoring the success of the Structure Plan will commence. The progress made towards implementing the Structure Plan could be monitored on an annual basis, and the Structure Plan will be reviewed every 2-3 years to ensure it remains a valid and effective planning instrument.

Bayswater Activity Centre: Past and Present

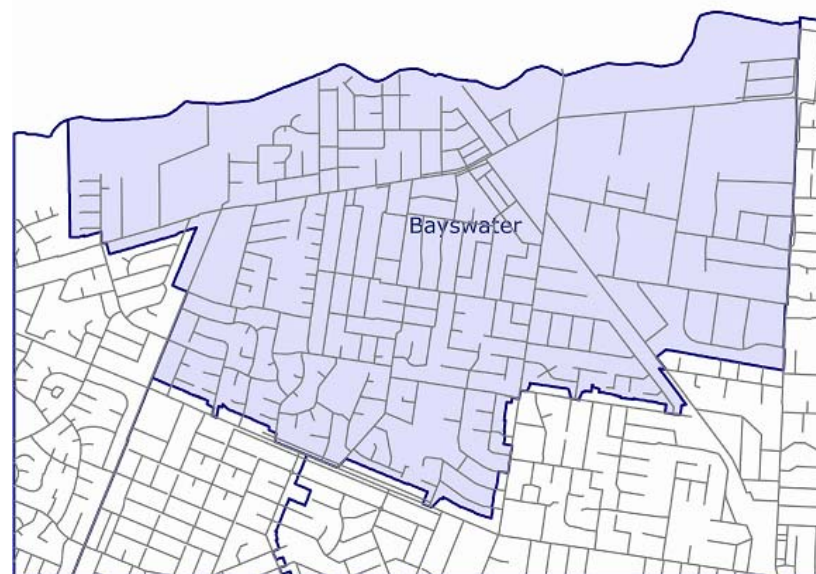
The Role of the Centre and its Regional Context

Bayswater Activity Centre is a shopping, business and community centre, located approximately 26 kilometres east of the Melbourne CBD. The activity centre is located on Mountain Hwy between Harris Grove in the west and Scoresby Road in the east, and extends into side streets such as Station Street, High Street, Valentine Street and Church Street. Residential land surrounds the commercial and business area at the core of the activity centre to the south, west and north, while a large industrial precinct is situated to the east of the activity centre. The activity centre also comprises a large area of parkland, a variety of community uses, and a public transport interchange.

Bayswater is classified as a Major Activity Centre within Melbourne 2030, however the retail function of the activity centre is underperforming and there is capacity for improvement. The classification of the Centre as a Major Activity Centre relates to the presence of a rail station and bus interchange and to the size of the activity centre, which is quite spread out but with a high proportion of vacant or underutilised land and buildings. Therefore, while Bayswater Activity Centre is large in size, the retail mix is poor, with an undersupply of services and higher order shops (such as clothing, electrical, or department stores). In recent years, the role of the centre has predominantly been for convenience shopping needs, with local residents travelling to larger centres such as Knox City Shopping Centre or Eastland (in Ringwood) for other shopping and service needs. There also appear to be high instances of local residents travelling to Boronia, another Major Activity Centre, to fulfil their shopping needs. Increasing competition from other centres for available retail expenditure within the catchment area will continue to limit the ability of Bayswater to capture a greater market share, and it is recognised that the role of the activity centre is unlikely to increase without matched increase in the catchment population through introducing higher density housing into the activity centre.

Demographics

A snapshot of the demographics of Bayswater and the analysis provided by i.d.consulting is presented in this section. This information is derived from Census data and relates to the area shown in the figure below. It is noted that the study area for the Bayswater Structure Plan comprises only a part of this area.



Source: i.d.consulting

Population

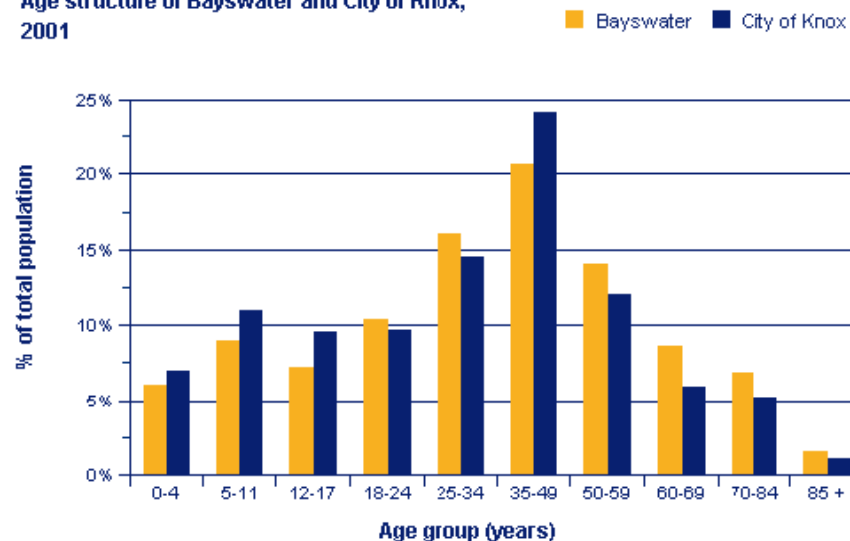
Bayswater has a relatively stable population, which increased slightly between 1996 and 2001 from 10,288 to 10,302 people. Projections suggest that the population will grow to 11,602 people by 2015. Seventy percent of the Bayswater residents were born in Australia, but Bayswater has a high proportion of overseas-born residents when compared to the rest of Knox.

Age and Family Structure

In 2001, Bayswater had a high concentration of families with older children and 'empty-nesters' in the 50-59 and 60-69 year age groups. Compared with Knox as a whole, Bayswater has a higher percentage of persons aged 50-69 and a lower percentage of people aged 12-17 and 35-49. The highest growth in population between 1996 and 2001 was in the 50-69 year range, while the biggest decline in population was in the 18-24 year age group. The decline in the youth population combined with an ageing population is a concern, as a continuation of this trend may result in a shortage in the local workforce, which may impact on the local economy. The decline in young people may also indicate that greater employment and lifestyle opportunities for young people are needed in order to retain and attract this sector of the community. The figure opposite provides further details on the age structure of Bayswater and the City of Knox as a whole.

In comparison to Knox as a whole, Bayswater had significant differences in household structure in 2001. In particular, there were less couples with children and a higher proportion of single parent families. There was also a larger percentage of lone person households, which relates to the ageing population in Bayswater. Between 1996 and 2001, the biggest changes in household structure was in the category of families comprising a couple and child(ren), which decreased by 3.4% to 33.6% of the population, and lone person households which increased by 3% to 24.9%.

Age structure of Bayswater and City of Knox, 2001



Source: *i.d.consulting*

Education

The population of Bayswater is relatively skilled and well-educated, with approximately 32% holding some form of educational qualification. Overall this figure is lower than the Knox average of 36% and the Melbourne average of 36.4%, although compared with Knox, a similar percentage of the population has a vocational qualification (both around 18% of persons aged over 15). A greater percentage of persons over 15 in Bayswater has a vocational qualification when compared with the Melbourne average of 13.8%. However, Bayswater also has a smaller proportion of persons over 15 with a Bachelor or Higher Degree, or an Advanced Diploma or Diploma: the Melbourne Statistical Division has 22.6%, Knox 17.8%, while Bayswater has only 13.8% with this form of qualification.

A smaller share of the Bayswater population completed school to Year 12 (33.2%) compared with Knox as a whole, and a greater share left school at Year 10 or earlier. In 2001 there was also a smaller proportion of the population attending primary or secondary school, which reflects the ageing population and smaller proportion of the population in the 5-11 and 12-17 age group.

Income and Employment

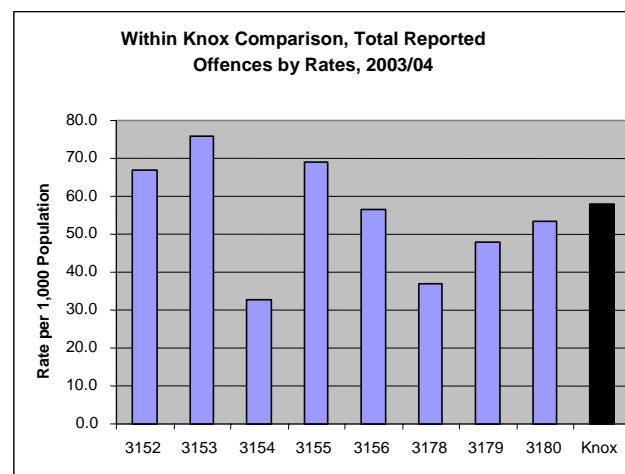
In 2001, Bayswater had a greater share of low-income households (\$200-299 per week), and a lesser share of high-income households (\$1500 or more per week) when compared to Knox as a whole. Since 1996, the proportion of households in the high-income bracket has declined and the proportion of low-income households has increased significantly, which reflects the ageing population and greater share of residents aged over 60.

In 2001, Bayswater had a labour force of 5361 people, and 6.2% were unemployed, compared with 5.1% in Knox as a whole. Compared with Knox there were fewer professionals but a higher number of tradespersons and labourers.

Crime and Perceptions of Crime

Amongst Knox residents surveyed in 2004 in a Perceptions of Local Safety Survey, the majority (81%) perceived crime to be the same or worse than 5 years ago. In reality, reported crime figures indicate that the crime rate was reduced by 12.6% on the previous year. The perception was that the key crime was household burglary, when in reality other crimes such as theft from motorcar, property damage and assault were reported more often. These crimes saw an increase over this year whereas all other types of crime showed a decrease.

Based on Victoria Police “reported and cleared crime” figures, 8,707 offences were reported in the Knox Local Government Area in the 2003-2004 financial year, which is a 12.6% reduction on the previous year. Over this period there were 1624 reported crimes in the 3153 postcode area (including Bayswater and Bayswater North), which is 76 reported crimes per 1000 residents compared with an average of 58 reported crimes per 1000 residents for Knox as a whole. The figure below provides comparisons of Knox postcodes.



Above: Reported offences per 1000 residents by postcode.

While Bayswater had the highest crime rate over this period, there has been a substantial reduction in crime over the last two years. In the 2001-2002 financial year there were 2,270 reported offences, which equated to 114 offences per 1000 residents (compared with the Knox average of 81 offences per 1000 residents). Knox has also seen a 20% reduction in incidences of graffiti, which is attributed to Council’s Graffiti and Vandalism Management Plan. (Source: Perceptions of Local Safety Survey (POLS) 2004 – in press and Crime Statistics for Victoria from VicPol Data 2004 (Victoria Police)).



The urban context of Bayswater presents considerable opportunities for design improvement to further reduce actual crime rates as well as people's perceptions of crime. The public space within the structure plan area is currently poorly utilised, has large expanses of underutilised land with few surrounding active uses, has little activity after dark and has poor interfaces between pedestrian areas and adjoining uses. These characteristics lead to the centre being perceived as unsafe. Future development can redress many of these concerns through the application of Crime Prevention Through Environmental Design principles. The *Safer Design Guidelines for Victoria* will outline a number of strategies to reduce crime which should be incorporated into the redevelopment of Bayswater. These strategies relate to:

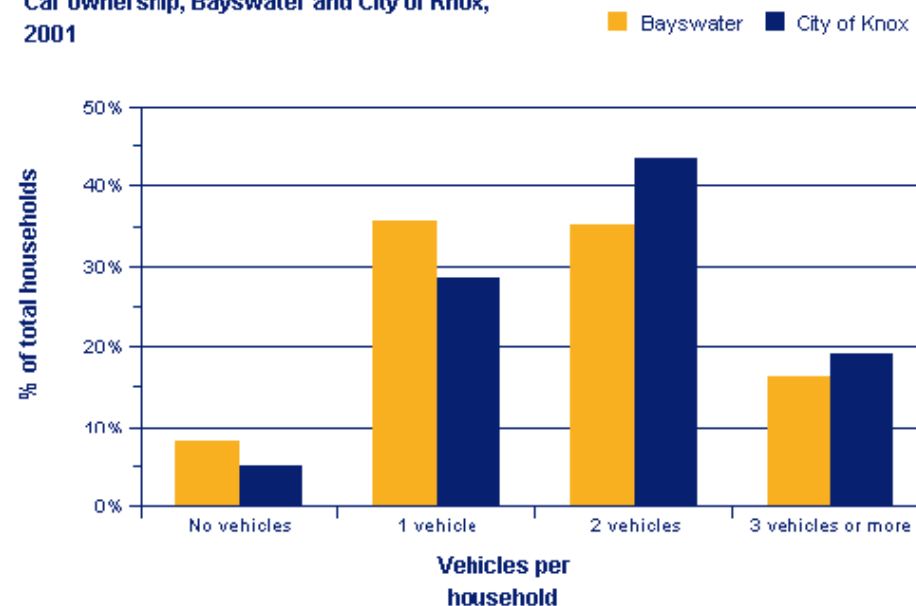
- increasing community usage of public places – daytime and evening
- achieving connection and integration of streets and public places
- reducing opportunities for crime and anti social behaviour
- improving the quality of life for the community by improving perceptions of public places
- creating more liveable and sustainable environments.

(DSE website: www.dse.vic.gov.au)

Car Ownership & Public Transport Use

In 2001, a significantly smaller proportion of households owned motor vehicles compared with Knox as a whole, which may relate to the higher proportion of low income households. It may also be a function of the availability of public transport options, as well as the age structure of Bayswater, which features a higher proportion of elderly persons than Knox. As shown in the figure below, compared with Knox as a whole, a higher proportion of households had 1 or no vehicles, and fewer households had two or more vehicles.

Car ownership, Bayswater and City of Knox, 2001



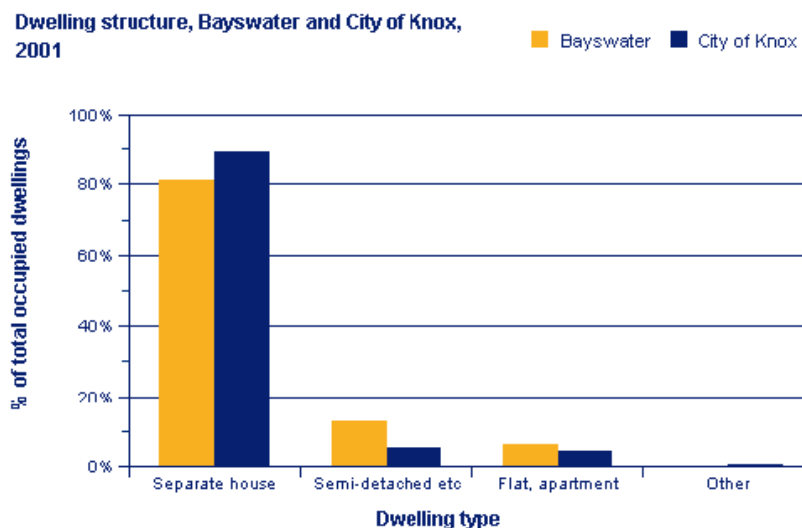
Source: *i.d.consulting*

The dominant mode of travel to work was by car, with only 7% of people using public transport to get to work. Compared with the Knox average, slightly more people used public transport to get to work, and slightly fewer people travelled by car.

Housing

Housing Type

As shown in the figure below, Bayswater had a high concentration of detached housing in 2001, which formed 81.2% of the housing stock. This figure is higher than for the Melbourne Statistical Division, which had 74% separate houses in 2001, however it is lower than for Knox as a whole, which had 89.2% separate houses. As a consequence, there is a higher proportion of attached and semi-detached dwellings in Bayswater than in Knox, but a lower proportion than the Melbourne average.



Source: *i.d.consulting*

The housing types in Bayswater provide well for families, but there is capacity for increased diversity of housing types to provide for different household types. This will be particularly important if the housing in Bayswater is to meet the changing needs of the community, in particular the decrease in average household size associated with the ageing population.

Housing Tenure

Bayswater has high levels of home ownership with 40% of households owning their home. Bayswater has 33% of households who are currently purchasing their homes under mortgage compared to the Knox average of 40%. Although Bayswater has high levels of home ownership, there are also higher levels of households who are renting than the Knox average.

Of the 14% of dwelling being rented, Bayswater has 21.2% compared to the Knox average of 13.6%.

Social and Public Housing

The City of Knox has 1,043 public housing site listings and 81 government funded properties managed by community based non-government organisations. Public housing is concentrated in Ferntree Gully, Boronia and Bayswater. Bayswater has 21.2% of public housing stock for Knox.

As the population ages and the number of people with acquired disabilities increases, demand for a range of affordable, public and social housing options will continue to grow.

Future Housing Needs

The Eastern Region Housing Working Group has been established as an initiative of Melbourne 2030 for the purpose of preparing a Regional Housing Statement to address the housing needs for the Eastern Region. The City of Knox is a member of the Eastern Region along with Boroondara, Manningham, Maroondah, Stonnington, Whitehorse and Yarra Ranges councils. The Eastern Region will be required to accommodate 90,000 new households for an additional population of 108,000 persons by 2031.

The Department of Sustainability and Environment have forecast that the City of Knox will grow by an additional 12,000 persons over the next 25 years with a need to accommodate an additional 15,100 new households by 2031.



The Knox City Council is currently developing a Knox Housing Statement that will manage and direct new housing to preferred locations. Consistent with the initiatives of Melbourne 2030, the Knox Housing Statement will encourage a major share of new housing being located within the existing principle and major activity centres.

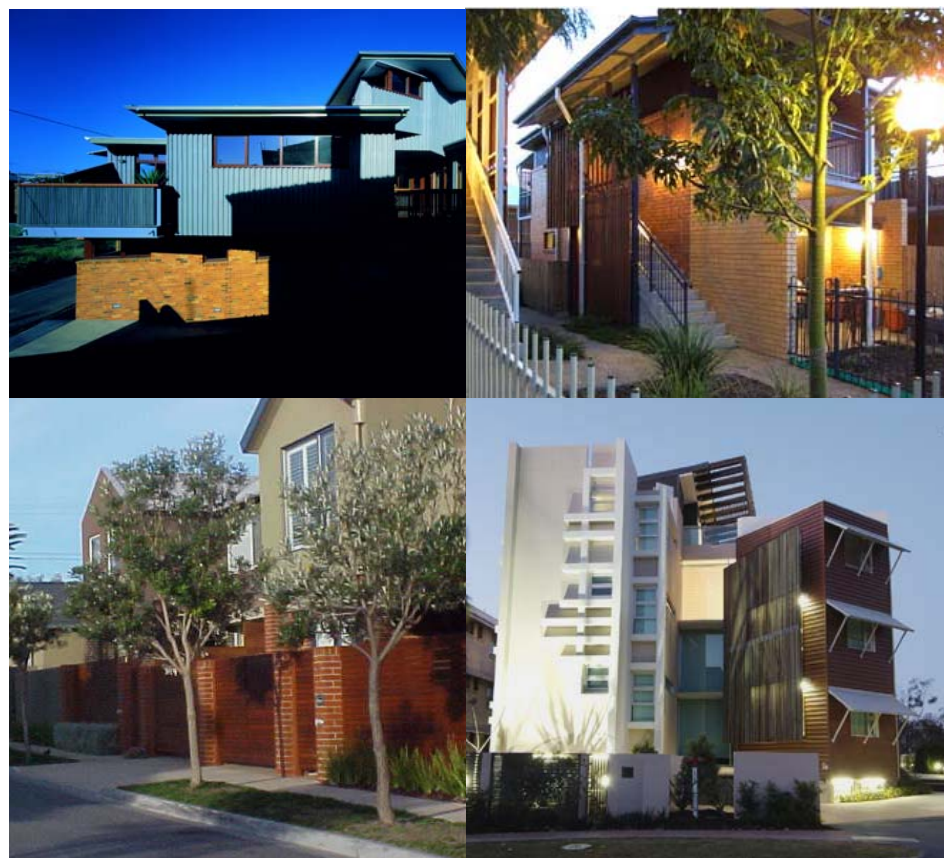
Between 2001 and 2015, the population of Bayswater is expected to increase by around 1300 persons, based on current trends. A preliminary analysis of the capacity of the Bayswater Activity Centre to accommodate new housing to meet this increase has revealed that 1000-1600 additional households would be able to be provided for on vacant sites and through the redevelopment of currently underutilised sites in the study area. In reviewing this range in reference to the Structure Plan, consideration needs to be given to whether further population increases should be encouraged within the activity centre than those projected. The additional housing capacity within Bayswater could be used to channel new housing development into this existing centre, thereby reducing the pressure for the development of housing within established residential areas.



Above: There is significant potential in and around the retail core for new housing above retail and office developments (e.g. corner of High St and Pine Road).

The new housing needed to accommodate population growth would be in the form of medium and high density housing, and the dwelling yield would depend on the types of development that occur within the activity centre, Council's success in encouraging high quality, site-responsive housing development, the density of the new development and the dwelling size. The current lack of demand for high density housing will also have a large impact on the supply of housing in the activity centre in the short term. Over time, as housing demand and land values increase, further land within the study

area may be deemed to be underutilised and create further capacity for additional housing, particularly where housing lots are able to be consolidated to enable high density housing to be constructed. Once the Structure Plan is finalised and land use zones reviewed to assist in its implementation, a more accurate estimate of housing capacity for Bayswater will be developed.



Above: In order to provide for future housing needs, well-designed medium and high density housing will need to be encouraged in and around the activity centre. (Source: various websites).

Urban Land Use, Built Form & Urban Design

Bayswater was established in the late 1800s as a stopping point on the rail and coach route to the Dandenong Ranges, and later as a tourist resort in its own right with the construction of the rail line from Ringwood to Ferntree Gully. In 1899 the Mountain Highway was gazetted, and the Bayswater Wine Café and boarding house was constructed to provide for a burgeoning tourist market, offering a coach service into the mountains. The residential area around the train station, including High Street, Elm Street and Orange Grove, was subdivided in 1915 and weekend retreats were established. Following the electrification of the rail line in 1925 the orchards and market gardens were subdivided to make way for residential development, and Bayswater became an established commuter suburb. Following the Second World War, Bayswater expanded substantially with the establishment of the industrial precinct. Several sites of historical interest remain, including: the Bayswater Wine Café (corner Mountain Hwy and Bayswater/Scoresby Rd); 'Highmoor', a single storey timber bungalow constructed c.1889-93 (Highmoor Ave); a single roomed gothic church and hall behind the Uniting Church (Mountain Hwy); the original timber school and residence of the Bayswater Primary School (Mountain Hwy); a Canary Palm (Myrtle Gve) and the site of former bridge across Dandenong Creek (Knox Heritage Study, 1993). These sites should be protected in the future redevelopment of the area, as they provide an important link to Bayswater's past.



Above: The Bayswater Wine Café is on a prominent site on the edge of the activity centre. With renovation and investment, this could become a landmark building.

The built form of the activity centre is now dominated by early strip shops with 6 metre wide frontages, with some larger shops such as Safeway and The Warehouse on the periphery of the retail area. The Bayswater Plaza, an inwardly focussed hard-top shopping centre, is set back off Mountain Highway, and offers little to improving the quality or vibrancy of the streetscape. Offices are dotted throughout the activity centre, with some concentration at the western end along Mountain Highway. Overall, the centre is spread out with no significant clustering of activities. The surrounding area comprises low-density residential dwellings, predominantly of single storey scale, although recent unit developments are incorporating second storeys.



Above: Many existing shop frontages present poorly to the street with little consistency in signage, verandahs or colours.

The activity centre has a relatively poor visual amenity. The lack of continued upgrading of buildings, shop displays, signage and the public realm has resulted in a built form which is cluttered, lacking in legibility and in many cases run down. The absence of signage policy or colour/design themes contributes to this inconsistency in the streetscape. Recent streetscape works, landscaping, and the installation of outdoor lighting and street furniture has made an important start to improving the visual amenity of the centre.



Above: Car parking in front of shops provides a poor interface with the street. Narrow pedestrian access way with little potential for passive surveillance creates an inhospitable environment for pedestrians at night.

In general, the built form of the activity centre does not respond well to the natural features of the area, including the sloping topography, Dandenong Creek, Bayswater Park and the views to the Dandenong Ranges. Dandenong Creek and Bayswater Park are poorly connected to the activity centre, and views of the Dandenong Ranges are not exploited in development. The buildings, roads, rail line and car parks create significant physical barriers to movement, and existing paths are poorly defined.

Business and Economic Context

The activity centre is the economic hub of Bayswater, serving a large residential and industrial community. The suburb of Bayswater has a population of approximately 10,350 people (ABS data 2001), and the large Bayswater industrial precinct, covered by postcode 3153, is located just to the east of the activity centre. Over 1,800 businesses operate in the industrial precinct employing some 35,000 people.

Activity Centre

The activity centre does not have a clear focus or role. Its retail 'offer' is quite limited compared to other Major Activity Centres, but Bayswater does have a relatively good mix of non-retail commercial and professional services. Many of these services are on the periphery of the activity centre – such as the many offices at the western end of Mountain Highway. The Bayswater Hotel and the Knox Community Arts Centre are at the eastern end of the activity centre between the railway line and Scoresby Road.

The activity centre is generally made up of small privately owned shops and offices with one 'hard top' shopping centre known as Bayswater Plaza off High Street, and one major Supermarket off Mountain Hwy. The Plaza contains approximately 15 small shops, although most of these are currently vacant, and until mid 2004 a small independent supermarket operated in the southern end of the Plaza. The lower level of the Plaza (fronting Macaulay Place) is occupied by service businesses that appear to be performing well. Safeway supermarket is located at the western end of the activity centre off Mountain Hwy. This provides the main convenience retailing function of Bayswater, but due to the distance from the traditional core of the Centre it does not appear to result in any significant spin-off trade to other businesses or add to the overall vibrancy of the activity centre.

Overall, the Bayswater Activity Centre is dispersed with a relatively poor retail offer. It only partly serves the convenience retailing needs of the local community and has poor business mix. There is a need to improve this business mix, in particular to attract and retain younger people for shopping and employment, and to reduce unemployment among youth and the associated social tension this can create.

The activity centre is a local meeting place for Bayswater residents and workers, however it is generally perceived as a poorly performing centre due to the historically high vacancy and business turnover rates and poor physical amenity. In the year 2000 there were 165 available tenancies, of which 21 shops were vacant, representing 12.7% of the total shops (MacroPlan, 2000). This report also revealed a high business turnover of 38% in the past 3 years.

In 2004, Council commissioned an assessment of the supportable retail floor space of the activity centre based on existing conditions and population projections for the catchment area. This showed that the current available retail floorspace in the Bayswater Activity Centre was 18,600 square metres, of which approximately 3,600 square metres was vacant, or 19% of the total of 18,600 square metres of retail floor space. Based on projections of available retail spending in the catchment area, the study indicated that only a small increase of 1,750 square metres in retail floor space will be required over the next 15 years (Essential Economics, 2004).



Above: The Bayswater Plaza is largely vacant.

While the study took into account the fact that a Structure Plan was being prepared, it did not factor in the increase in population of the study area, and therefore the available retail expenditure, that the structure planning process would provide for. The study also did not take into account any effects that would flow from Council's Place Management Program initiatives.

The potential for increased sales as a result of population growth will be a critical factor in determining future retail development of the activity centre. Based on prevailing circumstances, projections suggest that population within the catchment area will grow by around 1300 persons by 2015. However to this there must be added an allowance for additional people brought in by new development provided for by the structure plan. This includes the introduction of five-storey residential development and residential provision within and around the centre. It is estimated that these changes would provide an additional 1000 – 1600 additional households. Taking a conservative estimate of the likely outcome at 1200 households and allowing an average of 2 persons per household this could potentially bring another 2400 persons into the catchment area providing an overall total of an additional 3400 persons by 2015. This would represent an increase of 33% over the period since 2001.

The 2004 Essential Economics study established a range of baseline data that can be used to provide estimates as to the other effects of a structure plan for the centre.

The analysis found that retail spending in the catchment area in 2004 was \$100 million, which equated to \$9,650 per capita, slightly below the metropolitan average of \$9,950 per capita. Of this \$100m it was estimated that around \$35m was spent in the centre with the remaining \$65m being dispersed amongst a variety of other centres, precincts and areas further afield such as in the Melbourne Central Business District. Under present conditions the study concluded that the potential for retail growth in the centre was relatively low.

However, with an increase of 33% in population and available expenditure of the catchment, this would translate to a minimum additional \$11.5m value of sales within the activity centre, which under current conditions would support a further 3670m² of floor space. Therefore, it can be concluded that additional retail floor space may be supportable in line with this increase in population, than that indicated in the 2004 study.

Linkages with the Industrial Precinct

The Bayswater industrial precinct is a substantial area of established development located largely to the east and north-east of the activity centre. At present, retailers in the activity centre derive little benefit from their proximity to this potentially large market. Whilst there may be a number of reasons for this, lack of access to facilities and minimal marketing activities are major factors. There is also a significant opportunity for the activity centre to provide for the business and services needs of the industrial area, including through the provision of office space and retail outlets within an activity centre location.



Above: Industrial uses on the edge of the Bayswater Activity Centre (right) fronting Scoresby Road and the industrial precinct opposite.

Redevelopment around the Bayswater Station, in addition to providing for increased passenger traffic, would also provide a more effective linkage with the industrial precinct. Marketing initiatives would largely be the responsibility of the Bayswater traders through their association and also through the Bayswater Business Network.

A study of the Bayswater/Bayswater North Industrial Precinct undertaken in 2003 (SCS Economics and Planning) on behalf of the Knox, Maroondah and Yarra Ranges municipalities identified as a significant issue the intrusion of non industrial land uses, especially retail and showroom activities into the industrial area. The report recommended that more extensive intrusion should be avoided and that in respect of the industrial area, showroom and bulky goods type activity be confined to an area already developed along Canterbury Rd. There is also clear potential for the extension of this type of activity on the periphery of the industrial precinct, within the Bayswater Activity Centre. The provision of a bulky goods zone within in a highway location in the Bayswater activity centre would both relieve pressure on land use within the industrial precinct whilst contributing significantly to the economic viability of the activity centre.

This additional retail floorspace could allow an increased use of highway frontage on the periphery of the centre to be used for large display/bulky goods sales. This would result in a direct increase in revenue to the centre as it is estimated that in contrast to the core neighbourhood centre component around 60% of sales from the large display/bulky goods outlets would come from non catchment area customers. An estimate as to the extent of these sales has not been included.

Whilst there is limited scope for further development within the industrial area, the study undertaken for Council in 2003 indicated that some 8500 jobs could be created over the whole industrial area (including Bayswater North). In achieving this, it recommended that in addition to eliminating the intrusion of non-industrial uses, Council should facilitate redevelopment of underutilised sites/buildings and clusters of small sites/buildings for larger scale development. The creation of additional industrial employment opportunities through such redevelopment will significantly add to the potential for sales capture from the industrial precinct. This in turn will increase the industrial area's capacity to support the activity centre, in terms of absolute sales and the variety and diversity of outlets it could support.

Public & Private Transport, Pedestrian & Bicycle Access and Car Parking

The Bayswater Activity Centre developed around the railway station and Mountain Highway, which was previously a two way, two-lane road with service roads and car parking on either side. The activity centre is now dominated by Mountain Highway, which has become a six lane divided arterial road, with service roads along some parts and a single row of car parking. This corridor is traffic and transport dominated, carrying 30,000 to 40,000 vehicles per day between 7am and 7pm, and Mountain Highway is at its busiest as it passes through the activity centre. At Stud Road, to the west of the activity centre, Mountain Highway widens from a 4 lane road to a 6 lane road, and reduces back to a 4 lane road to the east of Scoresby Road.



Above: Mountain Highway and the railway provide barriers to pedestrian movement.

The local street network provides good traffic access, which can be a disadvantage as it does not prevent unwanted passing traffic. However, it is recognised that reducing this accessibility might deter potential new customers and reduce the convenience to current customers of the activity centre.

The Bayswater Railway Station is a Premium Station on the Belgrave Line, although apart from the construction of additional car parking the station has

not had any capital improvements for many years. There is currently no access to the rail station from the east side of the rail line. A bus interchange outside the station serves 4 all day bus routes and a shuttle bus, and a taxi rank for about 6 taxis is located next to the station. Commuter parking is provided for 370 cars, which are approximately 90% occupied during the week.

The Knox Cycleway passes through the activity centre along the railway line, servicing the train station, the shopping centre and Bayswater Park, and connecting to the bike path along Dandenong Creek. In recent years, pedestrian accessibility to the activity centre has been improved through the provision of pedestrian zebra crossings with flashing lights in High Street and Station Street. A contrasting yellow pedestrian crosswalk treatment has been applied to the intersection of Mountain Highway, High Street and Valentine Street. Significant barriers to movement, particularly for pedestrians, still exist throughout the activity centre, in particular Mountain Highway and the rail line. The sloping topography within the activity centre also presents challenges to pedestrian movement, particularly to disabled and elderly people, and those using shopping trolleys or prams. The dispersed layout of the shopping centre also increases the distances to be travelled on foot, and large expanses of underutilised off-street car parks create an inhospitable pedestrian environment. There are a number of key issues and challenges for improving transport and movement in Bayswater Activity Centre. There is a need to reduce and redistribute traffic mix in Mountain Highway, which should involve reducing traffic speeds and the width of the road to four lanes through the activity centre. There is a need for on-road bike lanes in Mountain Highway, and further on-street car parking to service the businesses in Mountain Highway. This would provide an additional buffer and increase pedestrian amenity and safety. A potential project in the future to reduce traffic volumes through the activity centre is the Bayswater Bypass, which is considered achievable by extending Stud Road to the Healesville Freeway reservation, and constructing a road along the reservation to Canterbury Road. While this may have a positive impact on the function of the activity centre, it is also realised that there are environmental implications associated with the construction of a road through this sensitive area. Some traffic management is needed in the local street network, particularly in the event of the narrowing of Mountain Highway. Further consideration also needs to be given to mechanisms to maintain local accessibility but deter unwanted through traffic.

The public transport interchange is in need of major remodelling, with greater integration needed between the rail station, buses, taxis, pedestrians, cyclists and cars. The interchange also needs to be better integrated with the activity centre, and with the east side of the rail line. An additional bus route is also needed and is anticipated to be introduced in time. A feasibility study into the undergrounding of the Station and rail line has been mooted by Council.

Pedestrian and bicycle access remains a significant issue. Better connections for cyclists are needed, particularly through the railway station and across Mountain Highway, where a pedestrian operated crossing is needed next to the railway level crossing on the alignment of the bike path. An on-road bike lane is also needed to increase the safety of cyclists using this route. For pedestrians, new connections across Mountain Highway and the rail line in particular are needed, as well as better links within the activity centre, and between the centre and the surrounding residential and industrial areas. The topography, which slopes down towards Station Street, creates an issue in the shopping centre environment with respect to pedestrian circulation, and creating access-for-all shops will be a challenge. The widening of footpaths within the core of the activity centre will improve pedestrian accessibility and use. Several underutilised car parks within the activity centre provide good redevelopment opportunities, with the retention of the parking spaces in the basement or ground floor of new development.



Above: Pine Road car park behind Bayswater Plaza is underutilised and provides opportunities for new development.

Social Needs, Culture and Building the Capacity of the Community

The activity centre is not only the economic hub of Bayswater, it is also the focus for community life and social activities. There are a number of existing community organisations in Bayswater which provide social and recreational opportunities, and positive support is offered by playgroups, senior citizens' centre, sporting clubs and churches. There is a good range of local services available within walking distance of many residents around the activity centre, and the Community Volunteer program (active volunteers) provides a positive outlet for many under employed and retired people in the area. The area has a good sense of community, and it is easy to fit in as a newcomer. The good public transport in Bayswater coupled with the low house prices ensures that households with low incomes are able to have a high level of mobility without the need for a car. Bayswater also has good access to Knox City Shopping Centre, local parks, high quality sporting facilities.

Key social development opportunities created by Council that have been completed or are underway include:

Community Gathering Spaces

- Bayswater Multi-Access Playground and Park
- Consultations/walkabouts with the community
- Street trading initiatives
- Community events, e.g. Market
- Active playing fields
- Passive park and linear paths

Community Safety

- Confident living programs
- Implementation of graffiti and vandalism management plan
- Community Cop program
- Physical interventions

Civic and Community Functions

- Investigation into the use of public spaces and the collocation of community services into the precinct

Community Building Projects

- Bayswater market
- Place naming activities (streets and lanes)
- Community and public art programs

Despite these positive community building initiatives and social development opportunities, the 2001 Census data tells us that Bayswater (postcode 3153) has relatively low household incomes, high crime rates and low secondary school retention rates and higher education levels when compared with Knox as a whole. The community is also ageing, with fewer young families but a high number of lone parent households and there are high levels of renting and public housing compared to Knox as a whole. These comparisons indicate a degree of social disadvantage within the Bayswater community.

Key issues and challenges for improving Bayswater relate to public image and perceptions, community identity and pride, the ageing population and community capacity and social disadvantage. Key actions for reducing social disadvantage and building the Bayswater community include:

Public Image and Perceptions

- Improve the quality of public environments including public open spaces.
- Increase the vitality of local retail and local economy.
- Create a better quality residential environment (streets, lighting, local parks).
- Improve perceptions of safety (public and personal).
- Increase the quality of public facilities and infrastructure.

Community Identity and Pride

- Support and promote role models and positive local initiatives.
- Provide opportunities for community celebration.
- Create opportunities for cross-generational projects and activities.
- Promote local organisations and activities.

An Ageing Population

- Provide support for ageing in place.
- Carry out a detailed assessment of changing service needs.
- Develop a range of accommodation options.
- Improve access to a range of transport options.
- Provide low cost social and recreational opportunities.
- Prepare strategies to support the overall health and well-being of older adults.



Community Capacity and Social Disadvantage

- Support the role of local service providers and community organisations.
- Prepare strategies for access to and distribution of information at the local level.
- Improve the quality of community facilities.
- Provide low-cost 'whole of family' social and recreational opportunities.
- Strengthen Council's advocacy role for increased resources (e.g. Social Housing, community transport, childcare).
- Investigate options for an improved library service for Bayswater.
- Conduct a review of programming and access with respect to community facilities.

(Collaborations, 2002, p.14-15)

The Bayswater Social Needs Assessment (Collaborations, 2002, p.13) reported an under supply of a number of facilities and services, including libraries, community centres, neighbourhood houses, community health centres, parks and reserves for winter sports, childcare centres, public housing, accommodation for older adults and young people, youth centres and early intervention centres. The Structure Plan offers an important opportunity to plan for the improvement and addition of these types of facilities and services.

In addition, Council will need to continue to support community members and community organisations to link the social development opportunities to the economic and environmental objectives through our integrated approach to local area planning and community development. This will include: supporting and strengthening the Committee for Bayswater; supporting initiatives that foster community ownership and control; facilitating the connection of community groups, individuals and community infrastructure to the place management project; continue to support the development and submission of the Bayswater/Bayswater North collaborative community capacity building project to the Community Support Fund.

The Natural Environment, Public Open Space and Landscaping

Bayswater has a significant amount of public open space, which provides for the recreation and sporting needs of the current community as well as for everyday social interaction. The main open space areas are:

- Bayswater Park (including football/cricket fields, tennis and netball courts, BBQ facilities and passive areas with remnant vegetation)
- Dandenong Creek corridor
- Bicycle and walking paths
- Multi Access Playground
- Footpaths and shared pedestrian areas (e.g. Macauley Place) within the activity centre
- Open space associated with the schools and the Knox Community Arts Centre.



Above: Bike path along Dandenong Creek, passing through a patch of remnant indigenous vegetation.

While there is good provision of open space within and surrounding the activity centre and there is no real need for new open space areas in the short term, there is scope for increasing the accessibility and quality of the existing spaces. In particular it will be important to provide linkages between residential areas and public spaces, and improve pedestrian connectivity throughout the activity centre. Improvement of public space in Bayswater

should provide increased opportunities for social interaction and development of the community, as well as promoting community life and activities such as the Bayswater Market. Opportunities for the 12-25 age range need to be provided, such as the development of a skate bowl/bmx ramp.

In the medium to longer term, new open space areas will be needed as the population within the activity centre increases. There will be a particular need in the future to provide public open space to meet the needs of residents in medium and high density housing with little or no private open space. There are a number of areas within the activity centre which could potentially be developed for open space purposes. These areas of open space would be relatively small scale, and would be in the form of small plazas, squares and mixed private/public spaces (e.g. outdoor cafés merging onto public space, rooftop/terrace gardens within shopping centre/commercial development) rather than larger parks. The timely establishment of a new open space area could provide an important role in attracting investment and use of the centre, however care needs to be taken to ensure that the space is provided in a way that ensures that it receives a high level of usage and is surrounded by active uses to discourage antisocial behaviour.



Left: Small urban spaces, such as this square in Geelong, can provide for informal recreation and organised activities such as street markets. These types of spaces will be needed as the population of Bayswater increases.

The Bayswater Revitalisation Project has delivered a number of improvements to open space and landscaping within the study area over the past two years, including upgrading and widening footpaths in Station Street, Penguin Park and Macauley Place and installing street furniture, and the completion of the first two stages of the 3 stage Multi Access Playground. Community art installations throughout the centre (ceramic penguins, wombats, totem poles, murals, ceramic tiles) have been created through a Work for the Dole scheme, and place-naming programs have also made a positive contribution to improving the public realm of Bayswater. Most importantly, these programs have contributed to building community pride and identity. A further \$300,000 has been allocated to capital improvements in Bayswater in the 2004/05 Budget, much of which will be spent upgrading the footpath on the north side of Mountain Highway.



Above and opposite: Streetscape improvements such as new paving, widened footpaths and new street furniture have already improved the appearance of Bayswater's streets.



Within the study area there is also a significant amount of indigenous, native and exotic vegetation, which will receive protection into the future. The ridgeline area of Bayswater (including the south-western part of the study area) has been recognised as containing significant native and exotic vegetation, and large canopy trees will receive greater protection in the future. Patches of indigenous vegetation also exist in Bayswater Park, and these areas are used for passive recreation purposes. In contrast, the Dandenong Creek has been channelised as it passes through the study area, and weed species line this corridor, creating good opportunities to rehabilitate the creek corridor through the removal of weed species and revegetation with indigenous plant species.

The sloping topography in Bayswater poses a challenge from an urban design perspective, and acts as an inhibitor to pedestrian movement. However, the slope also provides for views across to the Dandenong Ranges and Bayswater Park, which enhance the setting of public spaces and the outlook from buildings in Bayswater. The form and function of buildings surrounding public space can also make an important contribution to increasing the quality, vibrancy and safety of the public realm. CPTED (Crime Prevention Through Environmental Design) principles can be utilised, in particular to increase the natural surveillance of spaces at all times of the day and night. There are also ample opportunities for new development to occur in an environmentally sensitive way, incorporating Ecologically Sustainable Design (ESD) principles and ensuring that there is less reliance on private vehicles and greater use of public transport, walking and cycling. WSUD (Water Sensitive Urban Design) principles can also be applied in new development, as well as to new streetscape and landscaping works.

Community Consultation

Community Consultation has been carried out in relation to a number of key plans, reports and strategies for Bayswater. Some of this recent consultation is still relevant today and has been considered in the preparation of the Structure Plan, in particular that associated with the Bayswater Project. This has included ongoing community consultation over the duration of the Project, including:

- Community representation and consultation through the Bayswater Reference Group, involving business operators from the shopping centre and the industrial area, as well as residents, three school principals, the Ward Councillor and local State MP. This group has recently been reformed as the Committee for Bayswater, which has a smaller membership, but periodically runs community forums to provide opportunities for wider community involvement.
- In September 2002, a thorough 4 week consultation program was undertaken, including conducting surveys with people in the street over 8 days.
- In October 2002, three 'Bayswater walkabouts' were conducted separately with groups of local Grade 6 students, Year 11 students and mothers with children at kindergarten, where observations and ideas were provided to Council.
- Council works closely with the Bayswater Traders Association to improve the Centre, and encourages communication between the community and business representatives.
- In May 2003, a detailed community survey was conducted in order to analyse the community's perceptions of the success of the Bayswater Project. More than 400 interviews were conducted (300 residents, 72 business organisations, 28 community organisations and 27 secondary students).

The feedback from consultation for the Bayswater Social Needs Assessment (Collaborations, 2002), the Bayswater Business Monitor (Macroplan, 2000) and the Urban Villages Project – Bayswater Case Study Report (Planning Collaborative in association with Chase Architects and Human Accent, 1996) has also been informed the development of the Structure Plan. A summary of this feedback has been included at **Appendix 3**.

Following the preparation of a draft Structure Plan and its endorsement by Council in October 2004, extensive community consultation was carried out. This included a one month public exhibition period, involving advertising the Structure Plan, providing notice to all property owners and occupiers within the study area, and holding a stall at the Bayswater Market to launch the Structure Plan and provide a casual forum for feedback to be offered. Eight street consultation stalls were also held at various locations throughout the activity centre over the consultation period, and two community workshops were held. The Structure Plan was also distributed to key stakeholders for comment.



Above: Community Workshop on November 25, 2004 at the Knox Community Arts Centre.



Above: Street Consultation Stall at Safeway in November 2004.

Forty-two submissions were received in relation to the Structure Plan. Most of these were from local residents and property owners, with submissions also received from State Government departments and agencies. The submissions demonstrated a relatively high level of support for the Structure Plan and for improving Bayswater. Key issues raised in the submissions and during consultation events related to building heights, provision of open space, greater provision of social and community facilities and infrastructure, in addition to other less frequently raised concerns. Approximately half of these submissions resulted in changes being made to the Structure Plan. For a summary of the submissions received, refer to Appendix 4.

Part C: Implementation, Monitoring & Review

Implementation Program

The implementation of the Bayswater Structure Plan will require a multilateral approach, with cooperation and shared responsibility across Local and State Government, the private sector and the community.

Council

The City of Knox will play a pivotal role in driving the implementation of the structure plan. Council's role will be to coordinate and facilitate the delivery of key actions, promote and enforce the achievement of objectives, and play an advocacy role in promoting the Structure Plan and seeking support and funding from third parties. Some level of expenditure from Council has been allocated for capital improvements in Bayswater over the next budget period, however this funding cannot be expected over the life of the structure plan, and alternative sources will need to be tapped into. Council's Place Manager for Bayswater will be able to play a strong role in the coordination and delivery of the structure plan, although it will take a concerted effort from across all Council departments (in particular City Development, Community Services and Conservation and Environment) to see tangible improvements and to realise the vision for Bayswater.

State Government Departments and Agencies

State Government departments and agencies will need to play a key role in implementing the identified actions, particularly where actions are capital intensive and outside the capacity or control of Council. Departments such as the Department of Sustainability and Environment, the Department of Infrastructure and the Department of Human Services, and agencies such as VicRoads, VicTrack and Melbourne Water must demonstrate a commitment to the implementation of this structure plan to ensure its success. It will be essential for State Government to take a consistent approach to activity centre development across all of these departments and agencies, and ensure that policies are aligned and mutually supportive. For example, in order to achieve the objectives of *Melbourne 2030* that are embodied in this structure plan, there will need to be a commitment from VicRoads and VicTrack to making this plan work through measures to reduce the impact of traffic and underutilised railway land on the activity centre.



Community

The 'community' of Bayswater comprises residents, traders, businesses, employees, community and non-government groups (including the Committee for Bayswater and the Bayswater Traders Association) and those with an interest in land in the centre, now and in the future. The success of the structure plan will rely on strong community ownership and support for the plan, and to achieve this there will be a need for continuous and genuine engagement with the community over the life of the plan. As the structure plan will be a living document, it will evolve with the community and its aspirations, and must be flexible to ensure that it is able to pick up on these changes. For example, it is not the intent of the structure plan to exclude developments which are desirable but were not considered possible or likely during the inception of the plan.

Existing owners and traders will need to be on board and provide support to the plan, which may take the form of site consolidation or sale, changing the use of buildings, capital improvements, relocation within the centre or assistance with the marketing of the structure plan and of Bayswater, in order to realise the vision.

Other players in Bayswater that will need to be on board during the implementation of the plan include Connex, bus lines and private developers.

Implementing the Actions of the Bayswater Structure Plan

The Actions contained in the Structure Plan will give effect to the Objectives within each theme. The implementation program below identifies how the Catalyst Actions or strategies will be implemented, and provides estimates of timing of implementation based on current estimates of when resources or funding may become available, when funds will be sought, or when tasks not requiring funds will be initiated.

The key elements of the implementation program which will play a catalysing role in ensuring the success of the structure plan are:

- The preparation of an Amendment to integrate the Structure Plan into the Knox Planning Scheme. This could take the form of changes to the Municipal Strategic Statement, applying the Design and Development Overlay and Development Plan Overlay, the introduction of a Local Planning Policy for the Bayswater Activity Centre, and the rezoning of land to zones that will assist the achievement of the Structure Plan. It is likely that a combination of these planning instruments will be needed to implement the Structure Plan.
- Once the Planning Scheme has been amended, its administration will result in the private sector playing a large role in the implementation of various Objectives and Actions in the Structure Plan, with the chosen planning instruments shaping development outcomes on the ground. The Structure Plan would become a reference document in the Planning Scheme.
- A Marketing and Investment Plan will be a key component of the implementation program, and will be completed jointly by Council and the Bayswater Traders Association. The structure plan will be used to market Bayswater and encourage development and investment.
- Council's Place Management program for Bayswater will continue to provide a coordinating role for the development of the activity centre. Continued Council support for this program will be essential to the successful implementation of the structure plan.

The Actions in the Structure Plan will also be implemented across Council through existing programs and initiatives, such as the capital works program and community development initiatives, or in conjunction with the implementation of other Council plans, such as the Integrated Transport Plan and the Recreation Plan.

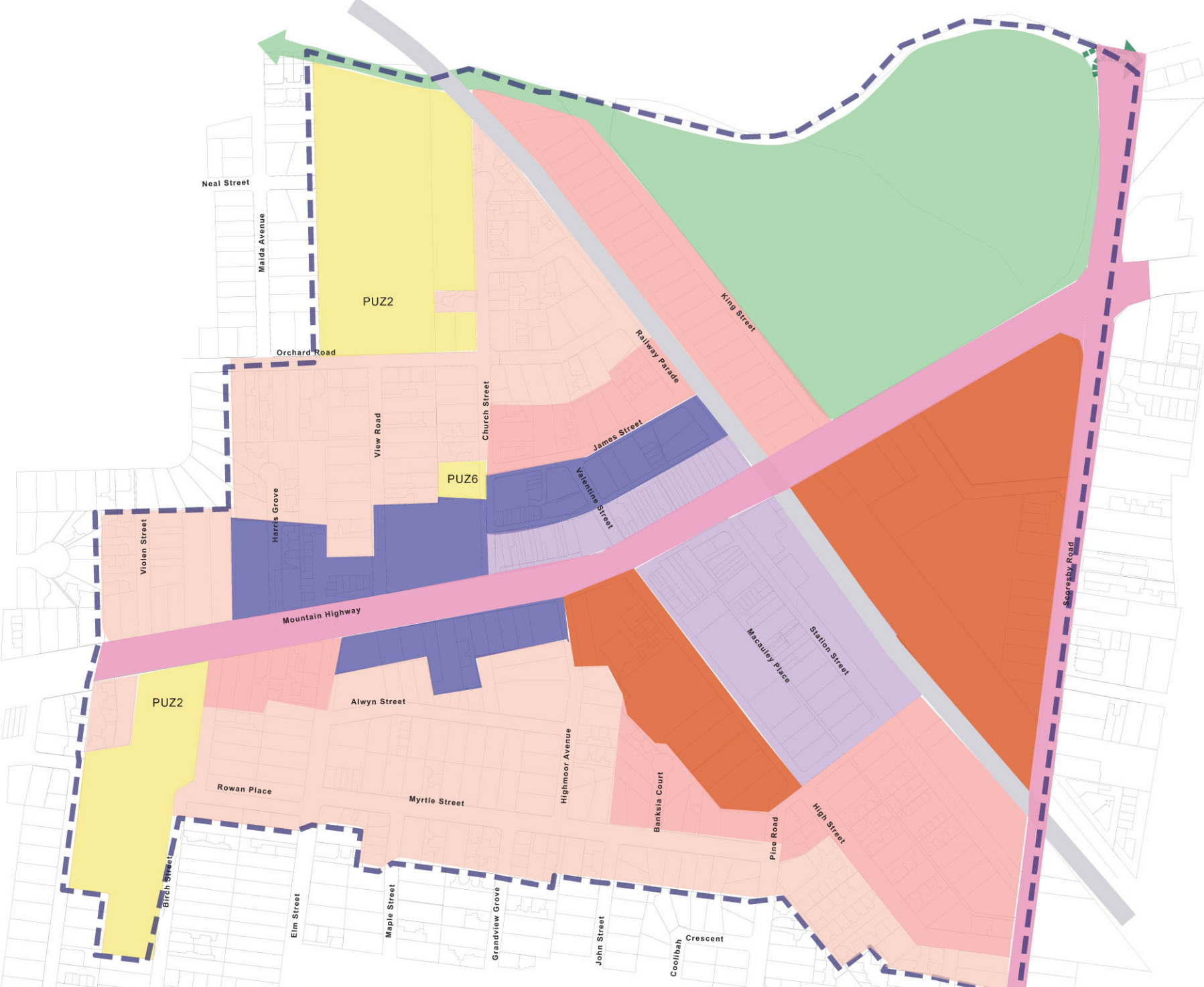
Further details of how the Catalyst Actions will be implemented are detailed below, grouped according to theme.










Land Use Mix


What	Who	How	Cost	When	Importance	Outcome
1. Review land use zoning.	Council (City Strategy)	<p>Prepare a planning scheme amendment to rezone land within the study area as shown on the “Proposed Land Use Zones” plan (see below), to encourage uses in accordance with the “Land Use” plan.</p> <p>Consider the option of seeking interim controls to implement the proposed land use zones.</p>	Within existing City Strategy Planning Scheme Amendments operating budget.	Mid 2005	High	<p>Will encourage appropriate uses to locate in the activity centre and discourage inappropriate uses.</p> <p>Will enable a gradual change in the land uses in accordance with the Structure Plan.</p>
2. Encourage a major/anchor tenant (e.g. Aldi) or relocate Safeway into the retail core.	Council (Economic Development), Traders Association, Department of Sustainability and Environment (DSE) (Development Facilitation Unit)	In many locations in the retail core, site consolidation would be required to enable a new anchor tenant to locate there. Council would play a facilitating role in this. Bayswater Plaza is in single ownership, and could accommodate a smaller supermarket such as Aldi at its southern end without requiring site consolidation. Council and the Development Facilitation Unit of DSE will need to work collaboratively to encourage another anchor tenant to locate in Bayswater, as previous attempts have been unsuccessful.	Within existing operating budget.	Early 2005 onwards	High	Would assist to consolidate and strengthen the retail core, attract greater numbers of visitors into the activity centre, and provide support to smaller businesses.

What	Who	How	Cost	When	Importance	Outcome
3. Encourage well-designed, innovative high-density housing in and around the business area.	Council (City Planning and City Strategy)	Through the application of new land use zones (see proposed zoning map opposite) and guidelines in this structure plan and through planning decision-making.	Within existing operating budget.	Ongoing	High	<p>Provides for a greater diversity of housing in Bayswater.</p> <p>Increases the number of residents in the activity centre, which will have spin off benefits for local businesses, increase the safety of the activity centre, and create a more vibrant community hub for Bayswater.</p> <p>Will ensure that high density housing has minimal impact on the character and amenity of established residential areas.</p>
4. Encourage medium density housing in the surrounding residential area that responds to and enhances the preferred neighbourhood character.	Council (City Planning and City Strategy)	Through the application of new land use zones and guidelines in this structure plan and through planning decision-making.	Within existing operating budget.	Ongoing	Medium	The encouragement of medium density housing will increase population levels within the study area, increase housing choice.

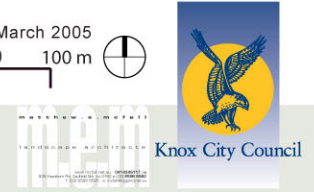




- LEGEND**
-  Business 1 Zone
 -  Business 5 Zone
 -  Mixed Use Zone
 -  Residential 1 Zone
 -  Residential 2 Zone
 -  Public Use Zone 2 (Education) & 6 (Local Government)
 -  Public Park and Recreation Zone
 -  Road Zone 1
 -  Public Use Zone 4 (Transport)

March 2005
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PROPOSED LAND USE ZONES BAYSWATER ACTIVITY CENTRE STRUCTURE PLAN



Quality Built Form

What	Who	How	Cost	When	Importance	Outcome
5. Facilitate the redevelopment of key sites and precincts that will act as a catalyst for further development to achieve a more consolidated centre.	Council, existing land owners, Traders Association, DSE (Development Facilitation Unit).	As with Action 2 above, Council could encourage site consolidation and redevelopment of key sites and precincts identified in this Structure Plan, and fast track development proposals which are in line with the Structure Plan. DSE can assist in approaching potential developers and to attract investment. The Traders Association can also play a lead role in marketing the activity centre to developers and investors.	Within existing operating budget.	Early 2005 onwards	High	<p>Will assist in revitalising the retail core.</p> <p>Will improve the physical appearance of the centre.</p> <p>Will encourage further development.</p>
6. Ensure new development capitalises on the views to the Dandenong Ranges and protects public views to the Ranges for the key vantage points along Mountain Hwy.	Council (City Planning, City Strategy), developers, land owners and occupiers	<p>Ensure that development proposals adhere to height controls shown in structure plan. Through the planning and development process, applicants will be encouraged to capitalise on views in building and open space design and orientation.</p> <p>Interim height controls may be sought for parts of the study area.</p>	Within existing operating budget.	Ongoing	High (protecting views) and medium (capitalising on views).	<p>Existing views to Dandenong Ranges will be maintained as the activity centre grows.</p> <p>The opportunities for views to the Dandenong Ranges from public and private buildings and spaces will be increased.</p>



What	Who	How	Cost	When	Importance	Outcome
7. Encourage new development and streetscape works to incorporate ESD, CPTED and WSUD design principles.	Council (City Planning, City Strategy, Community Safety)	Planning permit applications which incorporate ESD and CPTED and WSUD principles into new development will be fast tracked where the development is otherwise consistent with the Structure Plan.	Within existing operating budget.	Ongoing	Medium-High	<p>Will reduce environmental impact of new development.</p> <p>Will increase the safety of the public realm and the users of the development.</p> <p>Will provide examples of good design to future developers, and demonstrate how ESD and CPTED principles can be incorporated into design.</p>

Sustainable Business Environment

What	Who	How	Cost	When	Importance	Outcome
8. Minimise barriers to change by fast-tracking planning applications for new development or use which will assist in the achievement of the objectives of this Structure Plan.	Council (City Planning)	Provide an incentive to developers by utilising the existing fast-tracking processes within City Planning for applications which assist in achieving the objectives of the Structure Plan.	Within existing operating budget.	Ongoing	Medium-high	Will increase development in the study area to assist in realising the vision.

What	Who	How	Cost	When	Importance	Outcome
9. Support the Bayswater Traders Association through the administration of the Marketing and Promotion special rate scheme.	Bayswater Traders Association, Council (Rates, City Strategy)	Continue to administer the current Special Rate Scheme which raises \$75,000 per annum for a range of marketing and business development initiatives. Prior to the end of the current Scheme which runs for 4 years ending January 2007, the Scheme will be renegotiated with the Traders Association for another term.	Within existing operating budget.	2005-2007	Medium-high	Builds the capacity of the Traders Association to promote the centre and provide development opportunities to businesses, by creating a source of funds.
10. Promote redevelopment of Council land.	Council, DSE, VicUrban/ Office of Housing, developers	A number of Council-owned sites within the study area are underutilised, and opportunities to develop these sites will be explored by Council officers (City Strategy). Potential exists to sell land, enter into a joint venture with private developers, Vic Urban or the Office of Housing. Advice regarding development facilitation will be sought from DSE.	Within existing operating budget.	Commence 2005-2006	Medium	Will reduce dominance of car parks. Will provide additional development opportunities. Provides the opportunity to develop a demonstration project as a joint venture.



Accessibility

What	Who	How	Cost	When	Importance	Outcome
<p>11. Investigate reducing speed limits through the activity centre to improve pedestrian safety, reduce the impact of through traffic and to create a sense of arrival and departure from the centre.</p>	<p>Council (City Development, Engineering), Department of Infrastructure (DOI), VicRoads,</p>	<p>As a partnership between Council and the Department of Infrastructure, carry out strategic analysis of traffic and transport in Mountain Highway, and negotiate with VicRoads to reduce speed limits.</p>	<p>To be confirmed.</p>	<p>2005</p>	<p>High</p>	<p>Reducing speed limits in Mountain Highway will create a safer and more pleasant pedestrian environment, and assist in re-establishing links between the north and south sides of the activity centre.</p>
<p>12. Improve the pedestrian environment along Mountain Hwy by enhancing existing infrastructure and investigating opportunities for widening footpaths and incorporating canopy trees to create a 'bush boulevard'.</p>	<p>Council (Sustainability, City Strategy), DOI, VicRoads.</p>	<p>Council to carry out streetscape improvements in Mountain Highway in the short term (north side)</p> <p>Negotiate with DOI and VicRoads to reduce the road width in Mountain Highway (6 lanes to 4 lanes) to accommodate widened footpaths and increased tree planting, landscaping and possibly on-street car parking.</p>	<p>Within existing 2004-05 budget of \$300,000.</p> <p>To be confirmed.</p>	<p>2004-2005</p> <p>2006-2007</p>	<p>High</p> <p>Medium-High</p>	<p>Will provide a safer pedestrian environment and increase the capacity for the footpaths in Mountain Highway to play a role for informal gathering space, outdoor dining and trading.</p> <p>Increased tree planting and landscaping and on-street parking will provide a further buffer to pedestrian spaces.</p> <p>Reduced road widths will assist in unifying the activity centre and facilitating north-south pedestrian movement.</p>

What	Who	How	Cost	When	Importance	Outcome
13. Provide a new pedestrian and cyclist crossing on Mountain Hwy at Railway Pde.	Council (Sustainability, Traffic Engineering), VicRoads	Negotiate with VicRoads to install an additional signalised pedestrian and bicycle crossing across Mountain Highway.	To be confirmed.	2005-2006	High	Will provide increased access for pedestrians, creating a circuit for shoppers and encouraging people to patronise businesses on both sides of Mountain Highway by foot. Will provide a connection for cyclists across Mountain Highway.
14. Improve the landscape and pedestrian amenity of Mountain Hwy by planting canopy trees to help achieve a bush boulevard character.	Council (Sustainability, Traffic Engineering), VicRoads	Commence tree planting where possible within existing road reserves and footpaths to commence the creation of a bush boulevard. Negotiate with VicRoads to widen medians and footpaths (see No. 12 above) to accommodate improved landscaping and canopy tree planting, recognising the objectives for activity centres contained within Melbourne 2030.	To be confirmed.	2005-2006 2006-2007	Medium-High Medium	Will enhance the streetscape and amenity of the shopping centre, for those using the centre as well as those passing through the centre.
15. Provide a gateway to Bayswater to give the activity centre a better sense of 'place' and create a stronger identity for the community.	Council (Sustainability, Youth, Leisure & Cultural Services)	Install a combination of landscaping, public art and signage to signify arrival at various entry points to the activity centre.	To be confirmed.	2006-2007	Medium-High	Will identify the activity centre and enhance the sense of arrival.



What	Who	How	Cost	When	Importance	Outcome
<p>16. Scope the range, definition and potential of public art projects in the Bayswater Activity Centre as a pilot project for the Public Art Policy currently being developed.</p>	<p>Council, Tertiary education sector, Traders, Community, VicHealth, Arts Victoria, DEET.</p>	<p>Option 1: Council to partner with a tertiary institution to develop an integrated public art plan for Bayswater. Students to undertake site analysis, carry out research, identify sites for public artworks, and develop concepts for public artworks, in consultation with the community and in conjunction with an urban designer and architect.</p> <p>Option 2: Council to partner with a tertiary education institution to develop an integrated public art plan for the Bayswater activity centre involving local, unemployed artists as part of an education and training package. Local artists would be trained to undertake a similar exercise as outlined in Option 1.</p>	<p>Option 1: \$10,000 (based on project undertaken by Site RMIT Public Art with the City of Whittlesea in the Lalor Shopping Centre).</p> <p>Option 2: \$30,000 (an 8 week course for up to 15 local artists, based on the recent project undertaken by Site RMIT Public Art with the City of Hume for the Dallas Shopping Centre).</p>	<p>Option 1: June-August 2005</p> <p>Option 2: June-August 2005 onwards</p>	<p>Option 1: High</p> <p>Option 2: High</p>	<p>Option 1: Information, research and site analysis to develop an integrated public art plan for Bayswater.</p> <p>Basis for funding application to VicHealth or Arts Victoria.</p> <p>Engagement of community in developing public art.</p> <p>Partnership with tertiary education sector.</p> <p>Option 2: Engagement of local artists.</p> <p>Training of Local artists.</p> <p>Extend the vocational opportunities for local artists.</p> <p>Information, research and site analysis to develop an integrated public art plan for Bayswater.</p> <p>Basis of funding application with VicHealth or Arts Victoria.</p> <p>Engagement with the community in developing public art.</p> <p>Partnership with tertiary education sector.</p>

What	Who	How	Cost	When	Importance	Outcome
						Partnership with external funding sources. Identification of potential sites and concept for the framing of public art projects and the basis of tender documents.
17. Encourage new development and streetscape works to contribute to or provide for the protection, comfort and enjoyment of the users of public spaces in Bayswater.	Council (City Planning, Sustainability), Community, Traders, developers	Planning applicants will be encouraged to incorporate these principles (as set out in the Vibrant Community Spaces section) into the design of new buildings to ensure that new development makes a positive contribution to the public realm. These outcomes should also be achieved in any new streetscape works, and in the improvement of existing buildings where a permit is not required.	Within existing operating budget.	Ongoing.	High	Public spaces will become more enjoyable spaces to stop and to pass through, encouraging a more vibrant community life in Bayswater and encouraging people to walk to and around the centre.



Building the Community

What	Who	How	Cost	When	Importance	Outcome
18. Support and strengthen the Bayswater community groups as a collective voice for Bayswater, to discuss needs and local issues, and to take appropriate action for change and community building.	Council (Community Wellbeing, City Strategy, Sustainability).	Continue the current level of support for and involvement with the Committee for Bayswater.	Within existing operating budget.	Ongoing	High	The Committee will be able to continue to act as a voice for the Community, and as a champion for new initiatives and actions.
19. Support the Bayswater Traders Association to promote and market Bayswater.	Council (City Strategy, Marketing and Communications)	Provide guidance and assistance to the Traders Association in the development of Marketing and Investment Plan for Bayswater.	To be confirmed – would utilise the funds generated through the Bayswater Special Rate Scheme.	2005	High	Would provide a strong basis for encouraging investment and development in the activity centre.
20. Conduct an investigative project that engages the tertiary education sector to undertake site analysis and site potential for a future public art project that engages the community.	See No. 16 above.					

Implementing Other Actions

Other non-Catalyst Actions contained in the Structure Plan should be initiated and progressively implemented in the short-medium term. Many of these Actions can be implemented through planning decision-making and permit requirements and a slight shift in existing Council and State Government processes and programs. Actions will also be costed and included in Council's long term financial planning programs where relevant.

After the monitoring program identifies that some of these Catalyst Actions have been achieved, the review of the Structure Plan should identify new Catalyst Actions (either amongst the "Other Actions" or new Actions), and the Implementation Program should be updated to reflect this.



Monitoring and Review

The success of the Structure Plan in helping to realise the vision for Bayswater will depend on how effectively the actions within it are able to be implemented. To enable Council and the community to measure this success, it will be critical to develop a series of targets, indicators and real-time tools and techniques. In conjunction with the finalisation of the Structure Plan, and building on the feedback from the community and other stakeholders, a monitoring and review system will be developed, against which the success of the Structure Plan can be measured. When developing performance indicators it will be important to ensure that they:

- Measure progress against an agreed set of targets
- Result from the collection and analysis of valid and reliable data (that is readily collectable)
- Motivate change (create the desire for change)
- Educate the community and other stakeholders about change or the need for change
- Focus action on critical issues.

The monitoring and review system will need to take a triple bottom line approach to achieving a sustainable future for Bayswater, through giving equal weight to environmental, social and economic objectives.

The program for monitoring and reviewing the Structure Plan will involve periodically monitoring the success of the Structure Plan (for example, on an annual basis), and reviewing the Plan every 2-3 years.

References and Further Information

Bayswater

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Appendices

Appendix 1: Acknowledgements

Committee for Bayswater

Cr. Adam Gill (Councillor for the Dinsdale Ward)
Peter Lockwood (MP for the State seat of Bayswater)
Meredith Engel (Bayswater Trader)
Wolf Theile (Bayswater Resident)
John Thatcher (Bayswater Trader)
Anna Porritt (Bayswater Resident)
Darren Wallace (Bayswater Resident)
Rick Emonson (Vice Principal - Bayswater Secondary College)
Peter Harris (Glen Park Community Centre)
Jane Kuchins (Community Development Officer, Knox City Council)
Michelle McDonald (Anglicare)

Charrette Participants

• Knox City Council

Steve Dunn (Director – City Development)
Angelo Kourambas (Manager – City Strategy)
Steve Hines (Project Manager – Strategic Planning)
Anne Sorensen (Project Manager – Strategic Planning)
David Cox (Project Manager – Strategic Planning)
Randal Harkin (Project Manager – Economic Development)
Jacqui Monie (Strategic Planner)
Glenda Signorini (Personal Assistant to Manager – City Strategy/Assistant Project Officer)
Simon Ilsley (Statutory Planner)
Peter Steele (Team Leader – Statutory Planning)
Jane Kuchins (Community Development Officer)
Kathy Parton (Manager – Community Wellbeing)
Steve Pascoe (Coordinator – Emergency Management & Community Safety)

David Blair (Manager – Youth, Leisure & Cultural Services)
Anthony McInnery (Coordinator – Cultural Planning & Development)
Bruce Drummond (Youth Leisure Worker)
Ian Bell (Manager – Sustainability)
Chris White (Coordinator – Landscape Services)
Shane Hardingham (Coordinator – Traffic and Transport Planning)
Matthew Hanrahan (Manager – Assets)

• External Contributors

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Geoff Underwood (Department of Sustainability and Environment)
Malcolm Johnson (Department of Infrastructure)
Wayne Russell (Department of Human Services)
Roger Bollen (VicUrban)
Chris Mason (Property Dynamics)
Matthew McFall (Matthew E. McFall Landscape Architects – Project Consultant)
Bron Hamilton (Hansen Partnership – Project Consultant)
Craig Czarny (Hansen Partnership – Project Consultant)

Consultant Work

Matthew McFall (Landscape Architect/Urban Planner
/Director - Matthew E. McFall Landscape Architects)
Craig Czarny (Director, Hansen Partnership)
Bron Hamilton (Senior Urban Designer, Hansen Partnership)
Bridget Kelly (Urban Designer, Hansen Partnership)
Geoffrey Falk (Architect)

The efforts of the Bayswater Traders Association, the former Bayswater Reference Group and the multitude of community groups and clubs are also acknowledged, particularly for their contribution to the revitalisation of Bayswater through the Bayswater Project.

Appendix 2: Outcomes from Workshop with the Committee for Bayswater

Accessibility

- Linking the north and south sides of Mountain Highway – there is a definite need for a pedestrian crossing at the east end of Mountain Highway.
- Integration of shopping centre with the transport hub.
- The speed of traffic in Mountain Highway needs to be reduced.
- Redevelop the rail station including the undergrounding of the rail line.
- Better access for disabled people is needed.
- Bike paths on Mountain Highway.
- Car parking – more on street car parking is needed. People perceive that there is not enough car parking but this is not the case – the problem is that the car parking is poorly distributed.
- A decked car park over the existing Pine St car park might assist parking problems – this would provide a car park which is level with the development above to provide better access for shoppers with trolleys.
- Improved transport service and options for young people.

Vibrant Community Spaces

- Improve the visibility/presence of Bayswater Park.
- There is a need for another community space or park within the centre.
- More trees are needed – this would create the feeling that the area had been upgraded, and create a sense of enclosure.

- The Bayswater Community Arts Centre needs to be linked more strongly with the activity centre. The area surrounding the arts centre should also be developed.
- A sense of arrival and departure needs to be created. There should be a welcome sign and better signage throughout the centre (perhaps flags).
- More activity is needed on footpaths – these are quite wide already and could accommodate it in most areas, although the footpaths could be widened in some places. Greater streetlife should be encouraged, particularly in High Street and Station Street.
- More street furniture and planter pots are needed.

A Sustainable Business Environment

- Business mix strategies are good, but they need to be implementable.
- Council should assist/control the appearance of the outside of shops – e.g. colour schemes. Council should be able to set parameters or encourage a theme or flavour for the shopping centre.
- Essential services are needed in the centre – this will stop local people going to Knox for this, and will encourage people to shop locally.
- A Business Expo or marketing strategy is needed.
- A festival would be a good strategy for drawing people into the centre.

Quality Built Form

- Highest quality design outcomes are needed – these should encompass green/sustainable design.
- The quality of the design is more important than the design of buildings.
- 5 storeys should however be the maximum height.

-
- Consistent criteria for design should be applied across the centre, and should occur in consultation with the local community, and respond to neighbourhood character.
 - The height of buildings should be scaled down towards the edges of the study area.
 - The highest densities should be placed on the east side of the railway line (this was stated during consultation in regards to the proposed 4-5 storey apartment development in High St).
 - Links to new residential development must be provided.
 - Cosmetic Improvements to the centre are needed.

Land Use Mix

- Bring community groups into the centre.
- More entertainment, with greater diversity, is needed.
- Consider including the east side of Scoresby Road in the study area – this would enable the structure plan to create a consistent streetscape in Scoresby Road.
- More shops for young people are needed – we need to recognise the buying power of youth.
- The concentration of the centre is too far to the west – we need to encourage more activity towards the east of the centre.
- There is a need to consolidate some land parcels and perhaps look at rezoning land.
- Redevelopment of the shops on the corner of Church St and James St for residential purposes would be appropriate.
- Safeway should be moved – there is not enough parking at the current site.
- Include the high school and primary school in the study area.

Building the Community

- There needs to be a community activity centre – including a library.
- More community programs are needed.
- Certain areas of the centre should be redeveloped to encourage community use, including for programs.
- Social isolation issues are currently being dealt with, and this should continue.
- The structure plan should provide a list of what has been done already (to build the community).
- More vibrant community entertainment needs to be created – the speed of traffic needs to be reduced to facilitate this.
- The perception of danger/safety issues still remains, although this is not actually a significant problem. It is still a problem at the train station and the Bayswater Hotel. (The Bayswater Railway station is safer than at Boronia however – if Bayswater railway is undergrounded, the design of this would need to be very carefully considered).
- There is still a drug and alcohol problem in the area, despite the increased police presence.
- Public transport interchange needs to be improved.
- More activities are needed for families and young people.
- Perception of crime needs to be addressed – CPTED principles should be integrated.
- More Youth Activities needed.

Ideas for Key Sites and Precincts within the Centre:

Mountain Highway

- Safer pedestrian movement.
- Traffic needs to be slowed down.
- Inclusion of entry/exit signs at the periphery of the centre.
- Youth activities needed – young people should be involved/consulted more.
- Median strip (near Station St) – this is not wide enough for one car to pause while turning into or out of Station St, so the lane should be removed.

Bayswater Plaza

- Get local young people to redesign the Plaza.

High Street

- This should be made one way.
- Parking at Clints should be reduced.



Appendix 3: Summary of the Feedback from Previous Community Consultation

Community consultation was carried out for a number of projects and studies, which is summarised below for some of these key documents. Please refer to the original documents for further details.

Bayswater Project – A Research Report, Newton Wayman Chong, 2003

This research report was commissioned to assess the community's perceptions of the impact of the initiatives of the Bayswater Project (place management program). This research comprised 400 quantitative surveys, involving 300 residents aged over 16, 72 business organisations, 28 community organisations and 27 students from Bayswater Secondary College.

The key findings of the research were:

- **Awareness of Initiatives of the Bayswater Project:**

Best known:

- The Bayswater Park multi access playground
- Streetscape improvements
- Graffiti and Vandalism Plan

Least awareness:

- Special Rates Scheme
- Community Safety and Confident Living Program
- The Community Cop Program

- **Perceptions of Impact of Bayswater Project Initiatives:**

- The residents who were aware of the programs were positive about the impact of initiatives.

- Businesses were less positive about the impact of initiatives, but were most positive about the public art, the Graffiti and Vandalism Plan and streetscape improvements.
- Community organisations were positive, particularly about the public art, the Graffiti and Vandalism Plan and Bayswater Business Network.
- The students were mostly positive about the initiatives they were aware of.

There were a variety of views on how to improve each of these initiatives.

- **General Attitudes to Bayswater**

There was a consensus amongst respondents that the changes to date have made Bayswater a better place, and that the appearance of the Shopping Centre has improved. Comments were that people feel better about living in Bayswater; pedestrian access is good; Bayswater has a history and attractive features that could be used for promotional purposes. There were also concerns that opportunities for youth activities in Bayswater are limited, and that people are not more interested in using the Bayswater Shopping Centre, preferring other shopping centres.

- **Shopping in Bayswater**

For 75% of residents surveyed, Bayswater is not seen as the main place for shopping. 40% see it as a place for top-ups and emergencies. Businesses tend to see it this way as well. Key themes for improving the shopping centre were to focus on:

- The diversity and size of the shopping centre
- Attracting clothing and shoe shops
- Improving the quality of the shops
- Improved facilities, especially for car parking
- Improving shops to cater for young people, especially clothing, sports and games stores.

- **Key Suggestions to Continue Improvements at Bayswater**

- Address safety and crime issues
- Focus on the overall appearance of Bayswater
- Address the appearance and attractiveness of the Shopping Centre
- Improve Youth Facilities

Bayswater Social Needs Assessment, 2002, Collaborations: Planning with your Community Pty. Ltd.

The needs analysis for Bayswater involved consultation with members of the community, local service providers and Council staff to gather qualitative information on the social needs in Bayswater. Key areas raised related to: Strengths of Bayswater; Areas of Concern; Priority Local Services and Facilities; and Important Issues for the Planning Process.

The key issues raised were:

Strengths of Bayswater

- *Existing community organisations provide social and recreational opportunities.*
- *Specific mention of the positive support offered by playgroups, senior citizens' centre, sporting clubs and churches.*
- *Good range of local service available within walking distance.*
- *Community Volunteer program provides positive outlet for many under employed and retired people.*
- *Some community initiatives to improve the area (e.g. Station).*
- *Good networks between local service providers.*
- *Housing prices are low.*

- *Sense of community is positive, easy to fit in as a newcomer.*
- *Good transport networks.*
- *Access to Knox Shopping Centre.*
- *Access to local parks.*
- *Quality of local sporting facilities.*

Areas of Concern

- *Poor external image of Bayswater, dominated by industry.*
- *Public safety – particularly in relation to public spaces (e.g. station, shopping centre, bike paths).*
- *Quality of public spaces is poor.*
- *Many public facilities in poor condition and not well connected.*
- *Shopping Centre is uninviting with limited quality and diversity of retail.*
- *Social isolation – limited places and activities to support social interaction (community centres not seen as inviting).*
- *Impact of graffiti and vandalism on public image.*
- *Safety concerns including crime, traffic and drug abuse.*
- *Mountain Highway divides the area and is unsafe to cross.*
- *Positive opportunities and role models for young people are limited.*
- *Low income families unable to access recreation opportunities.*

Priority Local Services and Facilities

- *Access to information, particularly for young people.*
- *Improve community transport.*
- *Affordable housing options and emergency accommodation.*
- *Social and recreational activities.*
- *Improved access and programming at Community Arts Centre.*

- Commercial recreational opportunities e.g. gym, entertainment facilities.
- Improved maintenance and amenity in parks and recreation areas (lighting, seating, shade).
- Safe public transport.
- A branch library.
- Improved amenity of sporting facilities (e.g. female toilets and change rooms).
- Access to flexible and affordable childcare.

Important Issues for the Planning Process

- Recognition of the nature of social diversity in Bayswater (socio-economic not cultural).
- Revitalisation of the shopping centre for commercial activity and as a safe community meeting place.
- Improve the quality of local gathering places (e.g. parks, community meeting spaces).
- Address public safety issues.
- Provide local social and recreational opportunities for young people.
- Council leadership in advocacy for local services.
- Strategies that support the role of local organisations and service providers (e.g. coordination of information, insurances, quality of local facilities).

(Collaborations, 2002, p.7 & 8)

This section of the report concluded that a key way of addressing these issues is through the preparation of a Master Plan for the Bayswater Shopping Centre. The structure planning of Bayswater has been able to incorporate and address most of the issues raised.

Bayswater Business Monitor, 2000, MacroPlan

During June 2000, two surveys were conducted by MacroPlan to form the basis of the Bayswater Business Monitor: a written survey involving 93 traders and an in-centre survey of customers (150 responses) in the Bayswater Shopping Centre. The surveys found that the main function of the Bayswater Shopping Centre is in providing for weekly and convenience shopping needs to the surrounding community.

In summary, traders believed that the Council ‘*should show leadership in the future strategic direction of the shopping centre*’, and noted that profitability had increased in line with increased trading hours. Traders felt that improvements needed to be made to public safety, crime prevention and security. Traders felt there was a need for a Discount Department Store(s). The biggest negative impacts on the shopping centre identified by traders were the introduction of gambling venues and the expansion of regional shopping centres such as Knox City and Eastland.

Customers liked the shopping centre because of its convenience, but felt that the centre was too spread out, needed big name department stores and clothing stores, and that improvements could be made to street/area cleaning and increased car parking.

Urban Villages Project – Bayswater Case Study Report, Planning Collaborative in association with Chase Architects and Human Accent, 1996.

The Bayswater Case Study Report was prepared in 1996 as a part of the Urban Villages Program, and involved significant consultation using a variety of techniques to gain input and feedback from the community, including:

- A luncheon with key stakeholders in the area (e.g. major landholders, real estate agents, representatives of the Bayswater Traders Association).
- Face-to-face surveys of all households within a 400m radius of the railway station.

-
- All businesses in the activity centre were provided with information and provided with opportunities to attend consultations.
 - Commuters at the rail station were surveyed and provided with information.
 - A series of focus meetings were held, involving residents, community organisations, retail, commercial and industrial interests and major landholders.
 - An ongoing commentary was provided in three local newspapers, and a local community newspaper at the time, Bayswater Inside-Out, also published information about the preferred concept plan.
 - A shopfront was established in the retail core of Bayswater for a period of three weeks, with concept plans on display and staff available to answer questions.

During this consultation, the major issues raised were:

- *Consolidation of the retail core.*
- *Improving personal/property safety in the area, particularly around Bayswater Station.*
- *Making pedestrian movement about the area easier.*
- *Moving civic buildings into the retail core.*
- *Improving public transport – frequency, safety, underpass or overpass, bus connections, reliability.*
- *Making a mall in High or Station Streets.*
- *Changing the location of car parking to make movement around Mountain Highway and shops easier.*
- *Using PTC land for homes, shops.*
- *Increasing mixed use housing areas to get housing closer to shops and transport.*
- *Catering for commuters and their needs.*

- *Location of Bayswater Hotel and its future.*
- *Using vacant industrial floor space for incubator businesses.*
- *Upgrading general amenity for residents and shoppers to make Bayswater more pleasant (Planning Collaborative et al., 199, p.21).*

Following consultation, three concepts were presented to the community which showed low, medium and high levels of intervention and intensity of development. The response from residents, traders and investors was strongly in favour of the third option, which proposed the highest level of intervention and change.



Appendix 4: Summary of the Submissions and Feedback on the draft Structure Plan

Community Feedback

As a result of the exhibition of the Structure Plan in November-December 2004, extensive feedback was received from the community, in the form of written submissions as well as through informal discussions at the consultation events.

Submissions

A total of 42 submissions were received from local residents, traders, a school, a church, the new Plaza owner, property owners living outside the study area, as well as from the Department of Sustainability and Environment, Melbourne Water and the Country Fire Authority.

Each submission was rated in terms of the level of support for the Structure Plan (no support = 0, Low = 1 through to very high = 4). On average, there was a Medium-High to High level of support (average score of 2.73).

While the submissions demonstrated a relatively high level of support for the Structure Plan and what it is trying to achieve, many submitters had reservations about some parts of the Structure Plan. Most commonly these concerns related to the building heights proposed for the activity centre. In particular, it was commonly identified that the application of 5+ heights in the central area did not provide enough certainty to the community.

Surprisingly, only a quarter of the submissions called for the building heights to be reduced, although some others raised concerns instead about building densities, overcrowding, overlooking, overshadowing. The most common maximum building heights suggested were between 2 and 7 storey built form.

Other commonly raised issues or interests were:

- The need for greater social and community services and infrastructure (e.g. new Police station, library, educational facilities, retaining CFA in the activity centre and retaining the Community Arts Centre).
- The need for greater provision of open space, particularly where populations are to be increased.
- There were some concerns raised in relation to the development of King St with higher density housing.
- Many submitters felt that the plan didn't go far enough, was overdue or too late, or wasn't going to happen quickly enough. Some concerns were raised about whether the Plan would actually be implemented.
- There was a high degree of support for medium density housing (rather than high density) in and around the activity centre.
- Some submitters felt that more background information was needed to justify some of the proposals.

There was generally a high degree of support for the fact that Council was acting to improve Bayswater and the submissions provided details of the type of improvements needed (new supermarket, better shops, better presentation of shops and dwellings etc.). Many submissions were also complimentary about the works that have already taken place in the shopping centre.

Workshops and Street Stalls

The type of feedback received during the workshops was similar to that received in written submissions. Many of those who attended the workshops also provided written comments, which was requested of the participants, as it is difficult to capture all the discussion taking place in the workshops. Much of the value of the workshop process was to enable participants to expand and reflect on their ideas in a group setting, rather than simply to gather comments.

Feedback received during street consultation stalls was not recorded due to the nature of these casual events, however discussions with community members were useful and provided a good opportunity to hear first hand accounts of the history of the area, the experiences of living, working and shopping in Bayswater, and what the key issues and opportunities in the area were. As with the workshops, the feedback received during these events was largely captured in written submissions.

