

VISION NEWPORT

Draft Activity Centre Structure Plan

May 2018

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CONTENTS

1	Introduction	5	4	Key Issues	31
1.1	About the Project	5	4.1	Centre-wide Issues	31
1.2	Purpose	6	4.2	Location Specific Constraints	31
1.3	Project Drivers	6	4.3	Precinct-specific Issues	32
1.4	Study Area	6	5	Key Opportunities	36
1.5	Methodology	8	5.1	Centre wide Opportunities	36
1.6	Structure of Document	9	5.2	Precinct-specific Opportunities	38
2	Strategic Context	11	6	Vision Newport	42
2.1	State Policy and Infrastructure Context	11	6.1	Vision	42
2.2	Metropolitan Context	14	7	Elements	44
2.3	Local Policy Background	14	7.1	Identity	44
2.4	Local Context	16	7.2	Land Use and Activity	48
3	Newport's History & Trajectory	18	7.3	Built Form and Heritage	56
3.1	History	18	7.4	Public Realm and Open Space	61
3.2	Newport Today	21	7.5	Access and Movement	66
3.3	Core Characteristics	21	8	Built Form Guidelines	72
3.4	Economics and Demographics	22	8.1	Development generally	72
3.5	Suburban Influences	26	8.2	Development in the Hall Street Precinct	74
3.6	Precincts	28	8.3	Development in the Mason Street Precinct	76
3.7	Community Views	29	8.4	Development in the Arts and Recreation Precinct	78
			8.5	Development in the Northern Gateway Precinct	80
			8.6	Development in the Southern Gateway Precinct	82
			9	Implementation Plan	85
			10	Appendix	91



PART 1

PROJECT OVERVIEW

1

INTRODUCTION

1.1 About the Project

The Newport Activity Centre Structure Plan (the 'Structure Plan') has been prepared as the primary strategy for guiding land use, development, and public realm improvements within the Newport Activity Centre. It sets the long-term vision for the Activity Centre and provides strategies for how the vision will be realised over a 15-20 year planning horizon.

Newport is a highly liveable place located less than 12 kilometres south-west of the Melbourne CBD, between the Westgate Freeway Spotswood and Williamstown. It's industrial heritage, creative spirit, position at the entry into Hobsons Bay, and excellent public transport attract residents and visitors. As a result, Newport has been experiencing steady growth and 'gentrification' over time, and previous strategies for managing growth and development in the centre are now out of date. This is especially the case within the context of unprecedented growth in the greater Melbourne area.

Within Newport, the Activity Centre is the location that is most in need of a strategy for dealing with change. It is also the location with the greatest potential for capturing the appropriate level of growth, while enabling the community to embrace and re-interpret its heritage, and shape its future character. This Structure Plan is Council's principal strategy for doing so.

1.2 Purpose

The Structure Plan seeks to:

- > Set the vision for the Newport Activity Centre
- > Refresh the land use and development framework
- > Provide guidelines for how development should occur
- > Provide a basis for public space improvements and further work
- > Function as a vehicle for stakeholder discussions and investment

1.3 Project Drivers

Why prepare this Structure Plan? In short:

- > Melbourne is growing significantly and, on account of its proximity, transport access, and historic and industrial charm, Newport is well-placed to capture a portion of this growth.
- > Given growth pressure will be felt, planning in advance provides the opportunity to not only respond to growth, but to positively guide it. It is important to leverage the right opportunities, while also ensuring that inappropriate development does not overwhelm the Activity Centre's identity.
- > Newport has been growing steadily and market dynamics have been changing, creating the right conditions for re-development of key areas.
- > The heritage buildings and village character of the Activity Centre should endure, and guidance is needed.
- > With population and economic changes occurring, the commercial performance of the Activity Centre can be improved.
- > Built form and spaces in the centre can be enhanced for the use and enjoyment of residents and visitors.
- > Strategic basis is required to identify key public realm improvements.
- > Accessibility within the Activity Centre needs improvement, especially within the context of increasing movements associated with growth.

1.4 Study Area

The study area for the project has been nominated based on existing land use patterns and influences on the current Activity Centre, as well as the influence the Activity Centre will exert on proximal areas. The location of open space, education, community facilities, potential redevelopment sites, Major Hazard Facilities, heritage precincts, and general residential development patterns have been considered. These factors have been utilised to identify a study area (which has been the subject of analysis), and the structure plan boundary (within which recommendations are made),

Boundaries have been nominated having regard for the considerations outlined in Planning Practice Note 58 – Structure Planning for Activity Centres.

An inner structure plan area has been nominated to focus on the area where the maximum amount of change is expected, or where key facilities or spaces are located which affect the planning for the core of the structure plan area.

An outer structure plan area is nominated where key change areas interface with the surrounding residential areas. The properties contained in the outer area are influenced by the inner structure plan area, and it is important to have regard for the relationship between the two. It is also important to provide a transition, where appropriate, from the inner area to the lower density residential areas surrounding the Activity Centre. The outer structure plan area is intended to perform this function.



Figure 01 - Newport Structure Plan Study Area

1.5 Methodology

PHASE 1: Background and Context Review

- A detailed background review of all available information, policy review, site visit and identifying any gaps in the material
- Gathering of information to commence a plan-based analysis of the centre.

PHASE 2: Opportunities & Constraints Plan and Character Analysis

- Preparation of a plan that builds on all the information gathered in Phase 1
- Detailed review of the character of Newport
- Liaison with Council to round-out analysis

PHASE 3: Newport Framework Plan Preparation

- Preparation of a Newport Framework Plan for discussion and development of Structure Plan concepts

PHASE 4: Draft Newport Structure Plan

- Preparation of draft Newport Structure Plan for review by Council
- Presentation to Council prior to public exhibition
- Refinements based on Council comments

PHASE 5: Exhibition

- Community consultation + invitation for submissions
- Review of feedback received

PHASE 6: Finalisation of Newport Structure Plan

- Finalisation of the Newport Structure Plan based on comments received
- Presentation to Council for adoption

1.6 Structure of Document

This document is structured to be read either from cover to cover, or for readers to be able to navigate directly to their areas of interest. Content is organised in the following manner:

PART 1: Project Overview

- > Sets the scene for why the document has been prepared and identifies the key guiding issues to be considered during development of the document.

PART 2: Key Influences

- > Deals with strategic considerations at the State, metropolitan, and municipal levels, and identifies core foundational elements for informing the manner in which planning measures need to be developed.

PART 3: Distillation

- > Preparation of a draft Framework Plan for discussion with Council officers, seeking feedback to develop Structure Plan concepts

PART 4: Structure Plan Framework

Sets a vision for Newport's future, establishes foundational principles to be applied throughout the Activity Centre, and outlines objectives, strategies and actions to be implemented to realise the vision.

- > Sets core strategic directions based on the elements of identity, land use and activity, built form and heritage, public realm and open space, and access and movement.
- > Provides guidelines for ensuring new development and re-development occur in a deliberate manner.

PART 5: Implementation

- > Consolidates all strategic directions, identifies the stakeholders involved with specific strategies and actions, and provides indicative timing details.