

| Strategy  | Benefit  | Actions  |
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| <b>S1. Present the spatial economic structure and clearly articulate the vision for each location.</b>  | B1. This provides a visual representation of the economic role and specialisation of each activity centre or employment precinct and the key transport connections   | A1. Present the spatial structure at business forums and use the diagrammatical map when approached by investors, businesses or developers enquiring about doing business in Bayside.  |
| <b>S2. Review the activity centre vision to ensure that the future character and economic role are clearly articulated within the policy setting.</b>   | B2. Reconciling the activity centre vision to recognise the economic development role and development expectation will provide a robust planning framework to guide development in these areas.  | A2. Ensure that activity centres are classified having regard to their size and economic role rather than their ability to accommodate population growth.  |
| <b>S3. Expand the commercial and retail offering of activity centres beyond core business hours.</b>  | B3. This will improve the attractiveness of centres after hours and provide opportunity for access to service for commuters returning home.  | A3. Encourage greater levels of night time business activity by prioritising the attraction of grocers, healthcare, gymnasiums and restaurants to Bayside's Neighbourhood Activity Centres.  |
| <b>S4. Attract the most innovative advanced business services businesses through the creation of an economic triangle between Southland Activity Centre, Highett Activity Centre and the Bayside Business Employment Area (BBEA).</b> | B4. Transitioning the BBEA into an advanced business services precinct that provides customised services to other businesses requiring the application of significant intellectual effort will respond to Bayside's demographic profile. It will also assist in the attraction of local jobs and facilitate the retention of the employment role of the precinct. Leveraging off Southland and Highett will expand the influence of the BBEA and attract new businesses. | <p><b>A4A. Change the name of the BBEA to create a stronger brand association.</b></p> <p>A4B. Promote the creation of the brand and that Bayside is 'open for business'.</p> <p><b>A4C. Attract a major anchor (business, research or educational) facility into the triangle, with the BBEA, although land near the Southland Activity Centre could also be a suitable location.</b></p> <p>A4D. Ensure there is a clear strategic planning framework in place to achieve the commercial objectives for the precinct.</p> <p><b>A4E. Ensure that building design delivers high quality social and environmental outcomes.</b></p> <p>A4F. Develop a Transport Plan for the precinct to ensure ease of access for all methods of transport, including heavy vehicles.</p> <p>A4G. Identify key infrastructure required to deliver on the vision</p> |
| <b>S5. Support the trending shift in the economy towards professional services.</b>   | B5. Providing more jobs in the industries that Bayside residents are employed will assist to maximise the provision of local jobs and in turn the local economy.   | <p>A5A. Support small and home based businesses through increased prioritisation of the relevant actions of the Economic Development Strategy 2014.</p> <p>A5B. Encourage uses which generate high professional services employment into the BBEA.</p>   |
| <b>S6. Respond to demographic change and the needs of an aging population.</b>  | B6. Providing a policy framework to respond to the aging population and demand for healthcare will ensure health and similar services are accessible and conveniently located throughout Bayside.  | A6. Continue to improve access to health services in Bayside's Activity Centres by exploring opportunities to reduce obstacles to planning approvals - in particular car parking requirements. Council should also explore alternative parking options for these facilities as opposed to placing all responsibility entirely with the medical   |

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|   |   | practice permit applicants.  |
| <b>S7. Consolidate key centres and ensure that Bayside's largest activity centres remain the primary source of retail activity.</b>                                     | B7. Avoiding unnecessary expansion of centres beyond activity centre boundaries will assist in maintaining their success. Balancing the level of commercial and residential land in activity centres is important to make sure residential uses do not drive the commercial uses outside of activity centres. | <p><b>A7A. Provide an appropriate forward land supply for commercial land and activity centre development to meet the needs of communities and to stimulate competition.</b></p> <p>A7B. Seek to integrate medium density housing in Neighbourhood Activity Centres (as opposed to out of centre locations) to consolidate population catchments around the centres.</p> <p>A7C. Ensure that the design of commercial development in activity centres respects and contributes to the Village character and does not dominate the streetscape or interrupt building rhythm.</p> <p>A7D. Encourage shop top development in activity centres for locating non-retail based uses.</p> |
| <b>S8. Continue to grow Bay Street's strengths in many facets of retail and commercial businesses which service the needs of the population.</b>                        | B8. Reinforcing Bay Street's role as a centre to service the needs of Bayside residents and growing the night time economy will allow the centre to continue to fulfil its role.  | A8. Encourage the location of personal services and population serving commercial activities.  |
| <b>S9. Leverage off Church Street's dual strength of high fashion and the presence of the Cabrini Hospital, to facilitate the development of a mini-health cluster.</b> | Incremental shop top office development is encouraged as are the creation of a health related uses close to the Cabrini Hospital.   | A9. Encourage the clustering of uses to support the broader vision for the precinct.   |
| <b>S10. Take advantage of the locational opportunities of Sandringham and Black Rock's proximity to, and identity with, Port Phillip Bay.</b>                           | B10. Both centres provide strong hospitality offerings which could integrate better with the coastline, strengthening their appeal and linkages.  | <p>A10A. Continue to encourage residential intensification of the centres to help improve the viability of retail and hospitality businesses in the long term.</p> <p>A10B. Strengthen linkages to the foreshore through visual links and improved pedestrian connections.</p> <p>A10C. Encourage tourism and hospitality related uses along coastal land.</p>   |
| <b>S11. Strengthen Hampton East's ability to attract commercial office demand and development.</b>  | B11. Capitalising on the interest in this precinct for health related uses will support employment growth in this precinct.   | A11. Continue to market Hampton East as a premium suburban office location for professional services and healthcare.   |
| <b>S12. Accommodate the residential population within the Hampton activity centre and provide population serving uses.</b>  | B12. Supporting the residential intensification of the Hampton Street Activity Centre will assist to encourage a greater level of street activation, pedestrian foot traffic and retail demand along the street in the long term.   | A12. Continue to encourage residential intensification of the centres to help improve the viability of retail and hospitality businesses in the long term.   |