PART ONE: INTRODUCTION
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Hobsons Bay is home to around 95,395 residents (2018) across a diverse mix of suburbs. The municipality is experiencing increased housing demand due to a growth in population, an increase in smaller household sizes and the availability of large Strategic Redevelopment Areas for new housing opportunities.

The Hobsons Bay Housing Strategy plans for housing up until 2036, to guide the future residential development in the municipality to ensure that the right homes are provided in the right places.

1.1 What is a Housing Strategy?

A Housing Strategy is a planning document that guides appropriate future residential development in an area. This ensures that we are planning for the changing needs of residents by putting the right homes in the right places.

The Hobsons Bay Housing Strategy considers a 20 year forecast (2016-36) and includes analysis of information and data from both the past and what is expected in the future.

1.2 Why do we need a Housing Strategy?

As with other metropolitan areas in Melbourne, Hobsons Bay is experiencing increased housing demand due to a growth in population and an increase in smaller household sizes. The availability of large redevelopment sites (Strategic Redevelopment Areas) on redundant industrial land is also providing a significant increase in housing in some of our suburbs.

Hobsons Bay is located within good proximity to the CBD with access to the coast, open space and key transport routes. It also has a diverse mix of suburbs from established areas with significant heritage and neighbourhood character to more recently developed areas with newer housing stock. These are some of the key attributes that attract residents to the municipality and make Hobsons Bay their home.

There has been an increase in medium and higher density residential development in our suburbs and this trend is set to continue as established areas across Melbourne are expected to accommodate a growing population.

However, Hobsons Bay also has a number of land use constraints. Almost one third of land is used for industrial purposes and is home to a number of State significant petrochemical industries and Major Hazard Facilities. Industrial and environmental constraints can have an impact on the supply of new housing.

One of the key challenges is balancing the increased pressure to accommodate more houses and people in Hobsons Bay with the need to protect our suburbs from inappropriate development.

Whilst there is often resistance to changes in established communities, it is important to recognise that new housing can deliver a number of benefits, such as increasing the choice of housing available, regenerating an area with low quality housing stock and having more people live within walking distance of public transport and services.

Hobsons Bay currently does not have a Housing Strategy to respond to and manage the demand for increased residential development. Identifying not only where this new housing can go but also what level of change is appropriate is an important part of the Housing Strategy.
The Hobsons Bay Housing Strategy ensures that we are planning for the changing needs of residents by putting the right homes in the right places.

1.3 How will Council manage residential development in Hobsons Bay?

All suburbs experience change over the years. The degree of change varies depending on a number of factors such as location, opportunities for new development and the desirability of an area.

Council cannot prevent growth from occurring. It is how we respond to managing that growth and change that is important.

Through applying a suite of planning tools and policies available to local government (such as the New Residential Zones), Council can guide the level of housing change considered appropriate across our suburbs. For example, encouraging growth in well-located areas with access to public transport and existing services and limiting growth in other areas.

This strategy sets out Council’s long term plan for managing residential development in Hobsons Bay to provide more certainty for the community, developers and other stakeholders.

1.4 What does the Housing Strategy do?

The Housing Strategy:

- sets out how Council is planning to respond to population growth and change
- identifies where new housing can be located and guides the levels of housing change across the suburbs
- determines the potential capacity of the suburbs to deliver new housing
- responds to the changing resident profile across Hobsons Bay to ensure that new housing is matching residents’ needs
- identifies opportunities for new medium and higher density housing in line with State government urban consolidation policies
- identifies opportunities to encourage more affordable housing and affordable living
- sets out Councils expectations in terms of built form and sustainability considerations
- provides more certainty for the community, developers and stakeholders
1.5 How was the Housing Strategy developed?

Council developed this strategy following consideration of a wide range of data and key planning documents, as well as an understanding of housing needs in the municipality based on feedback from the community and stakeholders.

The strategy is an evidence-based document which considers land use, social and environmental factors. Preparation of the strategy includes an integrated and holistic approach involving internal departments across the organisation.

The Housing Strategy process is summarised in Table 1.

<table>
<thead>
<tr>
<th>Timeframes</th>
<th>Outline</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>Late 2014</td>
<td>Housing Strategy Project Internal Working Group established</td>
<td>Round One Community &amp; Stakeholder Consultation on Housing Needs and Issues</td>
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<tr>
<td>Early - Mid 2015</td>
<td>Consideration of feedback from Round One Consultation</td>
<td></td>
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<tr>
<td>Mid 2015 – 16</td>
<td>Research and data collation to form the evidence base for preparing the housing capacity assessment and draft Strategy</td>
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<tr>
<td>Mid-Late 2016</td>
<td>Preparation of the Housing Strategy Background Report (Volume One)</td>
<td></td>
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<tr>
<td>Late 2016 – Early 2017</td>
<td>Housing Capacity Assessment (Volume Two) finalised &amp; Draft Housing Strategy (Volume Three) finalised</td>
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<tr>
<td>April 2017</td>
<td>The Victorian Government introduced major changes to the New Residential Zones and other policy areas affecting housing and residential development. Furthermore, the 2016 ABS Census data was released. This triggered the need to update all the Housing Strategy documents.</td>
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<tr>
<td>Mid-Late 2017</td>
<td>Housing Strategy documents updated to consider the Reformed Residential Zones and 2016 ABS Census data</td>
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<tr>
<td>December 2017</td>
<td>Housing Strategy Background Report (Including Addendum) updated</td>
<td>Background Report publically available</td>
</tr>
<tr>
<td>April 2018</td>
<td>Housing Framework Plan and Housing Capacity Assessment (Volume Two) updated</td>
<td></td>
</tr>
<tr>
<td>May/June 2018</td>
<td>Draft Housing Strategy (Volume Three) Finalised</td>
<td>Round Two Community &amp; Stakeholder Consultation</td>
</tr>
<tr>
<td>Late 2018</td>
<td>Consultation on the Housing Strategy (Including New Residential Zones)</td>
<td></td>
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<tr>
<td>Middle 2019</td>
<td>Final Housing Strategy adopted by Council</td>
<td></td>
</tr>
<tr>
<td>Late 2019/Early 2020</td>
<td>Planning Scheme Amendment to implement the Housing Strategy and New Residential Zones</td>
<td>Public Exhibition of Planning Scheme Amendment</td>
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</table>
1.6 Structure of the Housing Strategy

The strategy has been developed using strong evidence-based planning including analysis and assessment of various data and forecasts relating to housing needs and supply, based on potential land use constraints and opportunities.

The Housing Strategy consists of three main documents (refer Figure 2):

1. **Background Report (Volume One)** - provides a detailed assessment of housing needs

2. **Housing Framework Plan and Housing Capacity Assessment (Volume Two)** – identifies appropriate housing change areas and assesses potential housing supply and opportunities

3. **Housing Strategy (Volume Three)** – the strategy which sets out the housing policy and an implementation plan to guide the provision of housing in the municipality.

![Figure 2: Structure of the Housing Strategy](image-url)
1.7 Where does the Strategy apply?

The Strategy applies to the established suburbs of:

- Altona-Seaholme
- Altona Meadows
- Altona North
- Brooklyn
- Laverton
- Newport (East and West)
- Seabrook
- Spotswood-South Kingsville
- Williamstown
- Williamstown North

The Residential Zone areas are shown shaded in Figure 3. This does not include Comprehensive Development or Mixed Use Zones that also enable housing.

Figure 3: Residential Zone areas in Hobsons Bay
PART TWO: POLICY CONTEXT
Housing is affected by Commonwealth, state and local policy, with each level of government having different roles and responsibilities in relation to housing. The strategy has been prepared in the context of the relevant policy framework.

2.1 Housing policy context

The key policies which have informed this strategy are detailed in the Background Report and are summarised in Table 2.

At the local level, Hobsons Bay has a role in using the tools provided by the Victorian Planning Provisions to manage and influence housing, for example, applying the appropriate planning controls (such as zones and overlays) to set out the right land use and built form requirements. As well as having the right policies in place in the local planning scheme.

2.2 How will the Strategy address policy gaps?

Hobsons Bay currently does not have a Housing Strategy and so to date, has had limited influence in managing the location and type of new infill development across the suburbs.

Population growth and over-development continues to be a concern for the community, particularly in relation to the effects it will have on the existing community and the protection of our heritage, neighbourhood character and open spaces.

Without a Strategy in place, the location and type of new housing that occurs is dictated by market demand and site opportunities in an ad hoc manner.

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**Table 2: Key roles and policies**

<table>
<thead>
<tr>
<th>Government Level</th>
<th>Roles and responsibilities</th>
<th>Relevant policies/Initiatives</th>
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<tbody>
<tr>
<td>Commonwealth</td>
<td>The Commonwealth Government does not have a direct involvement in housing provision but does have an interest in affordability.</td>
<td>National Affordable Housing Agreement Commonwealth Rent Assistance</td>
</tr>
</tbody>
</table>

*Not an exhaustive list*
Through understanding expected housing needs and balancing this with protecting existing neighbourhood character, Council is better placed to manage housing growth and change.

2.3 How will the Strategy address the key objectives in the Council Plan?

By having a long term strategy in place to manage and plan for future population growth and change in Hobsons Bay, the Housing Strategy helps address Goal Three in the Council Plan (2017-21) which aligns with Priority One in the Hobsons Bay 2030 Community Vision (refer Figure 4).

Goal Three: A well designed, maintained and environmentally sustainable place - is about managing future growth and development to ensure it has consideration and respects our natural and built environments (refer Figure 5).

It includes Council working with all levels of government, key stakeholders and the community to ensure urban development is appropriate and considers neighbourhood character and heritage.