



Activity Centres Program

Community Engagement Summary Report

June 2025

About this report

This report comprises survey and submission feedback received from the Bayside community through the consultation period. Feedback received through the Council survey will be summarised into a report to provide a snapshot of the community's views. This report will form part of Council's submission to the Victorian Government.



1 Background

This document provides a summary of stakeholder and community feedback on the Victorian Government Activity Centres Program. In September 2023, the Victorian Government released its [Victoria's Housing Statement: The decade ahead 2024-2034](#), setting a target to build 800,000 homes in Victoria over the next decade. The Department of Transport and Planning (DTP) and Victorian Planning Authority (VPA) are working together to deliver the Activity Centres Program.

Moorabbin (Hampton East) Activity Centre

Throughout 2024, the Victorian government planned and consulted on the first 10 activity centres, which were part of the program's pilot phase. The Moorabbin (Hampton East) Activity Centre, which is partly located within the city of Bayside, was one of 10 centres included in the pilot. New planning controls for the Moorabbin (Hampton East) Activity Centre came into effect on 11 April 2025 through [Amendment GC252](#) to the Bayside Planning Scheme.

Project objective

In late 2024, the Victorian Government announced an additional 50 'train and tram zone' Activity Centres to help deliver more than 300,000 new homes across Melbourne by 2051. Four of the recently announced activity centres are in Bayside around the North Brighton, Middle Brighton, Hampton and Sandringham train stations.

Councils' objective is to advocate on behalf of the community and raise awareness of the significant changes that will be occurring. Council is also concerned regarding the extent of the changes that will take place in the municipality. As the Victorian Government will be the decision makers in this process, Council is working to best represent community views to help influence the future of these precincts.

2 Consultation process

2.1 Consultation purpose

The consultation process was designed to ensure that Council's advocacy efforts align with the community's views and sentiment. The feedback gathered will inform Council's submission to the Victorian Government.

The engagement negotiables were:

- Satisfaction with current planning controls.
- Vision of the future precinct based on current neighbourhood character.
- Management of impacts during construction.

The engagement non-negotiables were:

- Scope of Activity Centre Program.
 - Inclusion of North Brighton, Middle Brighton, Hampton and Sandringham as activity centres in the program.
 - Delivery of more houses in the activity centre.
 - Extent of the activity centre boundaries.
 - Future planning controls including height limits, setbacks, built form.
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2.2 Consultation methodology and communication strategies

The following table provides a breakdown of the different engagement activities:

Details	Engagement Activity
6 May - 15 June 2025 Online	Inform - Submissions to Victorian Planning Authority via Engage Victoria portal
6 May - 15 June 2025 Online 506 respondents	Council's <i>Have Your Say</i> Bayside Victorian Government Activity Centre Program survey
6 May - 15 June 2025 7 email submissions	Receipt of submissions by Council
10 June 2025 6:30pm - 7:30pm Online	Online information sessions led by the Victorian Government.

The following table shows the different communications strategies used by Council to support participation of the project:

Details	Communications strategy
Mailout 20,000 postcards	Dropped into household letterboxes within the Activity Centre boundaries
Direct email 529 emails 4,145 HYS members	Direct email to project subscribers. Direct email to <i>Have Your Say</i> members in affected suburbs.
Corflute boxes 32 boxes	Installed in four Bayside activity centres: Sandringham, North Brighton, Middle Brighton, Hampton.
News/media	Activity Centre Response mentioned in the June/July edition of <i>Let's talk Bayside</i> (delivered to 40,000 houses in the LGA). News stories included weekly in <i>This Week in Bayside</i> (e-newsletter with around 12,000 subscribers and open rate of over 60%).
Social media posts Weekly	Promoting the <i>Have Your Say</i> Page and Government online sessions.

3 Participant profile

A total of 506 respondents took part in Council's online survey. As seen in the table below, respondents from the 50-64 years age bracket were over-represented in the engagement (40.5%) compared to the 2021 Census data (26.9%).

Respondents who lived in Brighton (38.1%) were also over-represented compared to the Census figure (23.7%). This could be attributed to the fact there were two activity centres located in Brighton (North Brighton and Middle Brighton), giving residents from this suburb more interest in the project. Similarly, as Hampton has one of the nominated activity centres, it was over-represented in the percentage of respondents (24.3%) compared to the Census figure (13.6%).

The groupings of different demographics and connection to activity centres in the following section were nominated by Council as those of particular interest. Findings from those aged under 30 years should be interpreted with caution given the small number of respondents (n=14) as well as future residents (n=36) and workers/businesses (n=36).

The table below shows a further comparison between survey participant demographics and the demographic profile of the whole Bayside community:

	Demographic	Bayside 2021 Census (%)	Participants (%)
Gender	Male	47.8%	206 (40.8%)
	Female	52.2%	265 (52.5%)
	Undisclosed	-	32 (6.3%)
	Other identity	-	2 (0.4%)
Age	0-14	Excluded	-
	15-29	18.9%	14 (2.8%)
	30-49	28.5%	103 (20.4%)
	50-64	26.9%	204 (40.5%)
	65-79	18.5%	140 (27.8%)
	80+	7.2%	9 (1.8%)
	Undisclosed	-	34 (6.7%)
Suburb	Beaumaris	12.8%	13 (2.5%)
	Black Rock	6.2%	7 (1.4%)
	Brighton	23.7%	193 (38.1%)
	Brighton East	15.6%	59 (11.7%)
	Cheltenham	3.9%	4 (0.8%)
	Hampton	13.6%	123 (24.3%)
	Hampton East	4.9%	4 (0.8%)
	Highett	7.6%	15 (3.0%)
	Sandringham	11.8%	80 (15.8%)
	Undisclosed	-	4 (0.8%)

Residence	Outside Bayside	-	4 (0.8%)
	Less than 1 year	-	4 (0.8%)
	1-5 years	-	59 (11.9%)
	6-10 years	-	58 (11.7%)
	11-15 years	-	75 (15.1%)
	16-20 years	-	52 (10.5%)
	20+ years	-	245 (49.3%)
	Undisclosed	-	4 (0.8%)

The majority of respondents (72.7%) commented on only one activity centre, 13.8% on two activity centres, 3.0% on three activity centres and 10.5% commented on all four centres. Overall there were 506 respondents, with 250 of these respondents commenting on more than one activity centre. The following table shows how many people provided feedback on each of the activity centres:

Activity Centre	Number of responses	Percentage of responses
Middle Brighton Station (Church Street)	206	26.9
North Brighton Station (Bay Street)	195	25.5
Hampton Station (Hampton Street)	190	24.8
Sandringham Station (Sandringham Village)	174	22.7
TOTAL responses	756	100.0
TOTAL respondents	506	

Noting the answers given to the multi-response 'connection to activity centre' question, the number of current residents shown below excludes those who also stated they were visitors, workers or future residents. The following table shows respondents' personal connection to each of the activity centres:

Connection to activity centre	Middle Brighton	North Brighton	Hampton	Sandringham
Live in (or nearby)	179 (63.0%)	175 (66.8%)	162 (61.6%)	142 (55.7%)
Work in (or nearby)	17 (6.0%)	13 (5.0%)	21 (8.0%)	17 (6.7%)
Own and/or operate a business in the activity centre	3 (1.1%)	4 (1.5%)	5 (1.9%)	5 (2.0%)
Visit/travel through	63 (22.2%)	56 (21.4%)	58 (22.1%)	68 (26.7%)
Would like to live in this area in the future	16 (5.6%)	12 (4.6%)	14 (5.3%)	20 (7.8%)
Other	6 (2.1%)	2 (0.8%)	3 (1.18%)	3 (1.2%)
TOTAL responses	262	262	263	255

Note: This was a multi-response question.

For this survey question, many respondents indicated multiple categories including being both current and likely future residents of an activity centre and being both current residents and visitors. Additionally, nearly a quarter of respondents stated that they lived in more than one of the activity centres. This may have been a deliberate response to enable completion of feedback on multiple activity centres. The term 'in or nearby the activity centre' may have been too vague particularly for the Brighton residents.

Additional analysis has been conducted looking at the views of different age groups, different length of residency in the Bayside area and connection to the activity centres (resident, visitor etc.). As shown in the following table, many respondents were long-term residents of Bayside, aged over fifty years and were current residents.

	Number	Per cent
Length of residence: 0-5 years	63	12.8
Length of residence: 6-10 years	58	11.8
Length of residence: 11+ years	372	75.4
Age group: Under 30 years	14	3.0
Age group: 30-49 years	103	21.9
Age group: 50-64 years	204	43.4
Age group: 65+ years	149	31.7
Future residents	36	7.1
Current residents*	345	68.2
Visitors	89	17.6
Workers/Businesses	36	7.1

Note: Missing cases/not stated response not shown here.

* Excludes residents who were also visitors and future residents.

4 Consultation findings

The following section summarises the key themes which arose in community feedback on the Bayside Activity Centres Program. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets and italics.

4.1 Overall findings

Overall, respondents were in favour of 'no additional' storeys in the core activity centres and surrounding residential areas. This was consistent across all activity centres. The most frequently raised reasons in favour of 'no additional storeys' were the potential strain on traffic, infrastructure and services as well as changes to neighbourhood character.

Most respondents were 'strongly opposed' to increasing the housing density in the surrounding areas to activity centres, with the same main themes underpinning their reasoning as with why they were against an increase in storeys - traffic, infrastructure, services and neighbourhood character.

The top three factors respondents ranked to support population growth within the activity centres were public spaces and the environment, ensued by transport and movement, and followed closely by community and social infrastructure.

Respondents encouraged Council to advocate to the State Government about the community's strong objection to the project as well as concerns around traffic congestion, public transport and parking and maintaining the character and heritage of the area.

4.1.1 Additional storeys

The following summary table shows a breakdown of respondents' preferences for additional height for each of the activity centres, as percentages. It shows a comparison for the core activity centre ('core') and surrounding residential areas ('surrounds'). The centre with the highest percentage (strongest view) is highlighted in bold.

The majority of respondents preferred 'no additional storeys' in all four activity centres for the core area (Middle Brighton 73.8%, North Brighton 64.6%, Hampton 73.2%, Sandringham 73.0%). Respondents' preferences for height in the surrounds was also overwhelmingly for 'no additional storeys' (Middle Brighton - 85.9%, North Brighton - 81.5%, Hampton - 83.2%, Sandringham - 81.0%).

Support for an increase of 1-2 storeys was highest for the North Brighton core activity centre, and for the surrounding residential area in Sandringham. There was a small level of support for an increase of 3-4 storeys in Sandringham.

Activity Centre	Additional storeys - core %	Additional storeys - surrounds %
	No additional	No additional
Middle Brighton	73.8	85.9
North Brighton	64.6	81.5
Hampton	73.2	83.2
Sandringham	73.0	81.0
	Increase of 1-2	Increase of 1-2
Middle Brighton	16.5	6.8
North Brighton	22.6	11.3
Hampton	15.3	10.5
Sandringham	16.7	12.1
	Increase of 3-4	Increase of 3-4
Middle Brighton	4.4	3.9
North Brighton	6.2	4.6
Hampton	4.2	4.2

Sandringham	6.9	5.2
	Increase of 5-6	Increase of 5-6
Middle Brighton	2.9	1.0
North Brighton	3.6	0
Hampton	2.6	0.5
Sandringham	2.3	1.1
	Increase of 7+	Increase of 7+
Middle Brighton	2.4	2.4
North Brighton	3.1	2.6
Hampton	4.7	1.6
Sandringham	2.3	0.6
TOTALS		
Middle Brighton	100.0%	100.0%
North Brighton	100.0%	100.0%
Hampton	100.0%	100.0%
Sandringham	100.0%	100.0%

Additional analysis was conducted looking at the views of different age groups, different length of residency in the Bayside area and connection to the activity centres (resident, visitor etc.). The majority view remained as 'no additional' storeys however the following differences can be highlighted:

- Shorter-term Bayside residents were more likely to support additional storeys.
- Younger respondents were more likely to support additional storeys.
- Respondents who intended to live in the activity centres in the future were more likely to support additional storeys.

	Additional storeys - core		Additional storeys - surrounds	
	No additional	Any Increase	No additional	Any Increase
Length of residence: 0-5 years	68.5%	31.5%	74.2%	25.8%
Length of residence: 6-10 years	75.3%	24.7%**	84.4%	15.6%**
Length of residence: 11+ years	71.3%	28.7%	85.0%	15.0%
Age group: Under 30 years	65.2%	34.8%	65.2%	34.8%
Age group: 30-49 years	65.1%	34.9%	77.4%	22.6%
Age group: 50-64 years	71.4%	28.6%	85.2%	14.8%
Age group: 65+ years	71.9%	28.1%	83.7%	16.3%
Future residents	62.4%	37.6%	95.3%	4.7%**
Current residents	70.4%	29.6%	85.5%	14.5%
Visitors	76.9%	23.1%	81.6%	18.4%
Workers/Businesses	72.1%	27.9%**	67.5%**	32.5%**

Note: Due to the smaller numbers of respondents supporting any additional storeys, they have been combined into an 'Any increase' category.

** Small number of responses (n<30) so findings must be interpreted with caution.

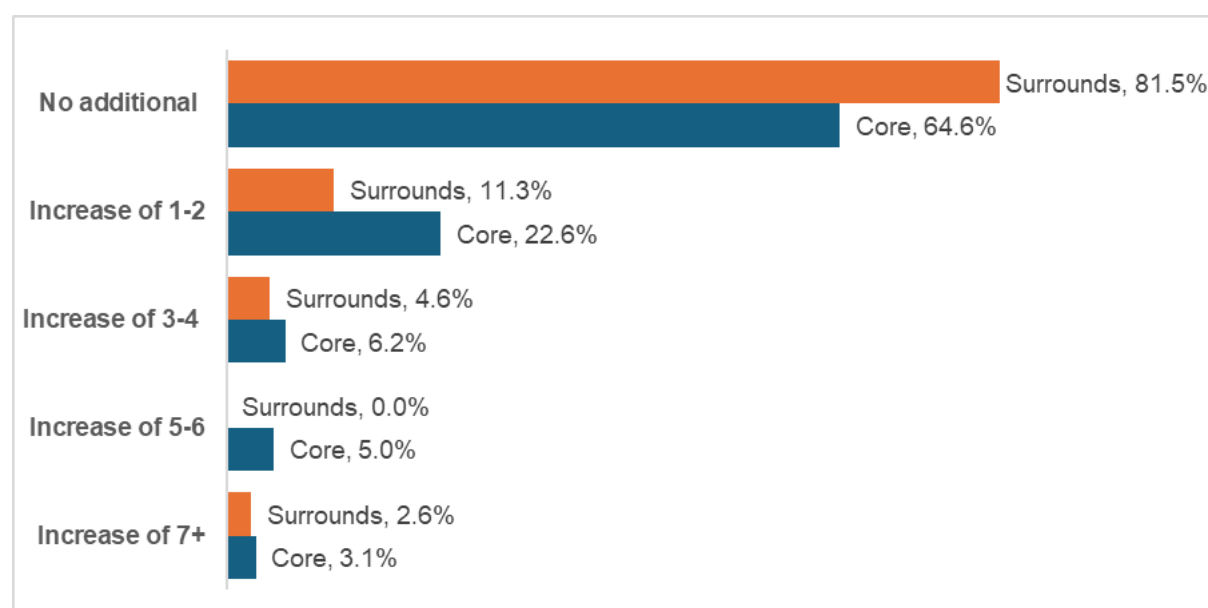
4.2 North Brighton Station (Bay Street)

The following section provides a breakdown of feedback from the 195 respondents who selected North Brighton Station activity centre for comment.

4.2.1 Additional storeys - North Brighton

Respondents were asked to look at a map of North Brighton with a layer showing current regulations for storey height. They were asked to indicate how many additional storeys they would support in the core activity centre and the surrounding residential area. The following table shows a breakdown of responses according in the two different areas:

Additional storeys - core			Additional storeys - surrounds		
	No.	Per cent		No.	Per cent
No additional	126	64.6	No additional	159	81.5
Increase of 1-2	44	22.6	Increase of 1-2	22	11.3
Increase of 3-4	12	6.2	Increase of 3-4	9	4.6
Increase of 5-6	7	3.6	Increase of 5-6	0	0
Increase of 7+	6	3.1	Increase of 7+	5	2.6
TOTAL	195	100		195	100



As shown, the 'no additional' storeys was the most selected option (126, 64.6%) in the core activity centre. An 'Increase of 1-2' was the next most selected option (44, 22.6%) and 'increase of 7+' was the least favoured with only 6 selections (3.1%).

Feedback for the surrounding residential area followed a similar pattern with 'no additional' storeys receiving the majority of selections (159, 81.5%). An 'Increase of 1-2' was the next most selected option (22, 11.3%).

Respondents were asked to provide the reasoning behind their selections. There were a total of 163 responses to this question. Neighbourhood character (43 mentions), traffic, transport and parking (41 mentions) and infrastructure, services and amenities (32 mentions) were the predominant themes in the feedback.

Topic	Community feedback
Neighbourhood character (43 mentions)	Proposed development would undermine the neighbourhood character - atmosphere, aesthetic of houses/streetscape and heritage of the area (29 mentions). Maintaining neighbourhood character is paramount as it's the reason many people chose to move to the area (4 mentions). Overpopulation, overshadowing and traffic congestion would compromise Brighton's charm (4 mentions). Anything more than 3 storeys in residential areas would negatively impact character (3 mentions). Some buildings currently have less storeys than what they are permitted - this should be utilised first to keep amenity.
Traffic, transport and parking (41 mentions)	Concerns about development exacerbating existing traffic issues (22 mentions). Existing parking issues made worse by potential increases in density (18 mentions). Train congestion, limited public transport options (6 mentions).
Infrastructure, services and amenities (32 mentions)	Inadequate infrastructure to accommodate increase in population (25 mentions). Services and amenities are already strained - cannot accommodate proposed changes (6 mentions). Better cycling infrastructure would alleviate road congestion. Higher density is needed to support increased population demands such as health infrastructure.
Housing affordability, accessibility and pricing (17 mentions)	More housing is necessary to meet future requirements, create opportunities for first home owners and densify in an area close to the city (8 mentions). As the area is already expensive - proposed development will not help with creating affordable housing (5 mentions). Unhappy with apartments replacing houses with heritage value (2 mentions). Proposed development would decrease property values (2 mentions).
Overshadowing and wind tunnels (15 mentions)	A significant increase in storeys will cause issues with overshadowing of surrounding areas (14 mentions). Wind tunnels can be caused from an increase in building height (3 mentions).
Storeys/height and overlay (15 mentions)	Current height restrictions are adequate and help create amenity of area (7 mentions). Increasing density is not appropriate for the area or conducive to heritage overlays (4 mentions). Activity centre is not developed to current overlay - this should be considered before further development (3 mentions).

A slight building height increase is appropriate to accommodate more people.

Over development and over population (15 mentions)	Concerns about the area becoming over developed (6 mentions). Overcrowding and inadequate infrastructure for population increase (9 mentions).
Building density (13 mentions)	Opposed to increase in density on the basis of the area not having capacity for the changes (6 mentions). Support increases on the basis of increasing housing, especially around public transport (4 mentions). The current density levels are appropriate for the area (3 mentions).
Objection (12 mentions)	General objection to the project (9 mentions). Distrust towards State Government and reasons for project (3 mentions).
Design and open spaces (10 mentions)	Development design needs to be realistic and include green spaces and adequate landscaping (4 mentions). Development should be more spread out with diversity of design (3 mentions). Against creating further loss of open spaces/green spaces (3 mentions).
Quality of living and community (6 mentions)	Quality of life will be negatively impacted by proposed development, including creating more public health issues (5 mentions). Potential change to the dynamic of the community.
Economic opportunity (4 mentions)	Economic opportunities contingent on increases in population, housing and public transport (4 mentions).
Environmental impact (3 mentions)	Increase in construction from development could create heat plate issues (2 mentions). Development would negatively impact the environment.
Safety (2 mentions)	The State Government has not included any emergency service impact statements. Increased pressure on emergency services.
General positive	Affirming to importance of having more housing around the station to meet population growth.

Note: The number of mentions in the 'community feedback' column can be a greater number than in the 'topic' column as some participants gave feedback on multiple themes in the one comment.



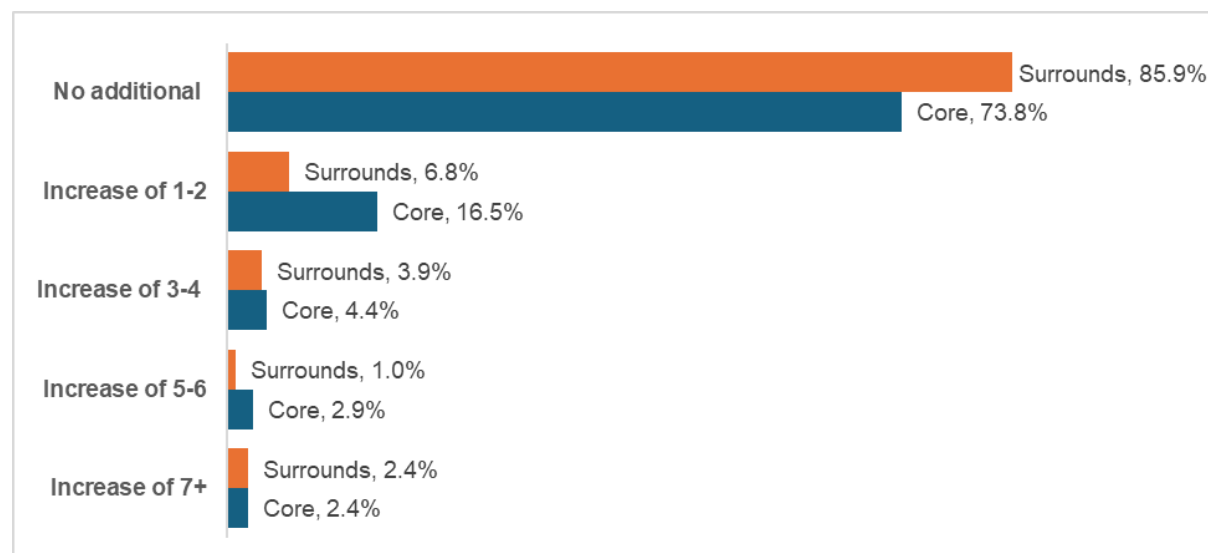
4.3 Middle Brighton Station (Church Street)

The following section provides a breakdown of feedback from the 206 respondents who selected Middle Brighton Station activity centre for comment.

4.3.1 Additional storeys - Middle Brighton

Respondents were asked to look at a map of Middle Brighton with a layer showing current regulations for storey height. They were asked to indicate how many additional storeys they would support in the core activity centre and the surrounding residential area. The following table shows a breakdown of responses according in the two different areas:

Additional storeys - core			Additional storeys - surrounds		
	No.	Per cent		No.	Per cent
No additional	152	73.8	No additional	177	85.9
Increase of 1-2	34	16.5	Increase of 1-2	24	6.8
Increase of 3-4	9	4.4	Increase of 3-4	8	3.9
Increase of 5-6	6	2.9	Increase of 5-6	2	1.0
Increase of 7+	5	2.4	Increase of 7+	5	2.4
TOTAL	206	100		206	100



As shown, the majority of respondents preferred 'no additional' storeys in the core activity zone (152, 73.8%) and the surrounding residential area (177, 85.9%). There was some support for an increase of 1-2 storeys in the core area (34, 16.5%).

Respondents were asked to provide the reasoning behind their selections. There were a total of 160 responses to this question, with neighbourhood character (41 mentions), traffic, transport and parking (38 mentions) and infrastructure, services and amenities (25 mentions) being the most recurring themes.

Topic	Community feedback
Neighbourhood character (41 mentions)	Increased building density, reduced setbacks, increased site coverage, reduced garden areas and overpopulation would diminish the character of the area (20 mentions). Should be preserving rather than destroying buildings with heritage value for development (11 mentions). Proposed development would change the 'village feel' - open, sunny and small in scale (10 mentions).
Traffic, transport and parking (38 mentions)	Parking is an issue with the current size of the population and would become more of an issue with development (18 mentions). Development would create further traffic congestion (20 mentions). Not enough public transport options to support population increase (2 mentions). Cycling infrastructure between activity centres could help alleviate traffic.
Infrastructure, services and amenities (25 mentions)	Inadequate infrastructure for proposed growth (19 mentions). Proposal is a top down approach that does not acknowledge the existing strain on service and amenities (6 mentions).
Housing - affordability, accessibility, pricing (17 mentions)	No way to guarantee increase in density will lead to properties being sold (7 mentions). More housing, more options for first home owners and downsizing (5 mentions). Decrease in existing property value (2 mentions). Utilising empty apartments should be the first step before development. People need more affordable options than what will be on offer in Bayside.
Over development and over population (17 mentions)	Overpopulation will have a negative impact on the area and its residents (10 mentions). Concerns around overdevelopment of area and benefit to developers rather than residents (7 mentions).
Building density and height (12 mentions)	Against high density due to the construction costs, change of neighbourhood character and strain on services (7 mentions). Sustainable increase in density is necessary, especially around activity centres, to support increase in population (5 mentions).
Overshadowing and wind tunnels (10 mentions)	Overshadowing and wind tunnels could negatively impact residents, their property and atmosphere (9 mentions). General appearance, light and amenity of area should be maintained.
Quality of living and community (8 mentions)	Increase in density could have a negative impact on quality of life including physical and mental health (7 mentions).

	A maximum of 6 storeys would maintain some liveability of the area.
Overlay - height and heritage (8 mentions)	Build up to current height restrictions and utilise space without adding more storeys (5 mentions). Against large increase in storeys (3 mentions).
Comment against project (8 mentions)	Do not want the proposed changes - not conducive to amenity of the area (8 mentions).
Balancing development, design, open spaces (6 mentions)	Current and proposed structures do not provide adequate green spaces (2 mentions). It is important to maintain trees, wide streets and open spaces in the area (2 mentions). Realistic expansion (2 mentions).
Safety (3 mentions)	Increased crime with developments (2 mentions). The State Government has not included any emergency service impact statements.
Support for project (3 mentions)	Support for proposed project (2 mentions). Increased economic opportunities.

Note: The number of mentions in the 'community feedback' column can be a greater number than in the 'topic' column as some participants gave feedback on multiple themes in the one comment.

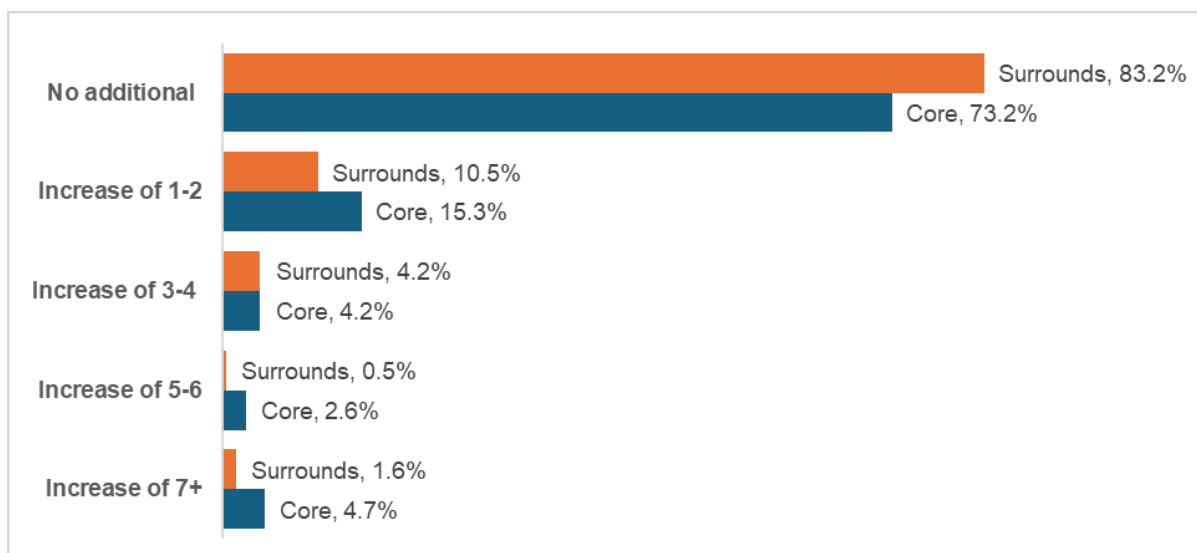
4.4 Hampton Station (Hampton Street)

The following section provides a breakdown of feedback from the 190 respondents who selected Hampton Station activity centre for comment.

4.4.1 Additional storeys - Hampton Station

Respondents were asked to look at a map of Hampton with a layer showing current regulations for storey height. They were asked to indicate how many additional storeys they would support in the core activity centre and the surrounding residential area. The following table shows a breakdown of responses according in the two different areas:

Additional storeys - core			Additional storeys - surrounds		
	No.	Per cent		No.	Per cent
No additional	139	73.2	No additional	158	83.2
Increase of 1-2	29	15.3	Increase of 1-2	20	10.5
Increase of 3-4	8	4.2	Increase of 3-4	8	4.2
Increase of 5-6	5	2.6	Increase of 5-6	1	0.5
Increase of 7+	9	4.7	Increase of 7+	3	1.6
TOTAL	190	100		190	100



As with the previous activity centres, 'no additional' storeys was the most selected option in the core activity centre for Hampton (139, 73.2%). An 'Increase of 1-2' was the next most selected option (29, 15.3%) and 'increase of 5-6' was the least favoured with only 5 selections (2.6%).

Feedback for the surrounding residential area also had 'no additional' storeys receiving the majority of selections (158, 83.2%). An 'Increase of 1-2' was the next most selected option (20, 10.5%) and 'increase of 5-6' was the least preferred option (1, 0.5%).

Respondents were asked to provide the reasoning behind their selections. There were a total of 160 responses to this question. Traffic, transport and parking (38 mentions) were the most mentioned themes followed by infrastructure, amenities and services (35 mentions) and neighbourhood character (27 mentions).

Topic	Community feedback
Traffic, transport and parking (38 mentions)	Parking is an issue with the current size of the population and would become more of an issue with development (31 mentions). Development would create further traffic congestion (20 mentions). Proposed development would make train lines more congested (2 mentions). Proposed development would allow people to more easily access to transport. Cycling infrastructure between activity centres could help alleviate traffic.
Infrastructure, amenities and services (35 mentions)	Current lack of infrastructure/inadequate infrastructure for proposed growth (26 mentions). Strain on service and amenities - need to be more provided alongside development (16 mentions).
Neighbourhood character (27 mentions)	Proposed development would undermine overall neighbourhood character and 'village atmosphere' (27 mentions). Maintain heritage value of the area - homes, buildings, wide streets, sunlight, trees (3 mentions).
Housing - affordability,	The type of housing being built is inconsistent with the needs of the area and could still be unaffordable (14 mentions).

accessibility, pricing (21 mentions)	More housing should be a priority (4 mentions). Decrease in existing property value (2 mentions). Balance of different types of housing and amenities.
Over development and over population (15 mentions)	Overpopulation will put a strain on services and alter the character of the neighbourhood (8 mentions). Negative impacts of overdevelopment (7 mentions).
Overshadowing and wind tunnels (15 mentions)	Overshadowing and wind tunnels impacting neighbourhood character and property value (15 mentions).
Objection to project (13 mentions)	Against proposed development (10 mentions), distrust towards State Government (3 mentions).
Balancing development, design, open spaces (13 mentions)	Current and proposed designs have inadequate green spaces (11 mentions). Development needs to be balanced, well designed and meet the needs of residents (2 mentions).
Quality of life, community and safety (12 mentions)	Reduced liveability and sense of community, increased physical and mental health issues (9 mentions). Increase in density could mean an increase in crime and pressure on emergency services (4 mentions)
Environment and climate change (10 mentions)	Negative impacts on local flora and fauna (7 mentions). Development would exacerbate beach erosion, impact landscape and increase risk of flooding (3 mentions).
Overlays and storey height (8 mentions)	Current height limitations should be preserved (5 mentions). Developments in Hampton have already exceeded overlay (2 mentions). Height increase should be spread across all activity centres - not just concentrated to train lines
Building density (5 mentions)	Hampton does not have the adequate infrastructure, amenities and businesses to cater to increase in density (5 mentions).
General positive (3 mentions)	Support increase in density near activity centres (3 mentions)
Comment on process (2 mentions)	Dissatisfaction with the process of proposal and lack of community consultation

Note: The number of mentions in the 'community feedback' column can be a greater number than in the 'topic' column as some participants gave feedback on multiple themes in the one comment.



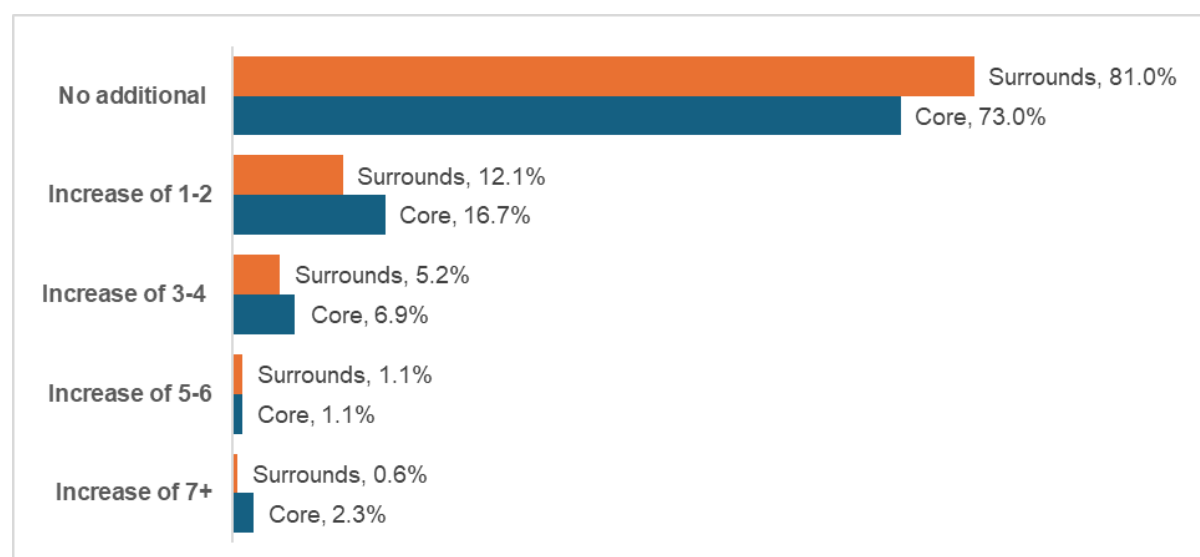
4.5 Sandringham Station (Sandringham Village)

The following section provides a breakdown of feedback from the 174 respondents who selected Sandringham Station activity centre for comment.

4.5.1 Additional storeys - Sandringham Station

Respondents were asked to look at a map of Sandringham with a layer showing current regulations for storey height. They were asked to indicate how many additional storeys they would support in the core activity centre and the surrounding residential area. The following table shows a breakdown of responses according in the two different areas:

Additional storeys - core			Additional storeys - surrounds		
	No.	Per cent		No.	Per cent
No additional	127	73.0	No additional	141	81.0
Increase of 1-2	29	16.7	Increase of 1-2	21	12.1
Increase of 3-4	12	6.9	Increase of 3-4	9	5.2
Increase of 5-6	2	1.1	Increase of 5-6	2	1.1
Increase of 7+	4	2.3	Increase of 7+	1	0.6
TOTAL	174	100		174	100



As with the previous activity centres, 'no additional' storeys was the most selected option in the core activity centre for Sandringham (127, 73.0%). An 'Increase of 1-2' was the next most selected option (29, 16.7%) and 'increase of 5-6' was the least favoured with only 4 selections (2.3%).

Feedback for the surrounding residential area also had 'no additional' storeys receiving the majority of selections (141, 81.0%). 'Increase of 1-2' was the next most selected option (21, 12.1%) and 'increase of 7+' was the least preferred option (1, 0.6%).

Respondents were asked to provide the reasoning behind their selections. This could refer to either the core activity zone or surrounding residential area. There were a total of 160 responses to this question. The most mentioned themes were neighbourhood character (37 mentions), traffic, transport and parking (29 mentions), infrastructure, amenities and services (23 mentions).

Topic	Community feedback
Neighbourhood character (37 mentions)	Proposed development would undermine overall neighbourhood character, suburban identity and heritage value of Sandringham
Traffic, transport and parking (29 mentions)	Development would create further traffic congestion (22 mentions). Parking is an issue with the current size of the population and would become more of an issue with development (10 mentions). People will still be reliant on cars, not trains. Cycling infrastructure between activity centres could help alleviate traffic.
Infrastructure, amenities and services (23 mentions)	Inadequate infrastructure, services and amenities to support proposed development/increase in densification (23 mentions).
General opposition (16 mentions)	Strong objection to the project and negative ramifications it will have on the area - overcrowding, higher densification, traffic, strain on amenities
Over development and over population (10 mentions)	The area cannot support a dramatic increase in population (6 mentions). Overdevelopment will alter the character of the neighbourhood (4 mentions).
Housing - affordability, accessibility, pricing (9 mentions)	The type of housing being built is inconsistent with the needs of the area and could still be unaffordable (3 mentions). Decrease in existing property value (4 mentions).
Balancing development, design, open spaces (8 mentions)	Current and proposed designs have inadequate green spaces (6 mentions). Overdevelopment spoils the natural landscape and disconnects residents from nature (2 mentions).
Overshadowing and wind tunnels (7 mentions)	Overshadowing and wind tunnels impacting neighbourhood character and property value
General positive (7 mentions)	Support increase in housing density to support needs of current and future population (7 mentions).
Quality of life, community and safety (7 mentions)	Reduced liveability of area from overdevelopment (5 mentions). Increase in density could mean more pressure on emergency services and vulnerable populations (2 mentions).
Building density and height (5 mentions)	Small increase in storeys, spread out across a larger area to meet needs of population. Against higher density.
Environmental impacts and climate change (3 mentions)	Planning propositions will put a strain on the natural environment and generate pollution

Economic
opportunity
(2 mentions)

Activity centres and higher density will stimulate economic growth

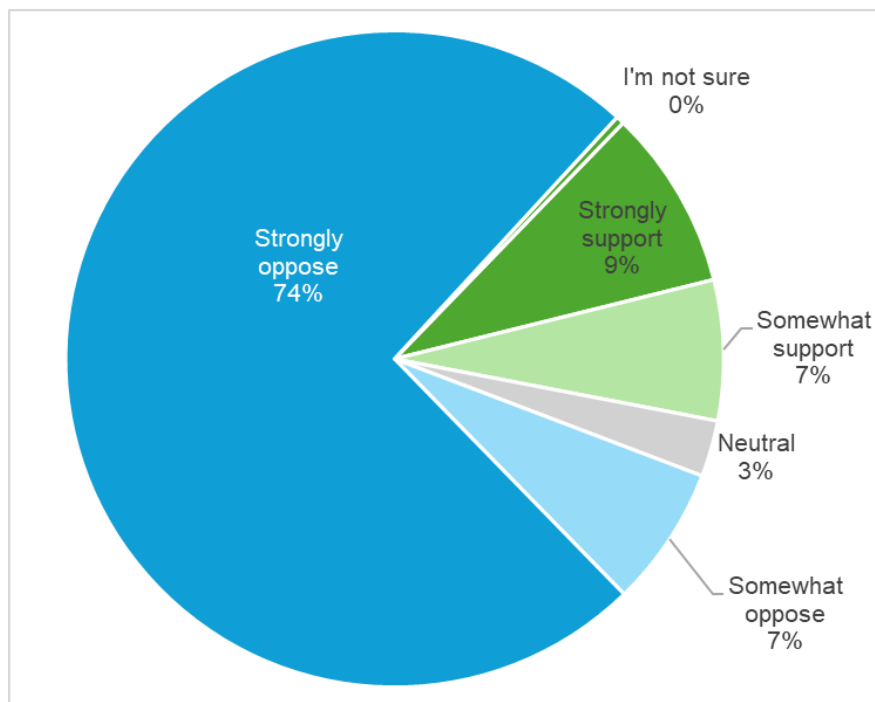
Note: The number of mentions in the 'community feedback' column can be a greater number than in the 'topic' column as some participants gave feedback on multiple themes in the one comment.

4.6 Increasing housing density in the surrounding areas

Survey participants were asked how they feel about increasing housing density in the area surrounding the four activity centres. There were a total of 506 respondents to this question. Overall, the majority of participants strongly opposed increasing density (n=375, 74.1%), followed by 'strongly support' (n=45, 8.9%).

The following table and chart presents the breakdown of level of support:

Level of support	Number	Per cent
Strongly support	45	8.9
Somewhat support	35	6.9
Neutral	14	2.8
Somewhat oppose	35	6.9
Strongly oppose	375	74.1
I'm not sure	2	0.4
TOTAL respondents	506	100.0



Participants were asked to provide a reason for their level of support and there were a total of 398 responses to this question. The most common themes were: concerns for carparking and traffic congestion (91 mentions), concerns about changing the neighbourhood character of the area (81 mentions) and the sentiment that infrastructure is not sufficient to support population growth and increasing density will adversely impact access to public amenity (81 mentions).

Topic	Community feedback
Traffic, transport and parking (91 mentions)	Concern for the impact on parking and traffic congestion, particularly on suburban streets and high streets with population growth. Concern for lack of public transport connections and active transport routes to support development of activity centres
Neighbourhood character and heritage (81 mentions)	Concern that increased development will adversely affect neighbourhood character, the look and feel of neighbourhoods, damage heritage value, lower property values, replace heritage homes with high rise, impact the look and feel of buildings and streetscapes and reduce private green space
Infrastructure and amenity (81 mentions)	The sentiment that the current infrastructure and services across proposed activity areas is not sufficient to service population growth and high density living: Roads, footpaths, stormwater drainage, open spaces, access to schools, hospitals and other community services
General negative comments (42 mentions)	General disagreement with proposed high density development
Proposed additional planning or caveats for high density (32 mentions)	Participants who might support increasing density under particular proposed conditions: sensitive urban planning, high rise concentrated near train lines, even spread of density across Bayside, increase density at activity centres only, limited building heights (3 storeys), sustainable planning, retaining trees, off street parking, setbacks (22 mentions). Participants who required further information to make a judgement: Ecology impact, specifics of the activity centre, what other works will be undertaken, parks, infrastructure, clear definition of 'low rise development', proposed streetscapes plan (10 mentions).
Impact on liveability and community connection (31 mentions)	Concerns increased density will impact quality of life, liveability and mental health: noise, amenity, community connection, shade and shadows, access to the beach, access to green spaces.
Affordable housing (22 mentions)	Participants who support higher density to create affordable accommodation (12 mentions). Participants who do not support higher density in Bayside as these dwellings will not be affordable or impact housing needs (10 mentions).
Landscape, open space and vegetation (21 mentions)	Concerns for the impact of high density on green space: access to public open space, tree removal, private gardens, permeable surfaces, urban cooling and tree canopy
Concerns with development in general (19 mentions)	Mistrust of developers and large development projects. Sentiment that the government has facilitated over-development in the area
General positive comments	Support for higher density development

(16 mentions)

Shade, overshadowing, wind tunnels (13 mentions)	Participants who were concerned about building heights causing overshadowing, block sunlight at street level and create wind tunnels (11 mentions). Participants also mentioned overlooking and privacy concerns (2 mentions).
Other comments (39 mentions)	Restating previous point (23 mentions). Safety and crime concerns with increased population (5 mentions). Environmental impacts (5 mentions). Other mixed responses (7 mentions).

Note: The number of mentions in the 'community feedback' column can be a greater number than in the 'topic' column as some participants gave feedback on multiple themes in the one comment.

Additional analysis was conducted looking at the views of different age groups, different length of residency in the Bayside area and connection to the activity centres (resident, visitor etc.). The majority view was opposition to increasing housing density in the area surrounding the four activity centres however the following differences can be highlighted:

- Longer-term Bayside residents were more likely to oppose increasing housing density.
- Younger respondents were more likely to support increasing density (with the level of opposition tending to increase with age).
- Workers and businesses, and future residents, were more supportive of increasing housing density.

Level of support	Strongly support/ Support	Neutral	Somewhat oppose/ Strongly oppose	Not sure
Length of residence: 0-5 years	25.4%	3.2%	71.4%	0%
Length of residence: 6-10 years	10.3%	6.9%	81.0%	1.7%
Length of residence: 11+ years	14.5%	2.2%	83.1%	0.3%
Age group: Under 30 years**	35.7%	0.0%	64.3%	0%
Age group: 30-49 years	18.4%	2.9%	77.7%	1.0%
Age group: 50-64 years	14.2%	3.4%	81.9%	0.5%
Age group: 65+ years	15.4%	2.7%	81.9%	0%
Future residents	22.2%	2.8%	75.0%	0%
Current residents	13.3%	2.6%	83.8%	0.3%
Visitors	18.0%	4.5%	77.5%	0%
Workers/Businesses	27.8%	0.0%	69.4%	2.8%

** Small number of responses (n<30) so finding must be interpreted with caution.

4.7 Most important factors to support population growth

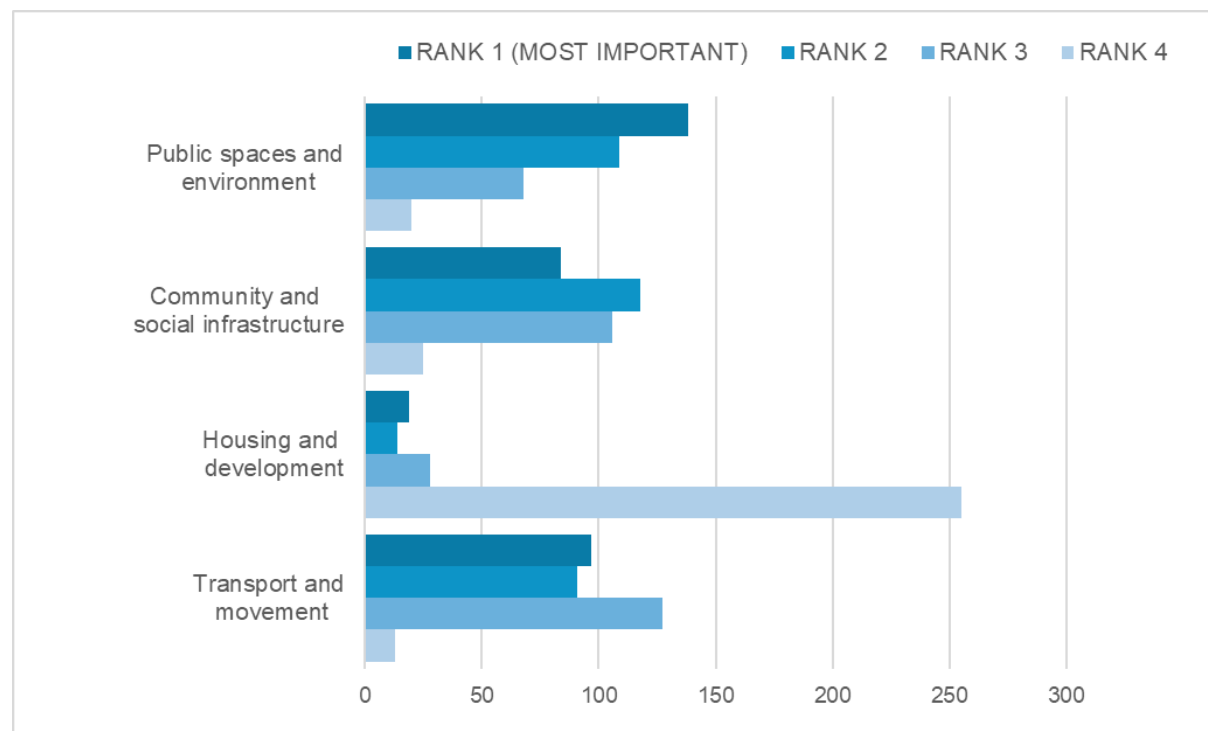
Participants were asked to rank the most important factors to consider to support population growth, with 1 being the most important to, 4 being least important. There were a total of 328 respondents to this question. All rankings were collated and weighted by the number of responses for each and a low weighted average represents a higher priority (received more 1 votes).

Overall, participants' top priority was: public spaces and environment (weighted average of 1.91), followed by transport and movement (2.17), community and social infrastructure (2.22) and housing and development (3.64).

Public spaces and environment, and transport and movement received the highest number of ranking 1 selections, with n=138 rank 1s and n=97 rank 1s respectively. Participants in this engagement most commonly gave housing and development the lowest rank (n=255, rank 4s).

The following table and chart presents the breakdown of rankings:

Ranking	Transport and movement	Housing and development	Community and social infrastructure	Public spaces and environment
Rank 1 (most important)	97	19	84	138
Rank 2	91	14	118	109
Rank 3	127	28	106	68
Rank 4	13	255	25	20
Weighted average (lower is better, range 1-4)	2.17	3.64	2.22	1.91



4.8 Advocacy priorities

Participants were asked the open ended question; 'Is there anything you think Council should focus our advocacy efforts on in response to the Victorian Government's Activity Centres Program?'. There were a total of 316 responses to this question.

Overall, the most common response was for Council to advocate to the State Government against this project (55 mentions), followed by advocacy to improve transport and parking infrastructure to accommodate for growth (48 mentions) and to retain neighbourhood character and liveability of suburbs (45 mentions).

The following table presents the themes underlying participants' responses in more detail:

Topic	Community feedback
Council to oppose the project (55 mentions)	Advocate to state and federal governments to stop this proposal
Public transport and traffic solutions (48 mentions)	Advocate to improve transport, ease congestion, create off street parking and connectivity before allowing high density
Retain neighbourhood character (45 mentions)	Advocate to keep the look and feel of neighbourhoods, retain heritage charm, village feel, historic value and liveability
Advocate for building height restrictions (39 mentions)	To preserve look and feel, stop overshadowing, shade, wind tunnels and maintain privacy
Increase infrastructure to support higher density (33 mentions)	Advocate to improve footpaths, bike paths, water management, drainage, sewerage, internet, urban cooling, flood mitigation, gas, electricity, railway crossings, high streets
Community consultation and transparent governance (28 mentions)	Advocate for opportunities for meaningful community consultation (12 mentions). Share information (6 mentions). Advocate for Council control rather than State Government (9 mentions). Advocate for further assessment: disaster risk, environmental assessment, public transport, state of infrastructure, projected population (7 mentions).
Increased services and public amenity (34 mentions)	Advocate for increased services and public amenity: schools, healthcare, playgrounds and parks, kindergartens, sports facilities, health and wellbeing services/programs, aged care, mental health services, beach access, libraries, shops, baking and post offices.
Maintain access to green space (28 mentions)	Preserve public green space, private green space, tree canopy, permeable surfaces, water retention and habitat

Advocate for an alternative approach (13 mentions)	Increase density elsewhere, spread high density across metro-melbourne, Increase density in regional areas: Geelong, Ballarat, Latrobe (8 mentions). Set lower housing targets (2 mentions). Have a 3 storey height maximum (3 mentions).
Other (71 mentions)	- Advocate for provision of affordable housing (16 mentions). - Opposition to population growth (14 mentions). - Advocate for improving economic issues, work from home, tourism in bayside, increasing the offering in bayside, supporting local business (10 mentions). - Crime prevention and increased police presence (6 mentions). - Increased sustainability and environmental protection (7 mentions). - General positive comments (7 mentions). - Advocate for decentralisation (2 comments). - Mixed responses (9 mentions).

The majority of responses called for strong advocacy against increased development and higher population density in the proposed neighbourhoods. Participants urged Council to lobby the State Government to halt planned high-density developments and expressed a clear desire for greater community input into whether such changes should proceed.

Key concerns included the need for improved infrastructure, transport, and road connections to support any growth. Respondents also sought Council's advocacy to protect local heritage, preserve neighbourhood character, and ensure new developments, particularly high-rise buildings, are designed to be sensitive to the local character with appropriate aesthetics and scale.

4.9 Summary of submissions received

There were 7 respondents who provided feedback about the project via email submission to Council. Feedback from submissions had the same general sentiment of the survey, with overwhelming opposition to the proposal. Respondents indicated that this was due to impact on neighbourhood character, infrastructure, environmental health, and quality of life. The following is a summary of the key points raised across the submissions:

Incompatibility with local character

- Suburban identity at risk: Bayside is recognised for its low - to medium-rise character, heritage homes, and village feel.
- Skyline and aesthetic concerns: Residents value open space, clear sky views, and daylight access - all of which are threatened by high-rise development.
- Heritage and streetscape loss: There are fears that taller buildings will erode the historical and architectural value of neighbourhoods.

Strain on infrastructure

- Public transport limitations: Existing train lines (e.g. Sandringham line) are already over capacity, with no tram backup and unreliable services during disruptions.
- Traffic congestion and road safety: Increased development will add pressure to already congested roads such as Bay Road, increasing accident risks and delays.
- Parking shortages: Many argue that the increase in population will worsen already limited parking options, especially near schools, shops, and transport hubs.
- Service overload: Schools, medical facilities, water, sewerage, and drainage systems are at or beyond capacity.

Environmental and health impacts

- Loss of green spaces and tree canopy: Development would lead to reduced vegetation, affecting biodiversity and increasing urban heat island effect.
- Air and noise pollution: Denser populations and increased vehicle usage would result in higher emissions, worsening air quality.
- Flood risks and water pollution: More impervious surfaces and inadequate stormwater drainage threaten local waterways and the marine environment in Port Phillip Bay.
- Public health concerns: Reduced access to green space and sunlight, along with increased air pollution, is seen as harmful to physical and mental health.

Social and community wellbeing

- Erosion of community identity: The proposed changes are perceived as top-down, ignoring local input and diminishing community cohesion.
- Mental health and wellbeing: Reduced access to open, green, and safe spaces is believed to harm social interaction, play, and wellbeing- especially for children and vulnerable groups.
- Fear of "concrete jungle": Residents express concern that the proposed developments resemble poorly planned high-density models in areas like the Gold Coast.

Community consultation and process concerns

- Lack of adequate consultation: Residents feel kept out of the loop with planning processes leaving little room for meaningful engagement.
- Overreach and rushed planning: The scale and speed of changes, particularly the application of the Built Form Overlay (BFO1), are viewed as excessive and poorly considered.
- Questionable necessity: Residents argue that existing vacant developments and underused urban sites should be prioritised before transforming suburbs.

Suggestions and alternative solutions

- Medium-density compromise: Residents propose townhouses and low-rise apartments (3–4 storeys) within 800 metres of transport hubs as a more balanced solution.
- Infrastructure-first approach: Call for infrastructure upgrades (transport, schools, drainage) prior to any population increase.
- Sustainable planning: Emphasis on incorporating green design principles, renewable energy, and open space requirements into any future development.
- Better location targeting: Preference for increased density closer to the CBD or along tram/train overlap corridors with stronger existing infrastructure.

5 Project Evaluation

The engagement program took place for just over 5 weeks from 8 May to 15 June 2025. There was a strong response from the Bayside community with a total of 513 contributions including submissions. There was a total of 4,764 visits to the *Have Your Say* page that resulted in a contribution being made. The strong response validates the success of the digital communications program.



6 Appendices

Appendix 1 - Thematic map of respondents by suburb

