

21.01**MUNICIPAL STRATEGIC STATEMENT**

44/02/2019
G443 Proposed C162mar

This Municipal Strategic Statement (MSS) provides the key policy objectives and strategies for land use planning in the municipality. The MSS guides Council's land use planning decisions such as planning permit applications and amendments to the planning scheme.

Themes

The objectives and strategies are set out under seven themes which are broadly based on the themes in the State Planning Policy Framework:

- Settlement
- Environment and Landscape Values
- Built Environment and Heritage
- Housing
- Economic Development
- Transport
- Community and Development Infrastructure

Local areas

Detailed objectives and strategies for specific local areas of Maribyrnong are provided in Clause 21.11.

The local areas are:

- Footscray Central Activities District
- Highpoint Principal Activity Centre, Maribyrnong
- Central West Major Activity Centre, Braybrook
- Yarraville Neighbourhood Activity Centre
- Seddon Neighbourhood Activity Centre
- West Footscray Neighbourhood Activity Centre, **Barkly Street East and West Footscray Railway Station Precincts**
- Edgewater Neighbourhood Activity Centre
- Maidstone Hampstead Road East Precinct
- Gordon and Mephan Street Precinct



Council Plan

The Council Plan is the overarching strategic document for the city. The plan sets out Council's vision and objectives for the city, and details the strategies, actions and commitments that will achieve these. A primary objective of the Council Plan is to protect and promote the wellbeing of the community. This objective informs all Council policy, strategy and actions.

The vision for the city of Maribyrnong as stated in the Council Plan 2009-13 is:

A diverse, vibrant, and proud city focused on people-based places, environmentally sustainable practices, and opportunities to enhance community health and wellbeing through education, responsive services and participation in community life.

The six key commitment areas of the Council Plan are:

1. Building community spirit, engagement and places
2. Prosperity
3. Moving around the city
4. Amenity
5. Environmental sustainability
6. Organisational performance

Many aspects of the Council Plan's vision and objectives will be realised through the city's land use planning and development approval. The Maribyrnong Planning Scheme implements the land use and development components of the Council Plan by setting policies and objectives that support Council's overall vision and the wellbeing of the community.

Land Use Vision

By 2030 the city of Maribyrnong will be a popular inner city municipality with a vibrant and diverse community, a strong identity and a prosperous modern economy. The city's adaptation to climate change will make it more environmentally sustainable and more resilient to future changes. Significant redevelopment will transform the city and give it a greater residential character. The city's valued heritage and neighbourhood character will be complemented by new development on key redevelopment sites and within activity centres. More people will be living and working in the city attracted by its choice of housing, accessibility and employment opportunities. A broad economic base will strengthen local employment through a strong retail sector, new offices and business services, a growing arts base and the renewal of the city's industrial areas. New facilities and infrastructure will meet the needs of the community. The network of open spaces and trails will be enhanced and offer an improved range of recreational facilities and activities for the community, while the Maribyrnong River will be more accessible and offer a range of recreational, cultural and tourism experiences.

21.0414/02/2019
C143**21.04-1**15/09/2012
C82(Part 1)**SETTLEMENT****Activity Centre Planning**

The overall retailing pattern in the City of Maribyrnong is consistent with the objectives of the State Planning Policy Framework as most retailing in the municipality is undertaken in activity centres. Retail activity outside the activity centres is generally marginal and in many cases declining.

The City of Maribyrnong's activity centre network comprises:

Activity Centres

Centre Type	Location
Central Activities District (CAD)	Footscray
Principal Activity Centre (PAC)	Highpoint
Major Activity Centre (MAC)	Central West
Specialised Activity Centre (SAC)	Victoria University
Existing Neighbourhood Activity Centres (NAC)	Barkley Village West Footscray, Braybrook Shopping Centre, Edgewater, Seddon, Yarraville, and Yarraville Square.
Proposed Neighbourhood Activity Centres	Maribyrnong Defence Site and at the Bradmill precinct in Yarraville. These centres, created as part of the overall planning for the redevelopment of the sites, will cater for local retail, services and business needs of those new communities.
Local Centres	<p>Ballarat and Duke, Ballarat and Summerhill, Ballarat and Gordon, Braybrook Village, Gamon Street, Mitchell and Hampstead, Waterford Gardens, and Wembley Avenue.</p> <p>The centres listed below are expected to decline as local convenience-oriented centres for their local neighbourhoods because of their location on very busy roads or their proximity to other centres providing a better range of goods and services:</p> <p>Geelong Road and Wales Street, Kingsville – Somerville and Geelong Road, South Road and Duke Street, and Tottenham.</p>
Small Destination Centres	Western Gateway (Cnr Williamstown Road and Thomas St), Williamstown Road at Francis Street, Somerville Road from Wales to Coronation Streets, Somerville Road at Williamstown Road, and Somerville Road at Gamon Street.

The activity centre network excludes various retail clusters of businesses and shops, mostly around major intersections, because they do not provide local convenience retailing and are not preferred locations for expansion of retailing.

Generally the city's activity centre network has limited transit orientation. Footscray and Yarraville are the only two centres with a train station in the heart of the centre. Buses serve most centres and are the main form of public transport. The majority of centres are on or immediately adjacent to busy roads and concentrate on exposure to passing car traffic rather than interaction with pedestrians. Planning for centres must focus on the role of activity centres as places that can encourage sustainable transport practices such as increased walking, cycling and use of public transport.

The preferred development and improvement of activity centres is being guided by the *Review of Retail Development and Activity Centre Policy 2009*, structure plans and urban design frameworks.

There are a number of local centres that provide convenience retailing and commercial services for local communities. The local centres with the most potential for growth and diversification are in the redeveloping and growing northern part of the municipality.

Objective 1

To create an activity centre network with a variety of easily accessible, pleasant and safe places where people can gather, socialise, shop, work, live, be entertained and make use of many kinds of community and leisure services without having to travel far.

Strategies

Encourage development that implements the relevant Urban Design Framework or Structure Plan.

Promote the complementary nature of Footscray and Highpoint activity centres.

Facilitate the development of new neighbourhood centres at the Bradmill Precinct site, Yarraville and Maribyrnong Defence Site, to cater for local retail, services and business needs of those new communities.

Ensure that development at the new neighbourhood centre at the Maribyrnong Defence Site is complementary to the nearby Highpoint Principal Activity Centre.

Maintain and enhance the viability of the network of centres by ensuring any expansion of retailing floorspace is appropriate for the centre's place in the hierarchy.

Protect areas adjacent to activity centres from negative impacts.

Limit the expansion of small destination centres with poor connections to public transport and a declining role to reduce their influence on the activity centre network.

Objective 2

To transform the Footscray CAD, Highpoint PAC and Central West MAC into mixed use retail, commercial, residential and community services centres with a sense of place.

Strategies

Increase housing intensification within and adjacent to the Footscray CAD, Highpoint PAC and Central West MAC in accordance with centre structure plans.

Develop the city's larger activity centres as regional arts, recreation and leisure nodes.

Objective 3

To develop centres in accordance with their place in the activity centre hierarchy.

Strategies

Encourage new buildings in activity centres to provide for a mix of uses.

Encourage residential uses above and to the rear of business uses.

Ensure new developments in activity centres respect the character, form and height of buildings within any adjoining Residential 1 zoned land on or within 10 metres of the site boundaries.

Discourage uses or new developments in activity centres which will be incompatible with a continued residential presence whether through scale, image or off-site environmental or amenity impacts.

Objective 4

To enhance the community focus of local activity centres.

Strategies

Encourage a wider business and land-use mix in local activity centres geared to servicing a wider range of local resident needs.

Increase employment opportunities in local activity centres.

Increase opportunities for social interaction in local activity centres.

Policy Guidelines

Support the implementation of the Activity Centre Zone in Footscray CAD and Highpoint PAC.

21.04-2

13/12/2012
C111

Housing Growth

The city's population is growing and is forecast to reach 104,000 by 2031, an increase of 30,800 from 2011. It is anticipated that about 14,000 - 16,000 new dwellings will be needed to support this increase. With an increasing proportion of Melbourne's growth expected to occur within established suburbs and at higher densities, this forecast may increase in the future.

The population structure of the municipality will change depending upon the form of development, the increase in population and through ageing.

Council has developed a Housing Growth Area Framework (included at Clause 21.07) that indicates the opportunities for residential development to cater for the forecast population and housing increase over the next 20 years.

Objective 5

To accommodate between 14,000 and 16,000 additional households by 2031.

Strategies

Direct most of the residential development to identified substantial change areas, and substantial change activity centres.

Support incremental change across residential areas.

Limit change in established residential areas with heritage significance or an identified residential character, and areas with an identified constraint, such as inundation, that necessitate protection through a specific overlay.

21.04-3

15/09/2012
C82(Part 1)

Social Impact

Despite increasing gentrification the municipality is one of the most disadvantaged in Victoria. The city continues to have high levels of unemployment, combined with higher levels of refugees and new arrivals, a highly mobile population and greater burden of preventable disease associated with poor socio-economic populations. The level of disadvantage is even higher in some locations, especially around public housing areas.

Objective 6

To minimise adverse social impacts from development and land uses.

Strategies

Require a social impact assessment for significant rezoning proposals, residential developments greater than 300 dwellings and major commercial developments.

Use social impact assessments to determine what new facilities are needed and the contributions required from developers.

21.04-4

Open Space network

12/10/2017
6446 Proposed C162mari

The city has a network of just over 150 open spaces covering more than 307 hectares of land. A notable feature of the open space network is its diversity. This includes large historical gardens, major sporting reserves, open space corridors along the Maribyrnong River and Stony Creek, and the highly valued smaller neighbourhood and local parks and spaces. However, large parts of the city are without quality open space including areas where existing parks need improvement and additional facilities, while in other parts of the city there is no open space within safe and easy walking access of the community. Access to open space can be limited due to barriers, such as main road and rail lines, distance and the lack of appropriate facilities. While much of the open space is located along the Maribyrnong River with regional open space and biodiversity values, it is distant from the populated areas and is subject to flooding, which limits the extent of possible improvement and use.

The open space and recreational needs of the community are changing due to the city's significant redevelopment, the changing population structure, recreational trends and increasing expectations. Many recreational facilities are ageing and require significant renewal. Additional and improved open space and new or upgraded recreational facilities will be needed to broaden the range of recreational settings and opportunities available to the community.

The open space and recreational needs of the community will be influenced by higher density living and the forecast population growth. Significant medium and high density redevelopment will increase demands on public open space and facilities. An increasing proportion of single person households creates the need for more diverse recreational options that provide opportunities for social interaction.

In the central and southern parts of the city, a combination of seeking opportunities to provide new open space and improve the diversity, quality and accessibility of existing open space will create a better connected network of open spaces, activity centres and facilities. The northern part of the city includes significant redevelopment sites with opportunities for providing new open space to meet the sport and recreation needs of new communities. In particular, redevelopment of the former Maribyrnong Defence Site offers the opportunity to provide additional sporting facilities and passive open space, along with extending the linear open space system along the Maribyrnong River improving both the biodiversity and recreational values of this corridor.

Objective 7

To expand and improve the network of open space throughout the municipality.

Strategies

Provide new open space in areas identified as underserved.

Improve access to open space and recreational facilities for the increasing residential and worker population.

Upgrade existing public open space to meet changing community needs including the condition, accessibility, facilities and character/aesthetics.

Develop shared path linkages between existing and new open space, community recreation facilities and activity centres.

Promote shared path linkages along existing railway, transport linkages and waterways.

Ensure that new development contributes to the planned open space network.

Objective 8

To provide a continuous linear open space network along the Maribyrnong River and Stony Creek.

Strategies

Complete the gaps in the linear open space and trail network along the Maribyrnong River with connections to the adjoining urban areas, regional trail system, adjacent open space, community facilities and activity centres.

Develop a linear open space corridor and shared trail along Stony Creek with connections to surrounding urban areas.

Improve the biodiversity values along the Maribyrnong River and Stony Creek.

21.04-5**Strategic Employment Investigation Areas**

44/02/2019
6443 Proposed C162mar

Three areas have been identified for investigation due to having significant limitations or issues. Further investigation is required to determine if these uncertainties can be addressed in order for these areas to retain or increase their employment role. Strategic Employment Investigation Areas are considered to be employment areas until such time as further investigation clearly demonstrated that this is not a viable option. The areas are:

- Braybrook Ashley Street
- Yarraville Mobil Terminal

In addition to these three areas, the redevelopment of the Maribyrnong Defence Site provides an opportunity to potentially extend the tram route and further improve public transport access to this area.

Braybrook Ashley Street

The area is located west of Ashley Street, Braybrook, extending north from South Road to Hampden Street. The area also has direct residential street abuttal along Crothers, Joy and Melon Streets. The area is located north of the Central West Shopping Centre and 4.1 Ashley Street Braybrook Core Employment Area. The closure of the carpet manufacturing activities from the area has left a large portion of land with large purpose-built industrial buildings, which are not readily adaptable for other industrial uses.

Yarraville Mobil Terminal

The area is a small industrial pocket located in the south east corner of the municipality, straddling the intersection of Hyde and Francis Streets, and directly opposite the Mobil Yarraville Terminal, a recognized major hazard facility situated in the neighbouring City of Hobsons Bay. Existing residential use in the precinct is problematic given the close proximity to the Mobil Yarraville Terminal, while future land use is also influenced by Port Environs controls.

Tram routes

The city's two tram routes (57 and 82), link the Footscray CAD with the Highpoint PAC and provide access from northern Maribyrnong to Moonee Ponds and the Melbourne CBD. The tram routes have the potential to become more important transport and development corridors linking key development nodes with activity centres and transport interchanges. This is occurring between Footscray CAD and Highpoint PAC, with sites such as Victoria University, Kinnears, the Edgewater neighbourhood activity centre, and the Maribyrnong Defence Site. With service improvements, and appropriate land use planning and design, these routes can improve the access residents have to key activity centres and employment based in the Melbourne CBD, as well as increasing and further encouraging the use of sustainable public transport.

Potential residential development along the tram corridors needs to be further explored, however it is likely that it will take the form of 'development nodes' rather than continuous linear development. This type of link is envisaged by the *Western Region Employment and Industrial Development Strategy*.

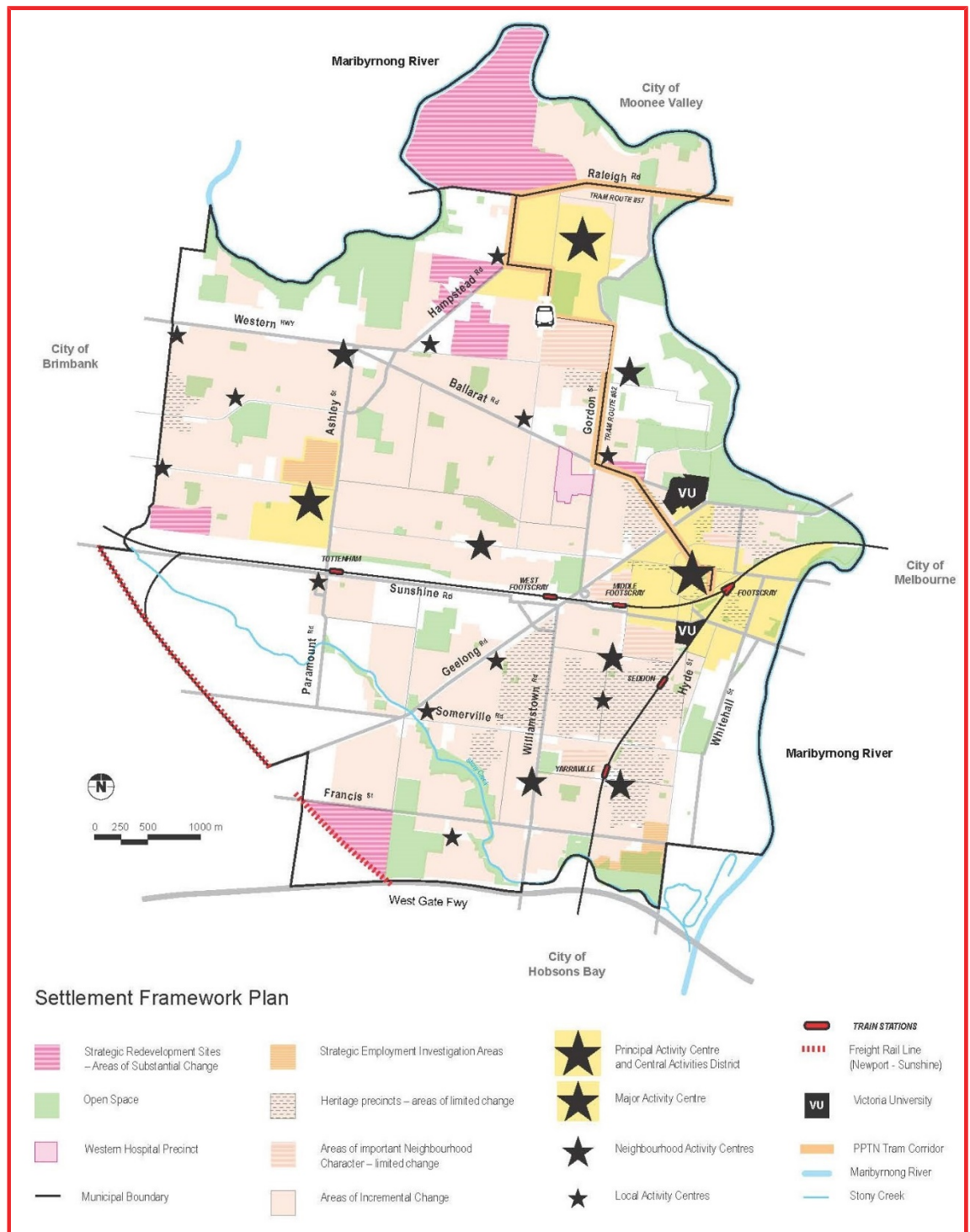
Objective 9

To manage the redevelopment of Strategic Employment Investigation Areas and land along tram corridors in an integrated manner.

Strategy

Ensure the Strategic Employment Investigation Areas and land along tram corridors are appropriately planned and developed.

MARIBYRNONG PLANNING SCHEME



21.0514/02/2019
C143**21.05-1**15/09/2011
C82(Part 1)**ENVIRONMENT AND LANDSCAPE VALUES****Landscape values**

The Maribyrnong River is a highly valued metropolitan waterway and its valley forms an important regional open space corridor. The river valley and escarpment are dominant landforms that provide an attractive setting. The character of the river varies within the city. The *Maribyrnong River Valley Design Guidelines (2010)* has identified six main character lengths along the river:

- Steele Creek – secluded river,
- Maribyrnong – a suburban river,
- Racecourse – river flats,
- Footscray – an urban river,
- Footscray Wharf – an urban river, and
- Port – a working river.

There are opportunities to enhance the landscape character along the river, in particular the steeply sided valley and escarpments in Braybrook and Maribyrnong. Development of the Maribyrnong Defence Site will open up the river front for public access, add open spaces and enable completion of the shared river trail.

There is significant potential to expand and enhance the open space corridor along Stony Creek and improve links as opportunities arise. However, the potential to extend the shared trail west of Paramount Road is limited due to private land ownership and physical barriers. Access to this section of the creek will be from local roads that will form key nodes along the creek.

Objective 1

To enhance the landscape character along the Maribyrnong River and Stony Creek.

Strategies

Create a diverse mix of environments within the Maribyrnong River valley from a natural indigenous vegetation corridor in the upper reaches to more hard-edged urban environments in the lower reaches.

Enhance the interpretation of the cultural heritage of the Maribyrnong River and Stony Creek environs.

Encourage development that enhances the environmental qualities of the Maribyrnong River Valley.

Encourage development that complements existing activities along the river.

Policy Guidelines

Assess development adjacent to Stony Creek against the following criteria:

- Development west of Roberts Street should protect and improve the Stony Creek open space corridor.
- Development should be setback from Stony Creek.
- Development should be designed to address the creek frontage.

21.05-2**Climate Change**14/02/2019
G443 Proposed C162mari

The City will need to adapt to the impacts of climate change and to meet targets for reducing greenhouse gas emissions. Council is committed to creating an environmentally sustainable city and has set a target for the city to become carbon neutral by 2020. A more sustainable city will strengthen the city's economy and its social well being.



The Maribyrnong City Council *Carbon Neutral Action Plan 2008* adopts a best practice carbon reduction hierarchy with regard to:

- Avoiding waste energy,
- Efficient use of energy,
- Purchase of green power, and
- Offset any remaining carbon emissions.

The city's inherent strengths, including its convenience, compact form, good public transport, range and network of activity centres, local employment and opportunities for new development provides resilience to potential climate change impacts and can form a foundation for improving the city's future sustainability. Encouraging more intensive development within key activity centres and close to public transport, reducing car dependency and encouraging uses that will provide local employment will produce a more sustainable city.

Local energy production using solar power and wind turbines could be provided in strategic redevelopment sites to help reduce greenhouse gas emissions. There is potential for a large wind turbine adjacent to the Westgate Freeway.

Objective 2

To ensure that the city adapts to the impacts of climate change.

Strategies

Plan and design according to the latest findings regarding the impacts of climate change such as rising sea levels, and weather events.

Encourage risk management strategies to address identified climate change probabilities.

Encourage development that reduces car dependency especially for short journeys and work trips.

Encourage uses that will provide local employment.

Promote landscaping that provides habitat, open spaces, food resilience and climate control.

Ensure planning scheme amendments and development applications consider and respond to the changing effects of climate change.

Objective 3

To ensure that the city is carbon neutral by 2020.

Strategies

Encourage developments that reduce energy usage and greenhouse gas emissions.

Encourage industry to develop on-site renewable energy and new emerging low carbon technologies.

Encourage renewable energy at household level and at strategic redevelopment sites.

Promote waste management that reduces waste and improves management of emissions from landfill.

21.05-3

15/09/2011
C82(Part 1)

Flood Prone Areas

There are flood prone areas in the city in the vicinity of the Maribyrnong River and Stony Creek. Residential development in flood prone areas, particularly along the Maribyrnong River and Stony Creek, needs to have regard to limitations caused by flooding and the requirements of Melbourne Water.

Objective 4

To protect flood prone areas from inappropriate development.

Strategy

Ensure appropriate development occurs in flood prone areas.

21.05-4

15/09/2011
C82(Part 1)

Potentially Contaminated Land

The potential contamination of a number of sites is a legacy of the municipality's long industrial history, and is an important matter to consider when proposing a use or development of a site, whether it is an existing building or vacant land.

Objective 5

To manage contaminated land to protect human health and the environment and optimise the future use of the land.

Strategies

Ensure that potentially contaminated land is identified, appropriately tested and remediated and managed to a standard suitable for the intended use or development.

Encourage best practice solutions to remediation and management of contaminated land.

Policy Guidelines

Apply the Potentially Contaminated Land Policy at Clause 22.03.

21.07

14/02/2019
C143

21.07-1

10/11/2016
C108

HOUSING

Residential capacity and location

The City has opportunities for significant residential redevelopment for the next 20 years that will cater for the forecast population and housing increase.

Substantial, Incremental and Limited change areas are identified on the Framework Plan that forms part of this Clause.

Housing growth area framework

Substantial change areas	Significant redevelopments are proposed for the Maribyrnong Defence Site (MDS), Kinnears site in Footscray, the former Defence site in Beachley Street, Braybrook, the Bradmill Precinct in Yarraville and the Maidstone Hampstead Road East Strategic Redevelopment Sites. Other smaller sites across the municipality will also contribute to the supply of new housing.
Substantial change activity centres	In the future the Highpoint PAC and Footscray CAD will assume a stronger role and greater capacity for substantial medium and higher density housing developments.
Incremental change areas	All other residential areas without heritage significance or an identified residential character that warrants planning protection through specific overlays.
Incremental change activity centres	The mixed use and residential developments occurring in activity centres will continue and increase.
Limited change areas	Existing residential areas with heritage significance or an identified residential character that warrants planning protection through specific overlays, and areas with an identified constraint, such as inundation, that necessitate protection through an overlay. The majority of these areas have been identified in Council's Heritage Study (2001) and neighbourhood character studies.

The mixed use and residential developments occurring in key activity centres will continue and increase. This will extend housing choice, improve access to infrastructure, services and transport for residents and will help support and broaden the function of centres.

Core employment areas, key passenger and freight transport corridors and major hazard facilities need protection from residential encroachment to maintain their viability and prevent adverse risk and amenity impacts.

Objective 1

To provide significant opportunities for new residential development in substantial change areas and substantial change activity centres.

Strategies

Determine the form, amount and mix of housing of substantial change areas through site planning.

Ensure the site planning of larger sites facilitates the development of diverse, high amenity precincts which have an identifiable sense of place.

Encourage residential development in substantial change areas to predominantly comprise medium and higher density housing in the form of townhouses; units; apartments; and shop-top dwellings.

Encourage a range of dwelling types and sizes, including affordable housing, to be provided in larger developments.

Ensure new development integrates with existing areas and communities.

Ensure new larger scale developments establish a preferred urban design and architectural character that complements existing areas and creates safe and liveable communities.

Encourage new higher density development to provide space for planting, communal spaces and rooftop gardens to improve amenity and liveability of dwellings.

Ensure developments with sensitive interfaces have a scale and massing that respects the character and scale of their context.

Support developments located away from sensitive interfaces that create a new, higher density urban character.

Ensure development of sites greater than 60 dwellings are well served by public transport, the bike/shared path network, and cater for potential changes to the public transport network.

Encourage higher density residential and mixed use developments within activity centres that are well served by public transport.

Require larger scale residential land redevelopment to contribute to high quality, accessible open space for a range of activities.

Require provision of land for a formal sports reserve and parkland for unstructured recreational activities on the former Maribyrnong Defence Site.

When applying overlays or other planning tools to larger substantial change sites ensure the requirements include:

- provision of a diversity of dwelling types, sizes and tenures
- appropriate provision of community infrastructure and open space
- consideration of public realm improvements and amenity protection at residential interfaces
- preparation of an adverse amenity report
- incorporation of environmentally sustainable design principles.

Objective 2

To provide incremental opportunities for new residential development in incremental change areas and incremental change activity centres.

Strategies

Ensure development has regard to and clearly responds to preferred character statements and design guidelines for specific neighbourhood character precincts.

Ensure the siting and design of infill development respects the scale, form and siting of surrounding development.

Encourage residential development within incremental change areas to predominantly comprise of low and medium density housing in the form of separate and semi detached houses and in appropriate locations units, shop top dwellings and low scale apartments.

Support low scale apartment developments at locations within key Neighbourhood Activity Centres; they must reflect existing local character in terms of height, mass setbacks and building materials; and provide a sensitive and appropriate interface to adjoining streetscapes, buildings and residential areas.

Support gradual medium density 'infill' development, in the form of townhouses, units and shop-top dwellings, located close to transport, activity centres and community infrastructure.

Support smaller scale infill residential development in keeping with the streetscape and character of the centres and their adjacent residential in incremental change activity centres.

Encourage the retention of existing housing that positively contributes to preferred neighbourhood character.

Ensure development in activity centres follows relevant structure plans and urban design frameworks.

Protect areas that contribute to the range of housing choice especially for families and lifestyle choices.

Objective 3

In Limited change areas, limit development in residential areas with heritage significance; an identified residential character protected through a specific overlay; and identified constraints, such as inundation, that necessitate protection through an overlay.

Strategies

Maintain and enhance these areas and ensure that new development respects the existing heritage values and preferred neighbourhood character.

Ensure the scale, form and appearance of new housing is in keeping with the surrounding development and the heritage and preferred neighbourhood character values of the area.

Support the renovation and redevelopment of single houses as a means of ensuring diversity across the municipality, and providing accommodation for larger household types.

Support a diversity of dwelling types and sizes, including affordable housing, where appropriate.

Objective 4

To protect core employment areas, key passenger and freight transport corridors and major hazard facilities from residential encroachment.

Strategies

Ensure appropriate buffers are provided between new residential areas and core employment areas, key transport corridors and major hazard facilities.

Incorporate appropriate noise attenuation measures in residential developments adjacent to noise generating sources.

Protect and maintain existing buffers to the core employment areas.

Policy Guidelines

Apply the Preferred Neighbourhood Character Statements policy at Clause 22.05.

Request applications for residential development provide an assessment against the preferred character statements included in the local policy Preferred Neighbourhood Character Statements at Clause 22.05.

Request applications for key strategic redevelopment sites and for developments with more than 300 dwellings provide a social impact assessment.

Support the rezoning of strategic redevelopment sites to provide for higher density residential and mixed use development.

Support the Neighbourhood Character Overlay in appropriate areas.

21.07-2

13/12/2012
C111

Housing Diversity and Affordability

The city has a range of housing comprising detached housing (67%), semi detached (13%), and apartment (20%); this varies across its suburbs. Recent significant developments indicate densities are increasing with more medium density housing forms and some high-rise developments,

particularly within the Footscray CAD. In the future there will be an increasing proportion of medium and higher density housing in the municipality. However, detached housing will remain the predominant form of housing across the municipality.

The existing stock of detached 'family' housing (lots greater than 500 sqm) contributes to the diversity and choice of housing available within the municipality, as they can cater for family households and people preferring these forms of housing as part of their lifestyle. It is expected that this stock of housing will reduce as a proportion of overall housing.

The city has been an affordable area offering housing opportunities for a wide range of households and incomes. The increasing popularity of the area and rising housing prices is reducing affordability and housing opportunities for some lower and middle income households. Increasing the supply and diversity of housing opportunities can assist in meeting affordability objectives.

Objective 5

To encourage a mix of housing.

Strategies

Support increased housing choice by providing a diversity of dwelling types, sizes and tenures.

Ensure new residential developments provide a mix of housing that caters for a range of households, lifestyles, age, incomes and life stages appropriate to the scale and nature of the project.

Encourage larger developments to provide a range of dwelling types and sizes, including affordable housing.

Encourage forms of housing suitable for the needs of an ageing population.

Encourage forms of housing suitable for home based businesses.

Protect areas that contribute to the range of housing choice especially for families and lifestyle choices.

Support the renovation and redevelopment of single houses as a means of providing accommodation for larger household types.

Objective 6

To encourage housing affordability.

Strategies

Support the provision of social housing, in particular development that improves the distribution of social housing across the municipality.

Encourage public, social and affordable housing in activity centres, close to public transport and as part of developments on strategic redevelopment sites.

Encourage the use of dwellings above shops in activity centres for affordable housing.

Encourage new residential development to provide opportunities for public, social and community based affordable housing.

Increase the overall stock of housing within the municipality, particularly medium and higher density development to ensure greater diversity to meet changing household needs.

Implement social and affordable housing targets at the Bradmill Precinct, Maribyrnong Defence Site and Beachley Street, Braybrook redevelopment sites.

Policy Guidelines

Request applications for ten or more dwellings provide an assessment of their housing mix, projected household mix, affordability, and options for including public, social and community affordable housing.

21.07-315/09/2012
C82(Part 1)**Student Housing**

Housing is needed for students, and to support the role of Victoria University. Increasingly housing is provided privately as well as directly by the university. The possible closure of the university's student village in Maidstone will result in the relocation of housing to other areas, such as Footscray CAD.

Many residential developments located within the Footscray CAD provide specialised student housing. However, not all of these developments provide a suitable design, or are speculative and don't respond to an identified need. Some have been converted to other forms of housing.

The most suitable locations for student housing are within the Footscray CAD and close to the university campuses where students have good access to transport, facilities and services and can contribute to the life of the activity centre.

Objective 7

To encourage a sustainable supply of student housing.


Strategies

Encourage appropriate student housing in Footscray CAD and close to the university campuses.

Integrate student housing and services into the role, function and life of the Footscray CAD.

Identify and monitor the long term demand and supply of student housing.

21.07-414/02/2019 --/--/---
G443 Proposed C162man**Caretaker's Houses**

Industrial areas need to be protected from the intrusion of residential development in the form of inappropriate Caretaker's Houses. 

Objective 8

To discourage Caretaker's houses in the Industrial 1, Industrial 3 and Business 3 zones.

Strategies

Discourage Caretaker's houses, unless it is demonstrated they are a necessary ancillary use to an existing or proposed building, operation or place.

Discourage subdivision of Caretaker's houses from the use or development to which they are ancillary.

Policy Guidelines

Assess proposals for Caretaker's houses against the following criteria:

- The design of Caretaker's houses should minimise potential amenity conflicts.
- Caretaker's houses should not exceed 30% of the total gross floor area of the industrial or commercial building, or 100 sqm, whichever is the lesser.
- Parking at the rate specified in Clause 52.06 should be provided unless it can be demonstrated by a qualified professional that a variation is justified.

21.0814/02/2019
C143**21.08-1**26/04/2018
C141**ECONOMIC DEVELOPMENT****Retail**

Retailing in the city is dominated by Highpoint PAC and Footscray CAD. The Highpoint PAC has capacity for expanded retail floorspace and will continue to operate as a regional comparison shopping centre and as the key focus in Maribyrnong for bulky goods (restricted retail) retailing. Footscray CAD is very important in providing a range of cosmopolitan shops, a variety of health and community services, excellent access to public transport and proximity to both Victoria University campuses.

Some of the neighbourhood and local centres are showing strengths in lifestyle retailing, ethnic retailing and entertainment/leisure niches in response to demographic changes. The supermarket offer is improving in neighbourhood and local centres and will be augmented by additional supermarkets in the planned neighbourhood activity centres at the Bradmills Precinct and Maribyrnong Defence Site.

Several former main road showroom and bulky goods areas have declined leaving Highpoint PAC as the key focus and preferred location in the City for bulky goods (restricted retail) retailing.

Objective 1

To ensure that retail premises are developed in appropriate locations.

Strategies

Discourage retail development outside of identified Activity Centres.

Support the Highpoint PAC as a regional comparison shopping centre and as the key focus in the City for bulky goods (restricted retail) retailing.

Provide for street-front retail and businesses within activity nodes along the Footscray to Northern Maribyrnong transport corridor.

Objective 2

To ensure restricted retail premises are developed in appropriate locations.

Strategies

Focus the municipality's restricted retail premises retailing at the Highpoint PAC.

Discourage new significant retailing proposals in marginal and declining bulky goods (Business 4 Zone) areas including:

- Geelong Road – north side between Somerville Road and Cromwell Parade;
- Ballarat Road – south side west of Melon Street; and
- Barkly Street – north side west of Geelong Road to Gordon Street.

Ensure restricted retail premises do not develop as stand alone centres, remote from activity centres.

Ensure restricted retail premises developments are designed to provide street frontage activation, pedestrian networks and appropriate car parking.

Policy Guidelines

Request development proposals that significantly increase retail floorspace, analyse the impact of the development on in-centre trade/turnover taking into account current and future consumer expenditure capacity.

21.08-210/11/2016
C108**Office**

The demand for offices is expected to increase as population growth and continued gentrification stimulate growth in the commercial services sector. Footscray CAD, Highpoint PAC and Central West MAC have capacity for new office development, but the preferred location is within the Footscray CAD which has excellent public transport links for office based workers.

The network of activity centres provides a good range of products from a retailing base but is poor in its range of commercial services. This sector will grow as an increase in resident population creates a demand for offices servicing the needs of those local residents.

Objective 3

To ensure that offices are developed in appropriate locations.

Strategies

Discourage offices outside of identified Activity Centres.

Encourage offices in the Footscray CAD, Highpoint PAC and Central West MAC in accordance with the centre structure plans, with the preferred location being Footscray CAD.

Encourage offices in areas with good access to public transport.

Encourage office-warehouse development in Core Employment Areas.

21.08-314/02/2019 --/--/---
6143 Proposed C162man**Industrial Related Employment Land**

The identification of Industrial Related Employment Land (IREL) to be retained for current and future use will ensure enough land is available for economic development. The City must embrace a mixed-use and urbanisation perspective which supports and revitalises the City's exiting employment and economic activity strengths and ensures Maribyrnong does not transition to become a predominantly residential city. Achieving this balance between residential and employment outcomes contributes to the creation of a sustainable community and economy.

The City now and in the future will require similar amounts of IREL. Whilst demand for IREL in the medium term (5 to 10 years) may decline, projections indicate there will be an increase in demand in the longer term, requiring IREL to be protected now.

The Port of Melbourne has major facilities located at Swanson Dock (container storage and handling) and Coode Island (chemical storage), while Holden Docks and the Yarraville Wharves are actively used by industries located in the Yarraville port industrial precinct. The port's container trade is forecast to grow significantly by 2030. To cater for this the port will develop and integrate with the Dynon rail centre, which is intended to become an international freight centre. Significant road and rail freight routes traverse the city and are important to the effective operation of the port.

IREL precincts have been categorised as either a Core Employment Area (CEA) or a Strategic Employment Investigation Area (SEIA).

Core Employment Area (CEA)

Areas which are highly suitable for employment that are functioning relatively efficiently and where the employment role is to be protected and enhanced.

CEAs are identified from the stock of Industrial Related Employment Land (IREL) at the precinct level, or are identified in a framework/structure planning process following interim designation as a SEIA.

Underutilised industrial premises in CEA's should not be considered obsolete, but be regarded as needing adaption or modification in any initial consideration.

Strategic Redevelopment Sites (SRS)

Sites or areas determined after investigation not to have a future in which employment is the primary purpose.

	SRSs are identified from the stock of Industrial Related Employment Land (IREL) at the precinct level by means of a framework/structure planning process.
Strategic Employment Investigation Area (SEIA)	<p>Areas which are considered to be suitable for employment until such time as further investigation clearly demonstrates that this is not a viable option.</p> <p>SEIAs are identified from the stock of Industrial Related Employment Land (IREL) determined to require investigation through a framework/structure planning process, because there are significant limitations or issues relating to their continued employment role.</p> <p>Areas in which these limitations are able to be addressed and the employment role retained or increased, are likely to be designated CEA.</p> <p>Areas determined to be inherently/intrinsically unsuitable for an employment role, are likely to be designated SRS.</p>

There are 8 Core Employment Areas:

- Precinct 1 Yarraville Port;
- Precinct 2 Tottenham;
- Precinct 3 West Footscray;
- Precinct 4.1 Braybrook Ashley Street;
- Precinct 5 Braybrook Ballarat Road;
- Precinct 6 Maidstone Hampstead Road;
- Precinct 7 Yarraville Cawley; and
- Precinct 9 Gordon and Mephan Street.

There are 2 Strategic Employment Investigation Areas:

- Precinct 4.2 Braybrook Ashley Street; and
- Precinct 8 Yarraville Mobil Terminal.

The preferred development and improvement of the stock of IREL is being guided by the *Maribyrnong Economic and Industrial Development Strategy, 2011*, framework plans or structure plans prepared for each precinct. For instance, the whole of what was Precinct 6 – Maidstone Hampstead Road while initially identified as a SEIA, has, through the framework planning process, been designated to be part CEA and part SRS.

Objective 4

To protect and improve Core Employment Areas.

Strategies

Protect the Core Employment Areas from residential encroachment.

Maintain a stable supply of Industrial Related Employment Land to deliver jobs and economic prosperity.

Maintain the employment/ economic development role of Core Employment Areas by supporting a greater range of employment generating uses.

Ensure that the design and layout of new sites provides cost effective and attractive sites for employment generating uses and activities.

Maintain land buffers around and within the Core Employment Areas.

Objective 5

To ensure high quality industrial and commercial development in Core Employment Areas.

Strategies

Encourage industrial and office buildings to make a positive contribution to the amenity of adjoining streets and residential areas, enhance street activity and enhance the visual appeal of the area.

Avoid new interface and transition impacts through appropriate land use planning at a precinct level; and siting, building design, landscaping or other mitigation measures at individual site level.

Minimise the impact of car parking and loading areas on the streetscape through the appropriate orientation, siting of buildings, landscape design and shared services between sites.

Encourage the provision of wayfinding and directional signage to aid legibility and navigation to bus stops and other key destinations, and improve the overall cohesiveness of the area.

Encourage services, storage areas, plant and roof-top equipment to be located to minimise impacts on the public realm and be designed as an integral part of the building.

Provide adequate on-site provision of all off-street parking, turning circles, vehicular access and loading bays.

Reduce dust through improved building and site maintenance, landscaping and sealing of car parking, hard stand and outdoor storage areas.

Encourage the incorporation of Water Sensitive Urban Design for the treatment of stormwater.

Support the rezoning of Strategic Redevelopment Sites (SRS) that are identified through a framework/structure planning process of Core Employment Areas and/or Strategic Employment Investigation Areas shown in the Industrial Related Employment Land Framework Plan.

Policy Guidelines

Use and/or development in Core Employment Areas should be consistent with any relevant adopted framework plan or structure plan prepared for the precinct, including any associated urban design and development guidance.

Generally the supply of employment land contained in Core Employment Areas should not be diminished. In exceptional cases, it may be appropriate to consider redevelopment and if necessary a change in zoning if:

- A framework plan or a structure plan has been prepared for the precinct or sub-precinct in accordance with the framework planning principles of the Maribyrnong Industrial Land Strategy and the framework plan or the structure plan recommends the change in land use and the rezoning; and
- The new land uses will not adversely impact or restrict existing business/ employment uses or near the precinct (particularly existing business in the Core Employment Area to be retained).

21.08-4

15/09/2011
C82(Part 1)

Tourism Facilities

There is limited potential for tourism, cultural and water based recreational facilities and activities along the river corridor.

Identified opportunities for new facilities include the redevelopment of Footscray Wharf as a commercial marina, new tea house/café and moorings south of Dynon Road and a café at the former Dales Stables (Chifley Drive) in Maribyrnong. It is expected that the redevelopment of the Maribyrnong Defence Site will also present further opportunities for community, and limited commercial, facilities.

Objective 6

To support appropriate tourism development.

Strategy

Develop the recreation and tourism potential of the Maribyrnong River.

21.08-5

26/04/2018
C141

Gaming

The city has one of the highest expenditure levels on gaming in Victoria and particularly high concentrations of gaming machines per head of population. The density of gaming machines and high levels of gaming expenditure have significant social and economic impacts on the community, which in turn places increasing pressure on community services and facilities. Council wants to reduce the impacts of gaming on the community.

Objective 7

To minimise adverse social impacts from electronic gaming machines.

Strategies

Ensure the establishment of new or additional gaming machines does not occur proximate to relatively disadvantaged or vulnerable communities.

Require a social impact assessment for electronic gaming machine applications. .

Reduce the number of gaming machines within the city and per head gaming expenditure to no greater than the Victorian average.

Implementation

Apply Clause 22.06 Gaming Policy in considering an application to install or use a gaming machine or use of land for gaming.

21.08-6

26/04/2018
C141

Licensed Premises

The City of Maribyrnong has over 250 licensed premises which contribute to the vitality of an area, consumer choice, and the economic strength of the municipality.

Council's desire is for new licensed premises and changes to existing licensed premises to result in positive amenity impacts while minimising negative amenity impacts.

Positive amenity impacts include the enhanced vitality of an area, streetscape activation, passive surveillance, and the creation of a local 'identity' as an entertainment and tourism destination. Negative amenity impacts relate to violence, street disturbance, noise, anti-social behaviour, litter, and vandalism.

There are a range of factors which can influence the likelihood of amenity impacts relating to licensed premises. These include:

- Venue type
- Internal and external venue design

- Noise
- Operating hours
- Patron numbers
- Location and access
- Clustering

The relationship between these factors will determine the likelihood and extent of positive and negative amenity impacts on the local community.

Objective 8

- To ensure that activity centres are the primary focus for the establishment of licensed premises
- To encourage new licensed premises and changes to existing licensed premises to result in positive amenity impacts and minimal negative amenity impacts.

Strategies

- Ensure the location, design and operation of licensed premises maximises the opportunity for streetscape activation, passive surveillance, and enhanced vitality of an area.
- Ensure the location, design and operation of licensed premises minimises the potential for negative amenity impacts on the surrounding area.
- Ensure the licensed premises will not result in an adverse cumulative impact on the surrounding area.

Implementation

Apply Clause 22.08 Licensed Premises Policy in considering an application for licensed premises.

21.1114/02/2019
C143**21.11-1**19/03/2015
C125**LOCAL AREAS****Footscray Metropolitan Activity Centre**

The Footscray Metropolitan Activity Centre (FMAC) is the most regionally significant activity centre of Melbourne's west. It is a culturally diverse hub for retail, commercial, civic, health, educational and residential activities and a major interchange for metropolitan and regional transport services.

The Framework Plan set out in this clause illustrates the boundary of the Footscray MAC and the precincts which make up the centre:

- Precinct 1: Central
- Precinct 2: Station
- Precinct 3: Victoria University
- Precinct 4: Riverside
- Precinct 5: Joseph Road
- Precinct 6: Peripheral Activity (North and South)
- Precinct 7: Neighbourhood (North, West, South and East)
- Precinct 8: Civic

Footscray is a prime location for a mixed use, transit-oriented activity centre that will serve as a focus for substantial future employment growth, commercial development, housing and public investment for the local community and broader region. Located just 5 kilometres from Melbourne's CBD, it has the potential to become a western extension of Melbourne's core.

Footscray continues to experience major urban renewal through public and private ventures. While investment is welcome, significant change needs to be managed to ensure that Footscray's unique sense of place continues and new development reflects the history, culture and diversity of Footscray.

The vision for the Footscray MAC is a vibrant mixed use centre that offers diverse residential, employment and recreation options and is accessible via varied transport methods.

Objective 1

To accommodate an increased residential population in Footscray MAC and a more diverse dwelling mix.

Strategies

Support increased residential densities in keeping with the level of change identified for precincts across the FMAC and increase opportunities to live close to transport and services.

Provide for a diversity of dwelling types, sizes and tenures across the FMAC, including higher density dwellings, shop top housing, affordable housing and student accommodation.

Ensure new housing is adequately serviced by physical and community infrastructure.

Ensure new housing is well designed, addresses amenity impacts and has a high level of environmental performance.

Objective 2

To support/generate local opportunities for employment and business through new development.

Strategies

Focus retail activity and growth within the core of the centre. Attract uses offering a mix of employment opportunities, including increasing the supply of office space and encouraging creative industries.

Encourage greater integration of university and other education related activities within the centre.

Encourage new services to locate in appropriate areas of Footscray, including health related services and childcare.

Encourage extended hours of activity and further opportunities for entertainment and recreation within the centre.

Objective 3

To ensure new development is of high quality design, environmentally sustainable and has regard for the existing built form context.

Strategies

Direct site responsive and sensitively designed higher density development and taller built form to transformational significant change precincts.

Ensure new buildings cater for adequate daylight and sunlight access for occupants and protect streets and public spaces from overshadowing and wind impacts.

Integrate best practice environmentally sustainable design into new development, including building energy management, water sensitive urban design, minimising construction impacts, and green roofs.

Ensure new buildings contribute to the natural surveillance of adjacent streets and public space.

Objective 4

To maintain and strengthen the sense of place by recognising, conserving and enhancing places of Aboriginal and post-settlement heritage significance.

Strategies

Protect identified elements of cultural and heritage value.

Ensure new development appropriately considers and references elements of cultural heritage significance, maintains the prominence of heritage places and has regard to the height, scale, rhythm and proportions of heritage buildings.

Objective 5

To facilitate a sustainable, safe and efficient movement network that promotes sustainable modes of travel.

Strategies

Improve pedestrian safety, mobility and access to create a truly walkable centre.

Improve connectivity of walking and cycling routes to and through the FMAC and to regional routes and destinations.

Facilitate better access to public transport and movement of public transport vehicles.

Decrease the intrusion of heavy traffic in the centre and provide an appropriate level of car parking.

Favour public transport, cycling and walking over motorised vehicles in the design of new development and the public realm.

Provide for the particular parking requirements of Footscray by ensuring an appropriate supply of car parking that addresses the needs of key users.

Provide for greater connectivity within and between precincts of the centre, including major attractions such as the Maribyrnong River, Victoria University, Footscray Railway Station and the Footscray Market.

Objective 6

To ensure the centre is well served by accessible high quality public open space and community infrastructure to meet community needs.

Strategies

Provide for new community facilities, including within large new developments.

Ensure developers contribute towards the provision of community infrastructure.

Ensure new development enhances the open space network.

Protect open spaces from overshadowing from new development.

Encourage greater access to public open space, in particular open space along the Maribyrnong River.

Provide for informal social interaction in public spaces associated with new development.

Provide for diverse sporting facilities.

Objective 7

To further Footscray MAC's identity as a centre for arts and cultural activities.

Strategies

Encourage new cultural and arts facilities to locate in the centre.

Encourage development to incorporate art in public areas

Objective 8

Protect and reflect the features of Footscray's natural environment within the MAC.

Strategies

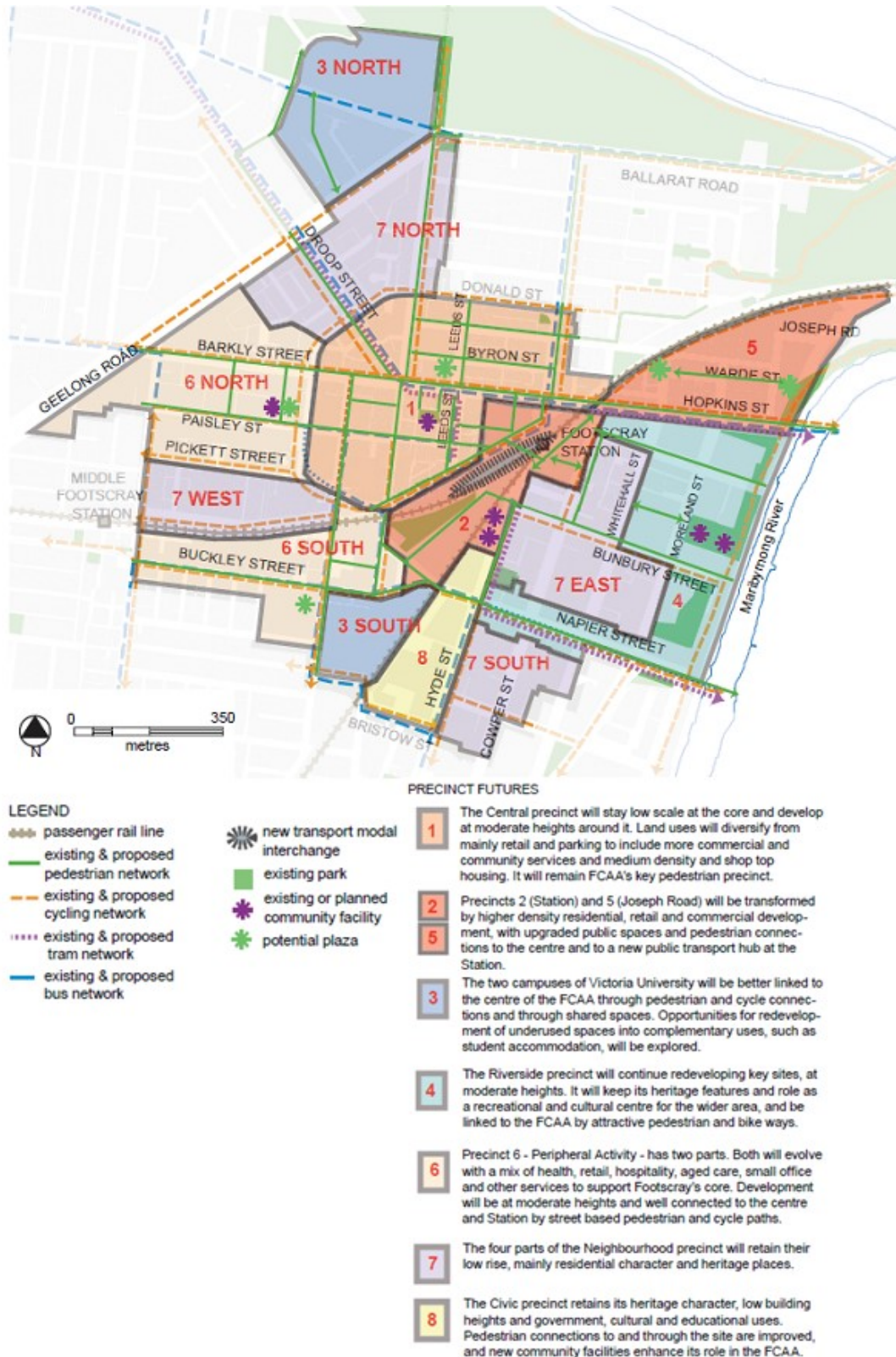
Protect and enhance natural features within and surrounding the MAC, in particular the Maribyrnong River.

Provide for attractive landscaped spaces through the centre.

Mitigate off-site amenity impacts of activities in the centre.

Ensure known potentially contaminated land is covered by an Environmental Audit Overlay (EAO).

Footscray Metropolitan Activity Centre Framework Plan



21.11-2

15/09/2011
C82(Part 1)

Highpoint Activity Centre

The Highpoint Activity Centre encompasses the Highpoint Shopping Centre, a regional centre for higher order retail, entertainment and services. The area is envisaged over the next two decades to transform to a vibrant mixed use activity centre with the addition of substantial residential development, new enterprises and public realm improvements.

The Highpoint Structure Plan (2008) and the Highpoint Planning and Urban Design Framework (September 2015) vision is for the Highpoint Activity Centre to be an exciting place to live, work and visit, featuring

- A wide range of enterprises, services and residential and employment opportunities around an accessible public transport hub and new town centre in Rosamond Road
- Sustainable transport options, including a well-connected network of pedestrian and cycle paths and a more useable and accessible public transport network, to decrease the current reliance on car access
- Quality buildings that respect the area's residential surroundings and its connection to the Maribyrnong River and offer high amenity for occupants
- A safe, welcoming and legible network of green open spaces and streets that fosters healthy lifestyles and improved environmental performance

While the area will retain and upgrade its role as a regional destination shopping centre and bulky goods centre, the light industrial areas of the centre will gradually be replaced with more intensive land uses including residential, professional services and offices, as well as enhanced retail, entertainment, community and recreational premises.

This Clause sets out the overall objectives and strategies for the Centre and specific strategies that apply in each precinct. The Framework Plan for the Highpoint Activity Centre illustrated in this Clause shows the seven precincts within the Centre.

Objective 1 - Land Uses and Activities

To facilitate more intensive use of underused land in the activity centre and to create a lively mixed use centre with an appropriate range of day and night-time activities.

To create an identifiable town centre.

To provide a range of housing to cater for population growth, including demand for diversity in housing types and affordable housing.

To provide for local enterprises, facilities and employment and to support business expansion.

Strategies

Support land uses in accordance with the Framework Plan.

Support a wide range of activities that meets occupants' and visitors' needs.

Support Rosamond Road as a main street at the heart of the activity centre that provides a commercial and retail focus around a central plaza and a new public transport hub.

Provide for residents' and workers' daily needs to be met locally through a mix of uses, thereby reducing their travel needs.

Provide a defined area for bulky goods retailing and ensure its integration with other uses in accordance with the Framework Plan.

Facilitate sharing of parking between complementary uses on land in associated ownership and locate parking to minimise its impact on streets and public spaces.

Objective 2 - Built Form

To use the opportunities provided by new buildings in Highpoint to create a safe and attractive public realm, a high level of amenity for building occupants, and good practice in environmental performance in new buildings.

To encourage development that is of high architectural and urban design quality, offers attractive internal and external spaces and provides good amenity.

Strategies

Promote higher levels of development at the core of the centre, close to facilities, with a transition in building heights down to existing residential areas to reflect the character of those areas and to complement the topography of the area.

Use built form to reinforce Rosamond Road's role as a main street at the heart of the centre and Williamson Road's function as a lively local mixed use centre.

Use built form to help define the key arrival and orientation points in the centre, such as main street corners, with higher and/or more prominent buildings.

Encourage new building and landscaping design to complement the topography and enhance views into and out of the centre.

Encourage the design of street frontages of buildings to provide a high level of walkability and an interesting and comfortable experience for pedestrians, including by consistent definition of streetscapes and arrival points.

Create a built form that strongly defines streets while retaining a human scale and access to daylight and sunlight on streets, including through the use of an upper level setback from the street frontage.

Create buildings that face streets and parks, have active frontages, do not unreasonably diminish sunlight to streets and open spaces, strongly define streets while retaining a human scale, and minimise wind and reflectivity effects on streets.

Reduce the visual impact and heat island effects of parking areas.

Support wrapping of parking structures with other active uses on street frontages, where practicable.

Support buildings which provide good access to sunlight and daylight in homes and in private and public open spaces, and which provide a high level of internal amenity for occupants.

Support building forms that maximise opportunities for achieving water, waste and energy efficiency.

Objective 3 - Access and Movement

To create a well-connected, safe and attractive road, pedestrian and cycle network that promotes a mode shift to sustainable transport modes and is part of a high quality public realm.

To facilitate a transport mode shift towards walking, cycling and public transport and away from private vehicle travel.

To reduce the need to travel by attracting a range of complementary land uses to the activity centre.

To create vehicle, walking and cycling connections from the precinct through to surrounding areas.

To encourage parking and vehicle access to retail and commercial uses that is safe and visually unobtrusive, where possible.

To locate goods storage and loading bays away from the public realm and sensitive uses, where possible.

To minimise impacts of parking access on safety and comfort of pedestrians and cyclists.

To reconfigure Rosamond Road to establish its role as a main street at the heart of the centre and to reinforce Williamson Road's role as a local retail and business street.

Strategies

Create a safe and legible network of east-west and north-south pedestrian/cycle routes around the centre and into surrounding areas in conjunction with new development and open space upgrades.

Improve pedestrian and cycle connections to nearby parklands including Pipemakers Park and the Maribyrnong River.

Extend existing streets and link them to new streets to serve more intensive commercial development and a new residential population.

Provide for a range of needs within the street reserve of new and extended streets, including providing for verges and tree planting on both sides of the street (except on service roads), and reflect the width of existing street reserves in the centre.

Provide a connected and permeable vehicle and pedestrian network, with typical intervals between street junctions of approximately 200 metres and between pedestrian network junctions of approximately 100 metres, as appropriate.

Provide access lanes, with footpaths, as necessary to provide access to parking and access for utilities and servicing of buildings, to reduce impacts of new development on streets.

Facilitate access to and use of public transport including by provision of a new transport interchange in the vicinity of the Rosamond Road town centre.

Encourage commercial and service vehicle routes and access ways to parking to be located away from pedestrian priority areas such as Rosamond Road.

Provide for safe pedestrian access around and between car parking areas, and to and from external pathways and shopping centre access points.

Use streets, pedestrian links, trails and new parks to connect the open space network.

Provide appropriate way-finding information for pedestrians and cyclists.

Minimise traffic congestion through measures including traffic calming, intersection upgrades and public transport priority treatments.

Provide adequate parking and maximise opportunities for sharing of parking between complementary uses on land in associated ownerships.

Minimise visibility of on-site parking when viewed from the public realm.

Facilitate undergrounding of power lines, especially on key pedestrian routes such as Rosamond Road, where feasible.

Objective 4 - Open Space and Community Infrastructure

To create a high quality public realm and open spaces comprising attractive, safe and walkable open spaces and streets that caters for the recreational and community infrastructure needs of a range of age and ability groups and for residents, workers and visitors.

To use the streetscape as a key element in linking open spaces.

To use small open spaces to enhance the urban experience in areas with high pedestrian volumes.

To encourage public art in open spaces.

Strategies

Provide buildings, streets and open spaces that are designed to provide safe and attractive environments for passive and active recreation. and can accommodate canopy trees.

Facilitate additional public open space in higher density residential environments.

Design open spaces to offer appropriate activities for the intended range of users.

Provide for an open space area within a walkable distance of every dwelling. Where possible, ensure public open spaces are accessible through the day.

Use financial, land or in kind contributions required under Clause 52.01 or the *Subdivision Act 1988* to improve the open space network and include public art in open spaces.

Orient new parks to maximise solar access for the benefit of people and vegetation, including placing parks on the south side of streets where possible.

Objective 5 – Precinct specific objectives

To ensure that the seven precincts within the Highpoint Activity Centre are designed and managed to contribute to its evolution as a vibrant mixed use centre enjoying access to sustainable transport options, high quality streets, open spaces and community infrastructure, and excellent environmental performance.

To ensure that adequate infrastructure as outlined in the *Highpoint Planning and Urban Design Framework* (September 2015) is provided.

Precinct 1- Wests Link

Provide predominately residential uses and local retailing and business along Williamson Road, supported by enhanced pedestrian, vehicle and cycle connections.

Precinct 2 – Valley View

Provide a mix of uses with buildings that complement views into and out of the precinct and promote opportunities for a variety of workspaces and dwelling types.

Precinct 3 – Rosamond Hub

Provide a mixed use precinct that allows for bulky goods retailing.

Precinct 4 – Sloane Street

Provide a mix of residential, commercial and small business opportunities.

Precinct 5 – South Neighbourhood

Provide for predominately residential uses with a mix of housing typologies, and for retail along Williamson Road.

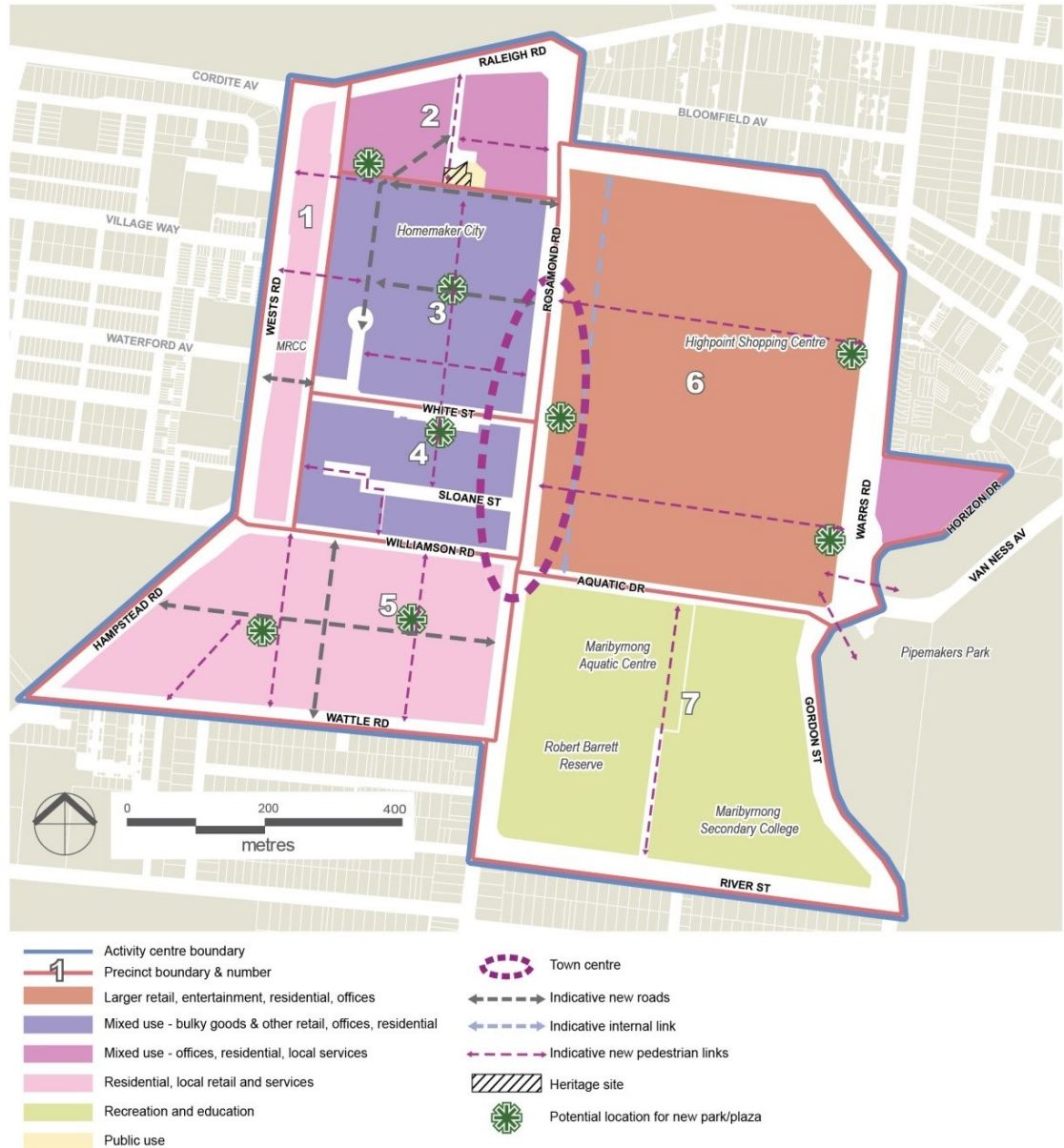
Precinct 6 – Highpoint Hub

Support residential, retail and entertainment uses and provide complementary hospitality, community, health and office uses.

Precinct 7 – Recreation and Education

Facilitate expansion and diversification of the recreational facilities alongside enhancement of existing public open space

Highpoint Activity Centre Framework Plan



21.11-301/09/2016
C135**Central West Major Activity Centre, Braybrook**

The Central West MAC has three distinct but interconnected precincts being the Retail Plaza, the Braybrook Industrial Precinct and the Business Park. Consequently, Central West operates primarily as a business and employment based activity centre and currently does not incorporate residential development.

The Central West Plaza is a recently developed retail complex with retail/peripheral sales strips on three sides of a large square providing day-to-day retail services. Central West Business Park is a grouping of storage, logistics and distribution businesses within a landscaped and managed setting which was formerly part of a Royal Australian Air Force base. It is the only business park in the municipality. The Braybrook Industrial Area incorporates a mixture of large scale manufacturing, smaller light industrial uses and a small amount of office and commercial uses fronting South Road and Ashley Street.

The Central West Activity Centre covers a large area with potential for intensification of development to generate more retail and industrial/commercial jobs. There are significant opportunities for development of vacant land, and redevelopment of existing buildings in the Braybrook Industrial Area, and opportunities for more occupancy of floorspace and intensification of development in Central West Business Park. The Retail Plaza also has potential for intensification of retail activity and improved community focus and amenity to attract a greater proportion of the area's spending growth.

The connection between the three distinct precincts needs to be strengthened so the precincts operate more as one mixed use centre. A key step in achieving this would be improved pedestrian access between the precincts and also with surrounding residential areas. In particular pedestrian links between both the Retail Plaza and residential areas to the west, and the Retail Plaza and Business Park. The connection to the Tottenham Railway Station and bus network should be improved to support the public transport based access to the centre.

Objective 1

To ensure that the three precincts together fulfil the role of Central West as a Major Activity Centre.

Strategies

Develop better access linkages between the Retail Plaza, the Business Park and Industrial area.

In the long term investigate options to extend the pedestrian network from the Retail Plaza into the Business Park.

In the long term investigate the potential to create pedestrian access from the dedicated park along Airforce Avenue to the Retail Plaza.

Consolidate service vehicle access points.

Improve the access from the Activity Centre to key destinations such as Tottenham Railway Station and Braybrook Park and Community hub.

Improve the coordination of public transport modes (bus and train) with each other and with other modes of transport.

Integrate commercial services and office space to broaden the range of employment opportunities.

Enhance the boundaries of the centre facing main roads with improved landscape treatments and buildings addressing the street.

Objective 2

To develop the Central West Plaza as the main retail area.

Strategies

Intensify retail activity at Central West Plaza and realise its potential to capture a greater proportion of its Main Trade Area spending growth.

Diversify the nature of uses within the Retail Plaza, encouraging uses such as office and commercial and community services.

Encourage additional community services and facilities to meet the needs of the local community.

Decrease the visual dominance of car parking within the Retail Plaza.

Encourage an active frontage along Ashley Street, typically incorporating building entrances, windows and continuous awnings for shelter.

Encourage a high quality urban design outcome for the north-east corner site.

Objective 3

To develop the Braybrook Industrial Precinct as a viable employment precinct which integrates with its surrounds.

Strategies

Require new development to visually integrate with the character of Ashley Street, South Road and surrounding residential areas.

Encourage high quality built form to all corner sites.

Improve pedestrian and cycle movement through the precinct to encourage safe and direct access.

Provide a long term future direction for key sites to ensure a cohesive approach to redevelopment within the industrial precinct.

Discourage retail uses locating in the Industrial Precinct.

Objective 4

To optimise the commercial and light industrial business mix and land use within the Central West Business Park.

Strategies

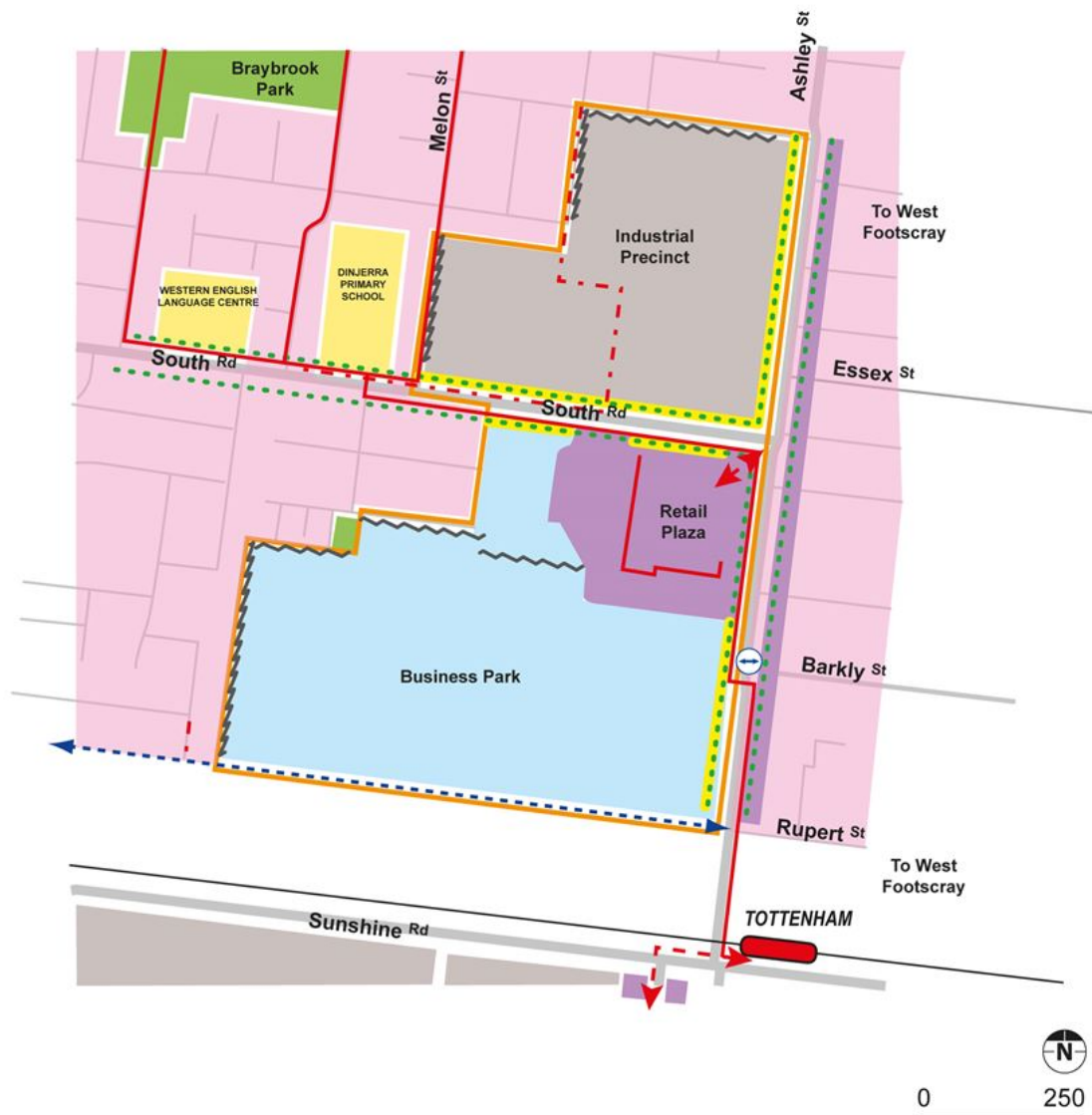
Support intensification of land use and development of the Business Park.

Encourage an employment/commercial office focus along Ashley Street.

Discourage retail uses locating in the Business Park.

Minimise the impact of the Business Park interface with residential areas.

Facilitate improved access to the Business Park for large vehicles.



Central West Major Activity Centre Framework Plan



21.11-4

01/09/2016
C135

Yarraville Neighbourhood Activity Centre

Yarraville Village is a neighbourhood activity centre providing local convenience retailing plus specialty shops, cafes, restaurants and entertainment. The activity centre has a niche role as a historic village with a healthy mix of commercial, retail and entertainment activity over extended opening hours attracting people from a wide catchment. The Sun Theatre cinema is a regional entertainment attraction and a local landmark building around which an entertainment precinct has formed.

The Yarraville activity centre is well served by public transport facilities located at the bus/train interchange. Vehicle access to the activity centre is constrained by the railway line and by narrow road widths within the centre, though these factors have led to a stronger pedestrian orientation. Parking is located at the periphery of the centre which discourages vehicles from travelling through the core.

The consistent strip of Victorian and Edwardian-era one and two storey shopfronts and station buildings creates a distinctive character in the centre. The compact nature of the centre limits opportunities for redevelopment so only incremental intensification is expected. Higher density residential development has tended to occur outside the centre in re-used larger buildings such as theatres and hotels.

There is very limited opportunity to increase car parking to support future intensification of the activity within the centre, and edge-of-centre development is constrained by the interface with existing residential areas abutting the boundary.

Yarraville Village has an eclectic, idiosyncratic, intimate and distinct character as a vibrant 'non-mainstream' centre in the west. Local residents and the broader community wish to ensure that the growth of the centre does not compromise its unique character.

Objective 1

To consolidate and intensify mixed uses within the centre.

Strategies

Strengthen street activity on Anderson Street west of the railway line.

Convert disused railway buildings to retail uses.

Objective 2

To reinforce the existing character and sense of place.

Strategies

Protect historic facades and the sense of enclosure of the street as key elements of the village streetscape.

Ensure the scale, mass and height of buildings reflects those prevailing in the area and the existing urban grain.

Create strong entry experiences to increase legibility and image.

Ensure that development does not intrude into the urban landscape and impact on view lines.

Encourage new development to be consistent with existing facades along Anderson and Ballarat Streets.

Objective 3

To limit vehicular traffic in the centre.

Strategies

Encourage parking on the edge of the village.

Strengthen pedestrian and cycling links within the centre and to out of centre destinations.

Retain and improve the link from the east end of Anderson Street to Fels Reserve via Lois Lane.

Strengthen the northern link via the Goods Yard to Seddon Village.

Objective 4

To build up the cultural and social role of the centre.

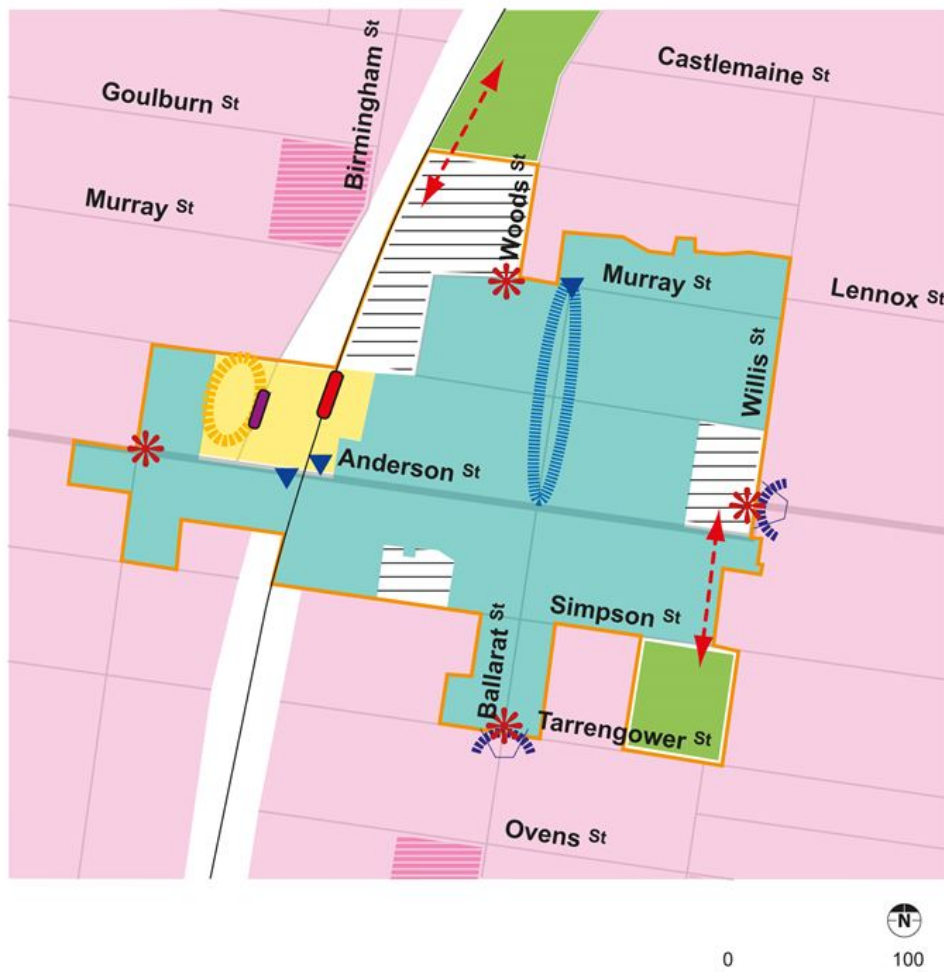
Strategies

Provide appropriate spaces and facilities for community activities within the activity centre.

Improve the amenity of public space in the centre, including streetscapes and parks.

Develop the bus station area into a village square to create a focus west of the railway.

Ensure the cumulative effects of the increased number of licensed premises in the centre does not threaten its local convenience role or the amenity of residential areas surrounding the centre.



Yarraville Neighbourhood Activity Centre Framework Plan



21.11-5

01/09/2016
C135

Seddon Neighbourhood Activity Centre

Seddon Village is a neighbourhood activity centre meeting local retail and service needs and attracting visitors from the adjacent suburbs to the specialist facilities offered. The layout of the centre consists of a compact strip on Charles Street and an elongated strip along Victoria Street with an entry point at Buckley Street. The width of both Victoria and Charles Streets reflects that they were once part of the tram route from Footscray to Kingsville.

The shopfront character of two storey pre-1930's buildings with verandas over footpaths marks the activity centre. Residential development at upper levels above commercial ground level is occurring and there is opportunity for further redevelopment of sites in the centre, particularly at the eastern end of Charles Street.

Objective 1

To consolidate and enhance the role of Seddon Village as a neighbourhood centre.

Strategies

Increase intensity of activity and diversity within the centre.

Encourage a vertical mix of uses along Charles and Victoria Streets.

Redevelop the low density residential and light industrial properties to create new retail, commercial or mixed use floorspace.

Capitalise on redevelopment opportunities for sites with a rear frontage to Rennie and Vigo Streets to strengthen street level activity in those streets.

Objective 2

To unify and strengthen the built form of the village.

Strategies

Strengthen key intersection areas within the core village precinct by taller built form at the thresholds.

Reinforce the street edge within the village by building to the site boundary a minimum of 2 storeys with consistent veranda awnings to width of footpath.

Create a more consistent and active street frontage for the mixed use/service area with site edge definition, window displays and dining and continuous footpath canopy.

Encourage development that reinforces the entrance to the centre at the intersection of Buckley and Victoria Streets.

Enhance the pedestrian connections to the Seddon and Middle Footscray train stations.

Objective 3

To enhance the public realm in Seddon Village.

Strategies

Enhance the vista terminations at Charles Street from Gamon and Victoria Streets.

Provide gathering and socialising space within the public realm.



Seddon Neighbourhood Activity Centre Framework Plan



21.11-6

04/09/2016
6435 Proposed C162mar

West Footscray Neighbourhood Activity Centre, Barkly Street East and West Footscray Railway Station Precincts

The West Footscray **Neighbourhood** Activity Centre, also known as Barkly Village, is recognised as the heart of the West Footscray community. The activity centre has good access to public transport, includes community facilities and has links to nearby open space and recreation facilities. Commercial uses within the activity centre meet ~~the neighbourhood~~ **local** needs for convenience shopping and also provide specialised food, retail, ~~restaurants and services of regional interest~~ **restaurant and other services**.

The activity centre has an extended linear form, ~~with sections of residential use creating a gap between the supermarket and Barkly Village. Further development of the activity centre should bridge the gaps in street activity along Barkly Street to consolidate the retail area and extend the shopfront character to the eastern end of the centre~~ and will continue to develop as an integrated mixed-use centre supporting more intense street level activity, a coherent streetscape character, a variety of transport modes, and a residential population in apartment developments.

The Barkly Street East and West Footscray Railway Station Precincts are located in a distinct corridor between the Footscray Metropolitan Activity Centre and West Footscray Neighbourhood Activity Centre. The precincts will support the role and function of these centres with apartment developments and limited retailing/commercial opportunities.

These precincts will provide a well connected, vibrant, sustainable and landscaped area with inviting open spaces that offer diverse housing choices and facilities accessible by a wide range of transport modes.

Objective 1

To ~~consolidate and~~ enhance the role of the ~~centre~~ West Footscray Neighbourhood Activity Centre by supporting a cohesive, lively and diverse mix of residential, commercial and community uses.

Strategies

Encourage mixed use retail, commercial and residential uses.

Facilitate mixed use apartment style buildings that contribute to the viability and activity of the centre.

Strengthen street level activity ~~along Barkly Street particularly where residential buildings currently form sections of passive site frontages~~ by supporting a range of retail and commercial uses at ground level.

~~Encourage a mix of businesses within the Village, so as to create an active streetscape both night and day.~~

~~Accommodate additional housing on the upper levels of new mixed use developments along Barkly Street.~~

Objective 2

To encourage residential and limited commercial uses in the Barkly Street East and West Footscray Railway Station Precincts with apartment developments, recreation and community facilities.

Strategies

Encourage residential uses in apartment developments.

Support recreational, sporting and community facilities at, and opposite, Whitten Oval.

Ensure that any retail, commercial and other employment uses complement the role of the West Footscray Neighbourhood Activity Centre.

Support potential rezoning of sites on the south side of Barkly Street East to provide for higher density residential development, commercial/employment and limited retail uses.

Objective 3

To encourage a built form ~~that is consistent with the~~ scale that positively responds to preferred character of the ~~centre~~ activity centre and precincts with development that is of high architectural and urban design quality.

Strategies

Encourage a preferred built form character for development along Barkly Street that ~~is~~ provides a consistent streetscape ~~of two to three storeys with no front or side setbacks.~~

Encourage a fine grained building width at a scale that respects the ~~adjacent residential character~~ preferred character of the activity centre of up to four storeys.

Ensure ~~that~~ development along Barkly Street ~~utilises~~ includes a vertical mix of uses prioritising retail ~~/office~~ and other commercial uses at ground level with residential above.

Ensure a preferred built form character for development along the north side of Barkly Street East Precinct that provides a consistent streetscape of up to four storeys and a landscaped front setback.

Ensure a preferred built form character for development on Cross Street, adjacent to West Footscray Railway Station, of up to 8 storeys with appropriate upper level setbacks.

Encourage development that is in proportion to the street width, with an appropriate street wall height that provides a high level of external and internal amenity and public realm improvements.

Recognise the potential of large sites to provide quality living and working environments through development at increased scale.

Encourage development to meet best practice environmentally sustainable design standards.

Objective 34

To ~~enhance the public realm~~ create a high quality public realm that is attractive, safe and walkable, and community facilities that meet the needs of a diverse and growing population.

Strategies

Provide streets and open spaces that are safe, accessible and attractive with high quality pavement treatments, safe pedestrian crossing points and good lighting.

Provide high quality and flexible community facilities.

Develop new public spaces that connect to the wider open space network.

Provide improved opportunities for residents to engage in outdoor recreation, sport and leisure activities.

Promote ~~the development of new residential buildings that contribute~~ development that contributes to the natural surveillance of the street through ~~large~~ windows, balconies, low fences and appropriate setbacks.

~~Upgrade the urban pedestrian area by creating a high quality pavement treatment, kerb outstands where possible, safe and DDA compliant intersections, safe pedestrian crossing points and good lighting.~~

Encourage ~~existing and new retail buildings to provide canopies that extend the width of the footpath to provide~~ buildings to be designed to provide enhanced shade and shelter ~~along the activity centre paths~~ for pedestrians by providing canopies that extend the width of the footpath.

Objective 5

To facilitate a transport mode shift towards walking, cycling and public transport through a well connected, safe, useable and attractive pedestrian, cycling and public transport network.

Strategies

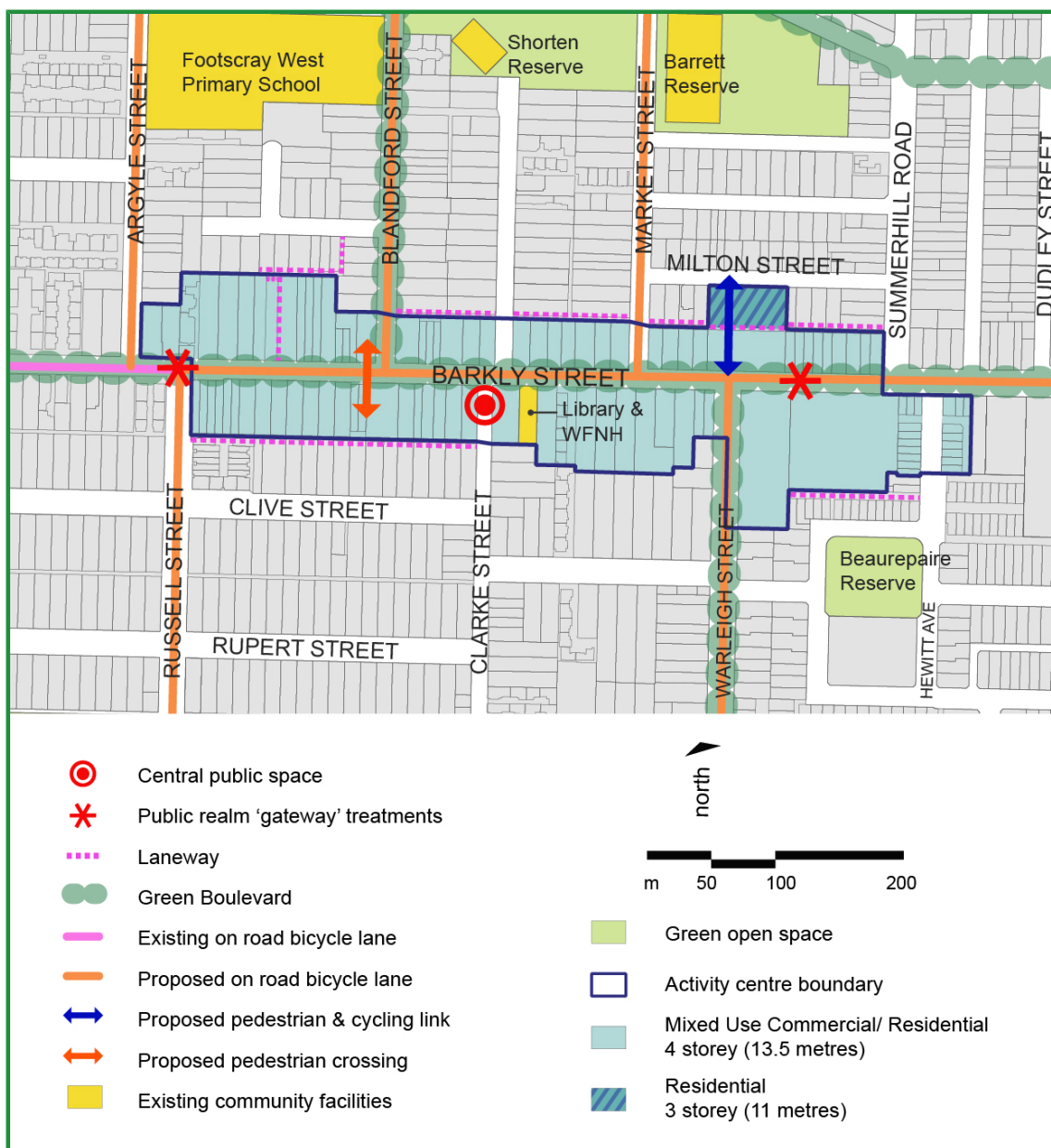
Create a safe and legible network of east-west and north-south pedestrian and cycle routes to better connect the activity centre and precincts to surrounding areas, particularly along Barkly Street.

Support the upgrade of the appearance of commercial buildings along Barkly Street to add to the viability and vitality of the retail street. Improve pedestrian, cycle and public transport connections to nearby major destinations such as the Maribyrnong River and Highpoint and Footscray activity centres.

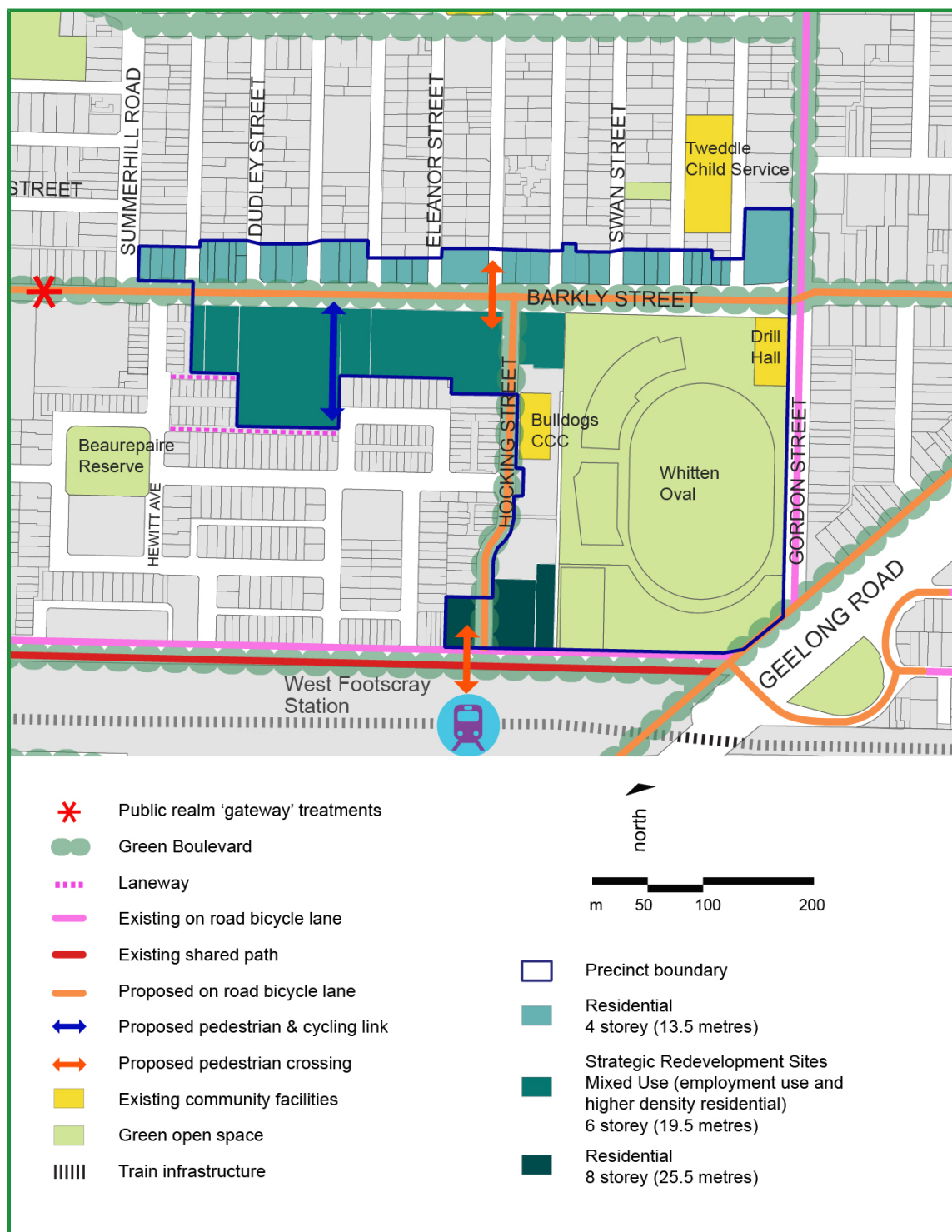


traffic calming measures to enhance safety and encourage more walking and cycling for short trips.

West Footscray Neighbourhood Activity Centre Framework Plan



Barkly Street East and West Footscray Railway Station Precincts Framework Plan



21.11-7

01/09/2016
C135

Edgewater Neighbourhood Activity Centre

The Edgewater Activity Centre is a new centre providing neighbourhood convenience retailing to the Edgewater Estate. It encompasses retail and commercial uses along Gordon Street and Edgewater Boulevard with Edgewater Boulevard as the retail spine between Gordon Street and Skyline Drive. It has direct access to both bus and tram transport.

The Edgewater centre has small scale retailing and a strong niche in grocery and fresh and takeaway food, complemented by small scale offices, commercial services and light industry.

The contemporary style and high amenity of the centre sets it apart from older centres in the municipality. Its character is defined by the boulevard-style main street, remnant heritage industrial buildings and low scale development in a spacious landscaped setting.

Objective 1

Facilitate the development of Edgewater as a neighbourhood centre.

Strategies

Encourage further diversification of the centre's convenience retailing role.

Encourage the establishment of a local medical services role.

Strengthen the café and outdoor eating culture to create places to meet and socialise in the centre.

Discourage large commercial, industrial and other land use and development which is incompatible with adjoining activity and the surrounding residential area.

Encourage future use of the existing industrial buildings to have ground floor retailing or uses which strengthen street activity.

New buildings in the centre should be of a low scale with limited height and density of built form which integrate with the surrounding urban fabric.

Objective 2

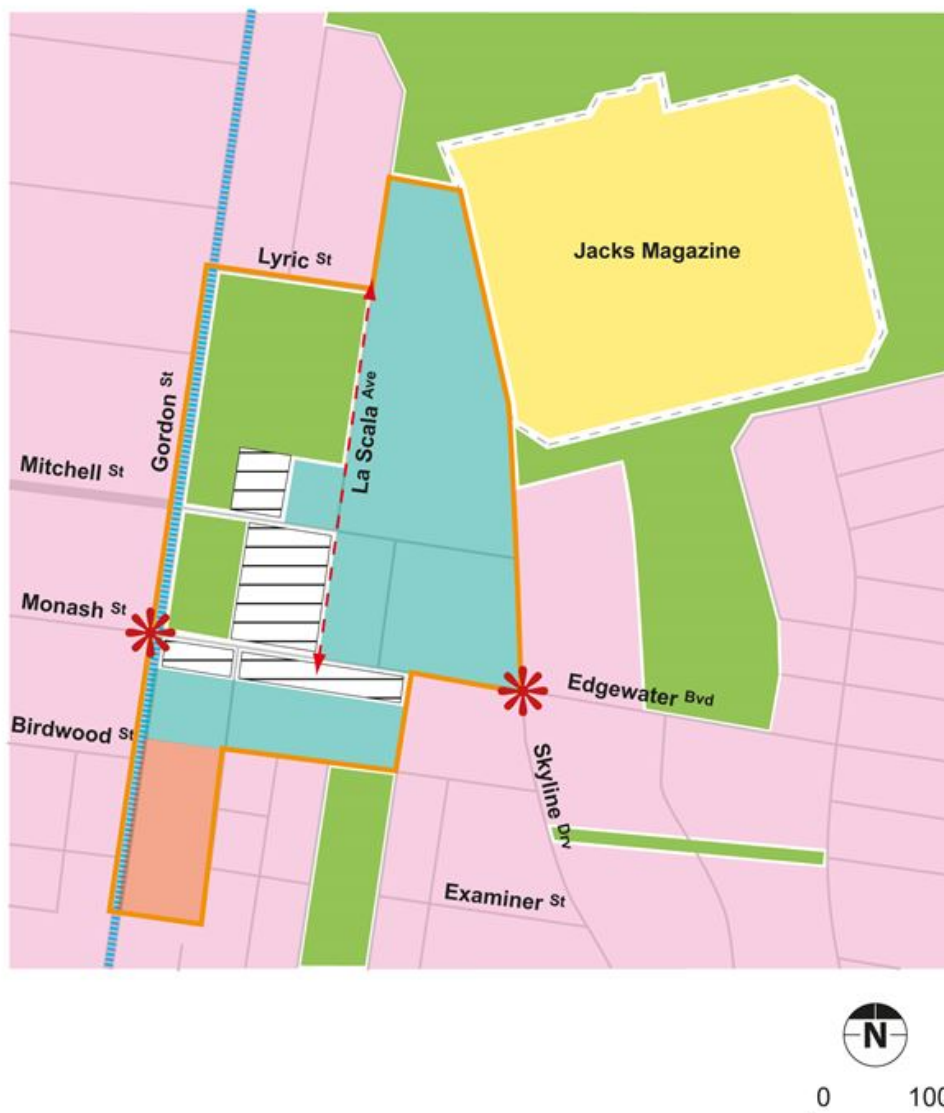
To enhance the public realm.

Strategies

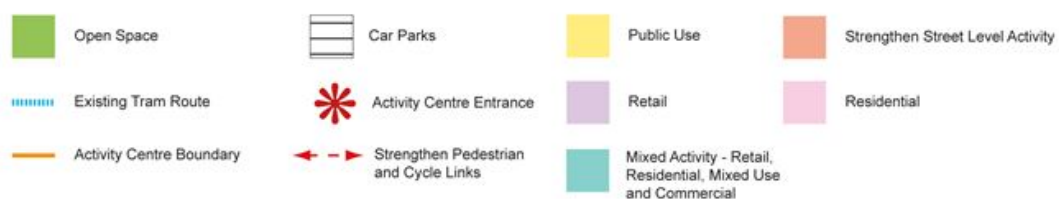
Enhance and protect the centre's distinctive style, spacious, spread out character with areas of open space interspersed amongst and on the edge of the retail and commercial facilities.

Ensure new and refurbished buildings are attractive in appearance when viewed from any direction and are set in attractively landscaped surrounds, if possible.

Facilitate a north/south pedestrian spine along La Scala Avenue to encourage pedestrian movement between the northern parts of the centre and the focal point at Edgewater Boulevard.



Edgewater Neighbourhood Activity Centre Framework Plan



21.11-8

10/11/2016
C108

Maidstone Hampstead Road East Precinct

The Hampstead Road East precinct is a large established industrial and commercial precinct surrounded predominantly by residential land to the east, south and west. The precinct's location near the Highpoint Activity Centre and access to Hampstead Road has created opportunities to transform the precinct into a modern employment and residential community whilst retaining vital industrial land for employment uses.

The precinct contains a range of small, medium and large industrial sites suited to a range of business types including manufacturing, service industrial, office, wholesale/retail and storage.

Decline in the manufacturing, transport and logistics industries have led to low employment and a number of vacancies within large industrial lots, some sites are vacant or with businesses likely to relocate in the near future. The precinct is poorly located to take advantage of main transport

networks and the Port of Melbourne. Heavy vehicle access is restricted by shared use with residential areas and difficulties manoeuvring within the precinct. Heavy traffic accessing industrial units causes interface issues with adjacent residential areas. The precinct is well served by public transport including numerous bus services running along Emu and Hampstead Roads, and three tram stops located within an 800m radius (located on Williamson and Rosamond Roads). There is a lack of provision for cycling within the area.

The process of introducing a mix of land uses within the precinct needs to be carefully managed so that the jobs are maintained or even increased with the prospective departure of larger enterprises. Industrial land located to the west and north of the precinct is to be retained, with future opportunities for rezoning of key sites to mixed use and residential to allow for the introduction of medium density residential uses and a greater range of employment uses such as office. This presents opportunities for new, high quality architecture to improve the appearance of the area by 'filling in the gaps', acting as local landmarks and setting a new standard for architectural excellence. The future focus for employment uses will be on the delivery of land for small and medium sized enterprise (high quality service industrial and office). Vehicular and pedestrian permeability should be enhanced through the development of a number of new north-south and east-west roads.

Objective 1

To revitalise and strengthen the economic role of the precinct as a Core Employment Area.

Strategies

Encourage the intensification of land use and development for employment generating uses, supporting the development of sites for small to medium sized businesses that would suit small professional offices, wholesale and secondary construction and trades.

Ensure new development provides a sensitive and appropriate interface to adjoining streetscapes, buildings and residential areas through appropriate siting, building design, landscaping or other mitigation measures.

Ensure development provides a strong consistent active street edge and particularly focuses along Hampstead Road, Mitchell Street and Emu Road.

Support rezoning of key sites within the Strategic Redevelopment Area to allow a range of residential, commercial, and other employment generating uses, ensuring they complement the mixed use function of the locality whilst maintaining a predominantly residential land use.

Encourage the redevelopment of the site located on the corner of Hampstead Road and Mitchell Street to mixed use, including retail, ensuring a well designed building with a strong frontage to both streets to provide a visual landmark for the precinct.

Objective 2

To provide safe, convenient and efficient access for all transport modes.

Strategies

Encourage heavy vehicle movement and access along Mitchell Street and Hampstead Road (via Richards and Keith Street).

Ensure new uses and development provide adequate on site parking and access for large vehicles, with consideration to directing freight away from local roads.

Ensure new development contributes to improved permeability and accessibility of the precinct through the provision of three new north south vehicular connections between Emu Road and Mitchell Street and Emu Road to Wattle Road as appropriate.

Ensure the design of new streets creates a walkable neighbourhood that provides safe and accessible ease of movement through the precinct.

Ensure new development contributes to improvements to pedestrian and cycling access in the Strategic Redevelopment Area, including north south connections between Mitchell Street, Emu Road and Wattle Rd to Scovell Reserve and Highpoint and east west connections in Marsh and Verdun Streets.

Objective 3

To improve the overall amenity of the precinct.

Strategies

Ensure new use and development provides high quality, efficient and sustainable buildings that enhance the contemporary and professional image and identity of the precinct.

Encourage the provision of boulevard tree planting along key routes and screening planting where necessary (along sensitive interfaces).

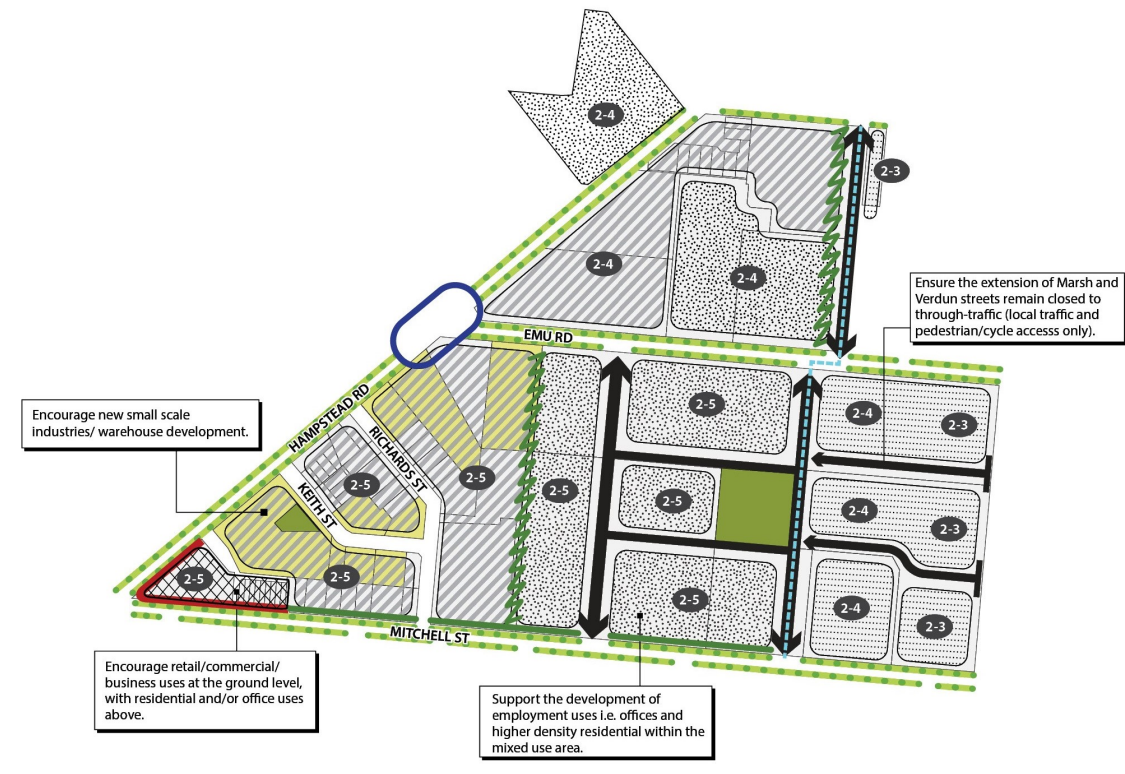
Ensure development delivers high amenity outcomes through variable built form and high quality building facades that provide a strong, consistent street edge.

Encourage the provision of a small area of public open space within the industrial area to provide a low maintenance, shady area with substantial tree planting and seating for local workers.

Ensure building entries can be easily identified and are oriented to the street rather than to internal parking areas to provide visual connection to the street.

Ensure development responds to the local characteristics of the site and its current and proposed context within the precinct.

Ensure the rezoning of key sites within the Strategic Redevelopment Area supports the development of a medium sized public open space to provide opportunities for passive and active recreation.



 **MAIDSTONE HAMPSTEAD ROAD EAST PRECINCT**
FRAMEWORK PLAN

- | | | | |
|---|--|---|--|
|  | CORE EMPLOYMENT AREA
RETAIL/ BUSINESS WITH RESIDENTIAL/OFFICE ABOVE |  | POTENTIAL SIGNALISATION OF INTERSECTION |
|  | CORE EMPLOYMENT AREA
RETAIN/ IMPROVE EXISTING INDUSTRIAL LAND |  | NEW ROAD LINK (indicative alignment only) |
|  | STRATEGIC REDEVELOPMENT SITES
MIXED USE (employment use and higher density residential) |  | KEY PEDESTRIAN/ CYCLE ROUTE |
|  | STRATEGIC REDEVELOPMENT SITES
RESIDENTIAL |  | PUBLIC OPEN SPACE/ PARK (indicative size/ location only) |
|  | INDICATIVE BUILDING HEIGHT (storeys) |  | BOULEVARD PLANTING |
|  | ENCOURAGE REDEVELOPMENT OF INDUSTRIAL SITES |  | SCREENING PLANTING ALONG SENSITIVE INTERFACES |
|  | POTENTIAL SIGNALISATION OF INTERSECTION |  | LANDSCAPED SETBACK (2-4 metres) |
| | |  | BUILT FORM TO STREET EDGE (minimal setback) |

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Gordon and Mephan Street Precinct

The Gordon and Mephan Street Core Employment Area is an industrial precinct located within a largely residential neighbourhood.

The precinct functions well and supports a range of employment uses. A variety of lot sizes, good accessibility to customers and a projected increase in the municipality's population offer opportunities for further employment growth and intensification.

The precinct has good access to several transport modes, including regular bus and tram services and good connection to the road and cycle network.

As a Core Employment Area, any change in land use or development should result in increased job density, or otherwise support the precinct's employment growth, attract new businesses or adapt the precinct to changing employment trends. Retail and sensitive uses within the precinct will generally not be appropriate.

In addition to supporting employment intensification, development should make a positive contribution to the amenity of the precinct. Building design, orientation and signage should contribute to the public realm and overall precinct character, and not adversely impact adjoining residential development or the Footscray North Primary School.

Objective 1

To protect and strengthen the economic role of the precinct as a Core Employment Area.

Strategies

Support the upgrade and expansion of existing businesses.

Support use and development that increases employment densities.

Encourage small scale urban manufacturing, office/warehouse, small office, distribution and a range of service uses.

Encourage the design and layout of new development to be innovative and adaptable to a variety of future uses.

Discourage retail use and sensitive uses.

Objective 2

To provide and maintain safe, convenient and efficient access to and within the precinct.

Strategies

Retain existing pedestrian links, road crossings and cycle facilities.

Discourage vehicle access to Maddock Street, Steet Street and Birdwood Street.

Minimise the impact of freight and delivery movements on surrounding residential and education uses.

Objective 3

To improve the overall amenity of the precinct.

Strategies

Ensure development contributes positively to the streetscape through high quality urban design and appropriate landscaping.

Encourage development to improve passive surveillance.

Avoid blank, inactive building facades.

Ensure lighting is designed and located to minimise light spill onto surrounding residential areas.

Ensure the amenity of sensitive interfaces is protected through appropriate building setbacks, articulation, landscaping and any other appropriate treatments.

Avoid the removal of street trees as a consequence of development.

Objective 4

To support the redevelopment of Key Sites to provide sustainable, integrated and adaptable development.

Strategies

Encourage the retention and provision of lots of a suitable size and shape that could achieve positive design outcomes and provide long term flexibility for a variety of employment land uses.

Require the design and layout of Key Sites to:

- Provide vehicle access from Mephan Street.
- Ensure loading and servicing is undertaken internally to each site, is separated from visitor/staff car parking and is screened from the street.
- Incorporate best practice environmental sustainability principles into the design of new buildings.

Require drainage infrastructure to be upgraded if development places demand on drainage infrastructure beyond existing capacity.

Encourage development to provide appropriate outdoor amenity areas for staff. Areas should be located away from noise and odours and incorporate seating, tables, water supply, rubbish disposal, shade and weather protection.

Encourage Key Sites 2 and 3 to provide north-south through-site connections for pedestrians and cyclists from Maddock and Steet Streets through to Mephan Street.

Consolidate signage to only one freestanding sign providing identification of all tenants on a single site.

Gordon and Mephan Core Employment Area Framework Plan



Important streetscape interface

Buildings should have positive interface with the street, encourage passive surveillance and avoid inactive frontages



Sensitive interface

Redevelopment should include setbacks, landscaping or other measures to protect amenity



Key sites

Achieve greater employment densities by attracting uses such as office, office/warehouse, distribution and small-scale urban manufacturing



On-road cycle lanes



Street trees to be maintained



Tram route and stop



Indicative pedestrian/cycle through connections to consider if sites are redeveloped



Vehicular connections discouraged

Access from these sites should be to Mephan Street only

Settlement

Review of *Retail Development and Activity Centre Policy 2009* Peter McNabb and Associates for Maribyrnong City Council

Environment and Landscape Values

Carbon Neutral Action Plan (2008)

Greenhouse Reduction Strategy (2006)

Maribyrnong Landscape Guidelines (2005)

Maribyrnong River Valley Vision and Design Guidelines (2010)

Natural Heritage Study (2001)

Peak Oil Policy and Action Plan (2008)

Stony Creek Linear Park Feasibility Study (2003)

Stony Creek Project Directions Plan (1999)

Sustainable Water Management Plan (2006)

Built Environment and Heritage

Australia ICOMOS Inc, The Burra Charter, (The Australia ICOMOS Charter for Places of Cultural Significance) (1999)

Biosis Research, *Aboriginal Heritage Study*, Maribyrnong City Council (2001)

Ecology Australia Pty Ltd & Environmental Geosurveys Pty Ltd, *Natural Heritage Study*, (2001)

Graeme Butler and Associates, Footscray Conservation Study (1989)

Heritage Victoria, The Heritage Overlay: Guidelines for Assessing Planning Permit Application, (draft 2007)

HLA-Envirosciences Pty Ltd, Archaeological Management Plan: Early Post Contact Sites, (2001)

Jill Barnard, Graeme Butler, Francine Gilfedder & Gary Vines, *Maribyrnong Heritage Review, Volumes 1 – 7* (2001)

The Heritage Plan, (2001)

Trevor Westmore for Footscray City Council, Yarraville Village Enhancement Study (1990)

Heritage Alliance and Graeme Butler and Associates, Footscray *CAA Heritage Citations*, Maribyrnong City Council, 2013

Housing

Maribyrnong Neighbourhood Character Guidelines

Maribyrnong Neighbourhood Character Review (February 2010)

Maribyrnong Housing Strategy (December 2011)

Urban Design and Context Report: 142 Ashley Street, Maidstone, Roberts Day Consultants, November 2015 (updated January 2019)

Economic Development

Central West Major Activity Centre Structure Plan (2008)

Footscray CAA Structure Plan (2013)

Footscray Skyline Study (2012)

Freight Futures, Victorian Freight Network Strategy (2009)

Gordon and Mephan Precinct Framework Plan (February 2015)
Highpoint Activity Centre Structure Plan (2008)
Highpoint Planning and Urban Design Framework (September 2015)
Maidstone Hampstead Road East Framework Plan (2012 – updated Nov 2015)
Maribyrnong City Council Electronic Gaming Machines Reference Document (August 2012)
Maribyrnong City Council Managing the Impacts of Licensed Premises (2015)
Maribyrnong Economic and Industrial Development Strategy Part 1 – Economic Development Strategy (2011)
Maribyrnong Economic and Industrial Development Strategy Part 2 – Industrial Land Strategy (2011)
Port Development Strategy 2035 Vision (2009)
Seddon Urban Design Framework (2004)
West Footscray ~~Urban Design Framework (2008)~~ Neighbourhood Plan (2018)
Western Region Employment & Industrial Development Strategy, August 2007 Ratio Consultants Pty Ltd in association with National Institute of Economic & Industry Research, C.B. Richard Ellis, CSIRO Transport Futures
Yarraville Port Environs Local Planning Policy (2010)
Yarraville Village Urban Design and Traffic Management Strategy (2006)

Transport

Guidelines for the Development of Green Travel Plans and Transport Access Guides (2003)
Maribyrnong Integrated Transport Strategy (2001)
Maribyrnong Strategic Bicycle Plan (2004)
Maribyrnong Way-Finding Strategy
Footscray CAA Car Parking Study, GTA (2013)

Community and Development Infrastructure

City of Maribyrnong Open Space Strategy, Thompson Berrill Landscape Design Pty Ltd in association with Environment & Land Management Pty Ltd, 2014
City of Maribyrnong Open Space Strategy, Public Open Space Contributions Program Report, prepared by Environment & Land Management Pty Ltd in association with Thompson Berrill Landscape Design Pty Ltd, 2015
Playground Strategy, 2008-2013 (2008)
Recreation Strategy (2009)
Sports Development Strategy (2005)
Ageing Well Policy and Action Plan 2004-2016
Arts and Cultural Development Strategy 2007-2012
Disability Policy and Action Plan 2007-2012
Drug Strategy 2006
Gambling Policy and Action Plan 2003
Our City Our children, City of Maribyrnong, 2007
Asset Management Policy and Strategy (2003)
Drainage Management Strategy (2000)
Footpath Policy (2000)

MARIBYRNONG PLANNING SCHEME

Laneway Strategy (2007)

Public Lighting Policy (2008)

Road and Footpath Asset Management Plan (2004)

Urban Stormwater Best Practice Environmental Management Guidelines (Melbourne Water)
(1999)

Waste Minimisation Strategy 2004-2009 (2004)

21.14

FURTHER STRATEGIC WORK

40/41/2016-/-/---
G408 Proposed C162mari

Planning controls

Review the IN1Z zoning of the land in the rail corridor at Central West with a view to rezoning to Public Use Zone 4 (PUZ4).

Review the zoning of the small residual MUZ sites at Central West to the north west of the Business Park with a view to rezoning those situated to the west of the local park to R1Z and those situated to the east of the local park to B3Z.

Review the Business 2 zoning of the area west of the railway line in the Yarraville Activity Centre with a view to rezoning to Business 1.

Review the Business 2 zoning of the Braybrook NAC on Ashley Street.

~~Review the zoning of land within the West Footscray NAC.~~

Review the Business 4 zoning of marginal and declining bulky goods areas on Geelong Road and Ballarat Road.

Review the zoning of local centres to facilitate a mix of uses.

Strategic studies and implementation**Settlement**

Prepare directions on the future use and development of each Strategic Employment Investigation Area.

Environment and Landscape Values

Identify land that is suitable for creating urban forest, urban orchards and community food production enterprises.

Review biodiversity preservation and habitat corridors linking remnant vegetation.

Update the Stony Creek Open Space Directions Plan.

Establish a policy for Main Road landscape treatments.

Prepare master plans for key open spaces and facilities.

Built Environment and Heritage

Implement Council's *Heritage Plan 2001*.

Prepare citations for places identified as being of potential heritage significance.

Research places listed in the *Heritage Review 2001* and newly identified sites.

Housing

Monitor the reduction of detached housing stock to ensure a range of housing choices are maintained in the city.

Monitor population changes to understand their impacts on community facilities and service planning.

Undertake a housing capacity study.

Prepare a municipal housing strategy.

Investigate residential development opportunities along existing tram corridors and the extension of the tram route into the Maribyrnong Defence Site.

Prepare urban design frameworks and structure plans for activity centres to support and guide residential development.

Review the current and future student housing supply and demand, locations and design standards.

Assess the infrastructure needed to support new developments and the population growth and change.

Undertake post-occupancy surveys of key new residential developments.

Monitor housing and population changes, future capacity and changing housing requirements.

Liaise with the community housing sector to identify development opportunities.

Identify the risk and amenity buffer requirements of major hazard facilities.

Economic Development

Identify the vision for and preferred future uses in the marginal and declining bulky goods areas (Business 4 zone) that do not form part of the Activity Centre hierarchy.

Prepare strategic plans for core employment areas.

Prepare a local planning policy on licensed premises.

Prepare an arts strategy for Footscray CAD.

Prepare a municipal community infrastructure strategy.

Transport

Review the Maribyrnong Integrated Transport Strategy.

Investigate potential public transport infrastructure and service improvements along tram corridors to reduce travel times.

Investigate potential development capacity along PPTN routes.

Work with the State Government on implementing major transport infrastructure projects and improvements.

Prepare a municipal walking strategy.

Review Council's car parks in the Footscray CAD and investigate the need for a multi-deck car park in the area.

Seek VicRoads commitment towards implementing truck curfews and other restrictions on heavy vehicle movements.

Review the Maribyrnong Strategic Bicycle Plan.

Investigate alternative rail access to Footscray Wharf including a potential new Maribyrnong River crossing.

Community and Development Infrastructure

Investigate introducing a schedule to Clause 52.01 of the scheme, specifying the percentage payable for open space contributions.

Identify the gaps and deficiencies in social and cultural infrastructure in the Footscray CAD and Highpoint PAC.

Investigate the redevelopment of the Highpoint library.

Develop a new library as part of the Bradmill Precinct development.

Investigate the feasibility of Jacks Magazine as a potential future arts location.

Undertake a drainage study to identify areas best suited for WSUD.

Review drainage infrastructure requirements.

Review flood management plans based on *Melbourne Water 2007 Flood Management Strategy*.