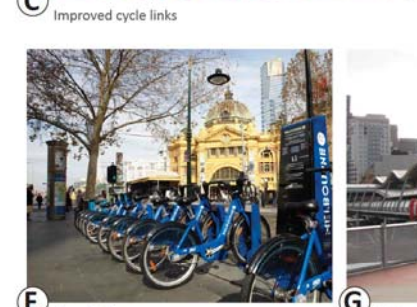
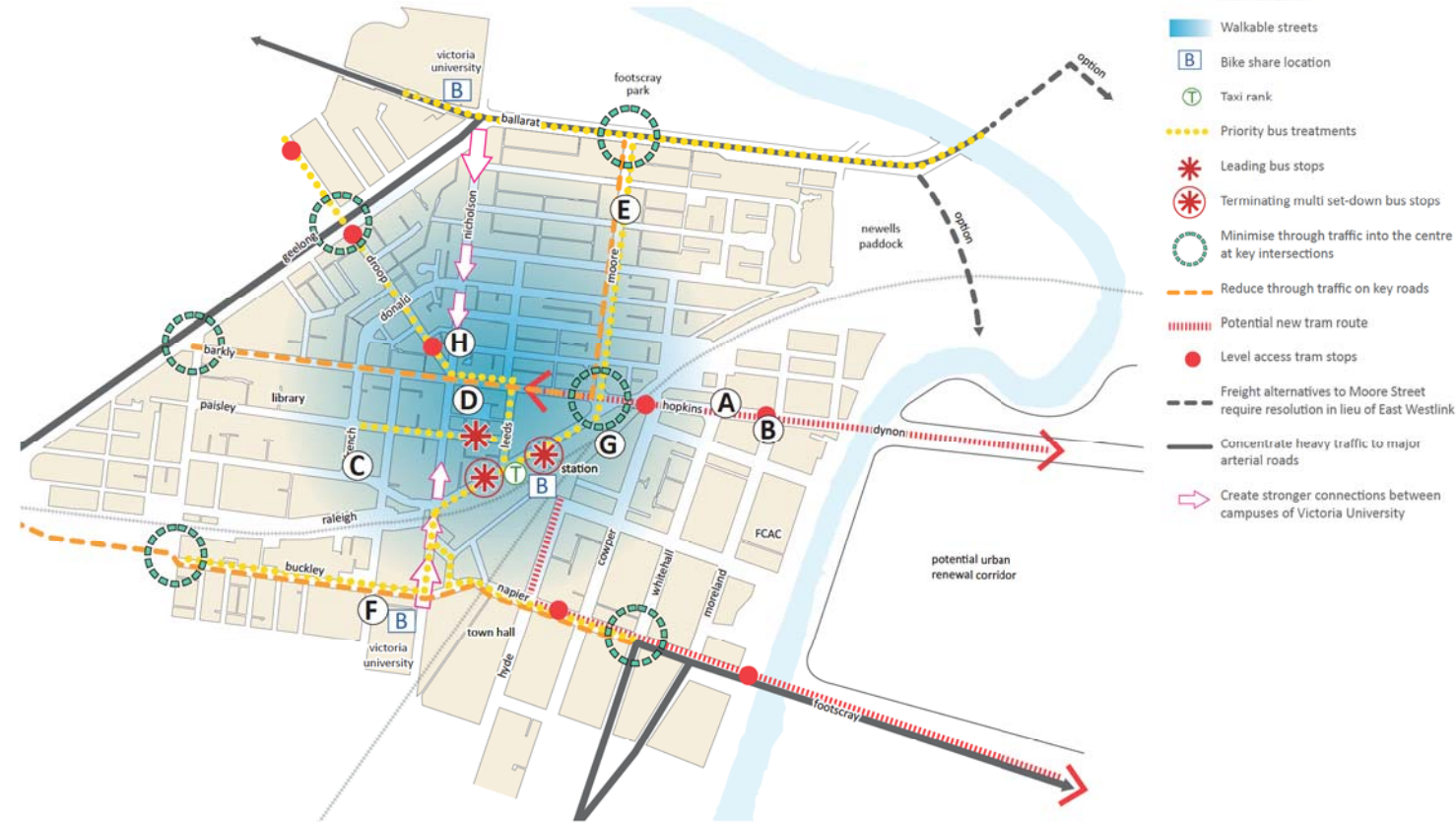


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City Edge Masterplan

connected elements



pedestrian network

Footscray is severed by two railway lines and the major east/west roads. In order to create a walkable centre, barriers along walking routes need to be addressed. Solutions will be implemented at a range of locations and may include increasing signal phasing time for pedestrians at key intersections and advocating for additional pedestrian bridges across the rail corridor.

The pedestrian network will be greatly improved by a reduction in traffic volumes and slower speeds. A range of traffic reduction measures will be progressively implemented with excess road space given back to footpath widening.

priorities

- Bunbury Street
- Nicholson Street North (including Donald Street intersection)
- Byron Street between Nicholson and Leeds Street
- Irving Street (including intersection with Moore/Hopkins Street)
- Whitehall Street
- Continuous shelter on key pedestrian routes and improved way-finding signage
- Street lighting improvements
- Information posts installed at major public transport stops
- Improve Nicholson/Droop Street north/south university town routes

bicycle network

Footscray has a number of on-street bike lanes and a major off-road path along the Maribyrnong River. Additional on street cycle lanes will be progressively implemented to link cyclists to the perimeter of the core precinct. With less vehicle movements and speed reductions, it is considered all streets within the core will be cycle-friendly.

priorities

- Hopkins Street/Dynon Road
- Droop Street/University town cycle linkages
- Ring Road
- Advocate for installation of bike share scheme
- Hyde Street to the Station
- Irving Street
- Moore Street
- Napier Street

public transport network

Buses carry a large number of people to the centre to access retail outlets and services. Bus (and bike) priority treatments will be introduced on sections of Moore, Droop, Irving and Buckley Streets to reduce delays to the bus services on these routes. Three leading (rolling) bus stops will be created, two in Irving Street (east and west of the footbridge) and in Paisley Street, between Leeds and Nicholson Street. The Masterplan supports the extension of the Hopkins Street tram route linking Footscray to the CBD along Dynon Road. Proposed urban renewal along this corridor will justify the addition of this link. New level access tram stops are proposed on Droop Street and Hopkins Street to provide access to Footscray Station and to service the Joseph Road precinct.

priorities

- Level access tram stops along Droop Street to Victoria University
- Leading bus stop on Paisley Street
- Investigate interchange and taxi / bus stops with DoT
- Paisley Street - bus priority treatment
- Droop Street - tram/bus transit corridor treatment
- Napier Street between Nicholson Street and Whitehall Street
- Moore Street - bus priority treatment
- Tram extension along Hopkins/Dynon Road
- Information posts introduced at major stops

public parking network

The provision of off-street parking should occur in locations that support the objectives of the Masterplan. Off-street car parking will be located along the perimeter of the core precinct, on the Ring Road. The Masterplan identifies opportunities to utilise air space above Council owned car parks for additional public car parking and other land use benefits and to examine multi-deck car parking options that can be funded by cash in-lieu contributions from developers. Council will seek no net loss in off-street car parking.

priorities

- Irving Street: Mixed use development with additional parking
- Byron Street: Mixed use development with parking offset
- Paisley Street (near Victoria Street): Mixed use development with parking offset
- Paisley Street North (Library): Mixed use development with additional parking and town park
- Paisley Street South: Predominantly carparking to offset losses at other locations
- Ring Road (behind Retravision) and Pickett Street: Mixed use development with parking offset
- Albert, Raleigh and Droop Street to remain unchanged

traffic network

CAA objectives will be compromised if freight continues to traverse the centre. Moore Street cannot continue to serve as a freight route. East Westlink and the Truck Action Plan provide the most appropriate solution to shift vehicles and through traffic away from the centre. In the absence of this in the short term, Council, VicRoads and the Department of Transport need to seek solutions by distributing traffic into other arterial roads which have capacity and/or extension of curfews.

priorities

- Advocate State Government for the funding of the East Westlink Rail tunnel
- Advocate State Government for the funding of the Truck Action Plan providing additional ramps on and off the West Gate
- Undertake an update of the VicRoads Network operating plan to:
 - Moore Street - reduce freight traffic
 - Barkly/Hopkins Street - reduce through traffic
 - Droop Street - reduce through traffic
 - Buckley Street - reduce freight traffic
- Advocate for new intermodal inland port and associated removal of container operations to enable urban renewal opportunities

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City Edge Masterplan

appealing elements



- LEGEND**
- OPEN SPACE**
- New open space opportunities
 - Existing open space
- PLAY**
- New play spaces
- COMMUNITY INFRASTRUCTURE**
- Future community infrastructure facility location
 - Public art opportunities
- GREENING**
- Greening the centre
 - Boulevard greening
 - Rail Corridor greening
 - River edge greening
- THE MARIBYRNONG RIVER**
- Jetties



A Formalised landscape at river edge



B Increased access and visitation of Newells Paddock through the provision of boardwalks and feature artworks



C Linear play space in local roads



D Significant Boulevard planting



E Water-side living



F Sculptural play in town park



G Improved access throughout open space network



H Various play opportunities in local streets



I Artworks in Bunbury Street



J Opportunities to engage with the river



K Festival space



L Recreation facilities in carparks at off peak times



open space

Access to, and the provision of open space will be essential in making Footscray a highly livable centre. The Open Space Strategy 2006 suggests a variety of spaces and functions are required to ensure diverse needs are met and maximise benefits to the community. Whilst Footscray contains two of the largest spaces in the City, Footscray Park and the Maribyrnong River, these spaces are currently separated from the core by major road barriers.

priorities

- Develop additional and diverse open space opportunities on Council owned land, including the Byron Street carpark
- New town park on Paisley Street
- Improve existing open spaces, focusing on the Maribyrnong River, Footscray Park and Railway Reserve (McNab Ave)
- Entice major land owners to improve under utilised frontages, including the Victoria University Nicholson Street campus forecourt
- Refurbish Nicholson Street Mall to provide a focal point for community gathering
- Seek new open space within major renewal precincts such as the Joseph Road Precinct
- Renewed focus on Newells Paddock as a regional park

the maribyrnong river

Footscray will be connected to the River, becoming a dramatic, active and engaging place for the wider community. Four key river precincts will be established: heritage; botanic; waterfront; and family. Priority treatments will include upgraded pedestrian and cycling paths, greening, and new wharves/boardwalks.

priorities

- Implement the Footscray Park Masterplan
- Establish expanded open space along the water's edge (including spur line)
- Locate play elements, seating, public jetties and wharves to engage with the river, especially in precinct C and D. Investigate waterside living
- Schedule festivals and events in the precinct surrounding Footscray Community Arts Centre
- Improve public access to and usage of Newells Paddock, as an inner city conservation park, highlighting the natural and urban landscape
- Create a high quality landscape along the River edge supporting water sports, dragon boating, canoeing and water-side living opportunities (house boats)
- Investigate installation of pop-up beach at FCAC

community infrastructure

In 2010, a Community Infrastructure Plan was developed to identify key facilities. These include a community centre, an arts facility, an early years hub and a public meeting venue.

An activation program built around public art and cultural activities should be based on the edge condition of Footscray, its existing arts scene and the likely changes to its edgy urban environment as a result of the growth and development likely to occur.

The Art in Public Spaces Strategy for Maribyrnong deliberately seeks a sense of improvisation in ways which have lasting value and ongoing engagement. The challenge is therefore to 'activate' the public spaces of Footscray in the short term and to enhance the quality of public space across the municipality in the long term.

priorities

- Gateway Public Art
- Community Hub - Paisley Street
- Arts Hub in town centre
- Early Years Hub, Hyde Street
- Public meeting facilities, former Footscray Town Hall building
- Creative industries incubator
- Activate Nicholson Street Mall/Maddern Square as events/festival space
- University town - connect north/south campuses to create a learning education city centre

greening

Council's Greening Footscray Strategy has two main aims; to improve pedestrian amenity within the centre and along its pedestrian corridors; and to mark and define Footscray and its business centre.

The relevant principles of the Strategy are:
Ecology - improving human and native habitat;
Impact - prioritising projects and approach to achieve the greatest impact;

Pedestrian Amenity - improving streetscapes and slowing traffic;
Important Vehicular Routes - improve the perception of Footscray by greening key through routes;

Existing Green - build on identified strengths that exist in Footscray.

The Masterplan proposes extending the principles of the Strategy to a broader area, to enhance and connect local assets such as the Maribyrnong River, Footscray Park and Newell's Paddock into the centre.

Council seeks to achieve at least 30% canopy cover in all local streets.

priorities

- Greening the centre
- Greening of the river edges
- Greening the rail corridors
- Greening the boulevards
- Greening the links to the river

play

Footscray will provide more opportunities for play for all ages, featuring permanent and ephemeral play spaces. Locations for children's play will be created in local streets (by utilising central medians and superfluous road space), by incorporating play elements at key community facilities and attractions such as the Maribyrnong River, and by facilitating play (for all ages and abilities) in existing public spaces (Nicholson Street Mall and Maddern Square) and during festivals and events.

priorities

- Byron Street
- Joseph Road Precinct
- Paisley Street (Town Park)
- Cowper Street
- River at FCAC (Footscray Community Arts Centre)
- Maddern Square
- Linear parks along side rail corridor
- Footscray Park
- Investigate opportunities for adventure play and skate

an appealing city

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City Edge Masterplan

Footscray's strategic importance has long been recognised by the Victorian State Government and Maribyrnong City Council as an exemplary location to achieve a mixed use, transit-oriented activity area that will help serve Melbourne's future population growth and demand on housing and transport.

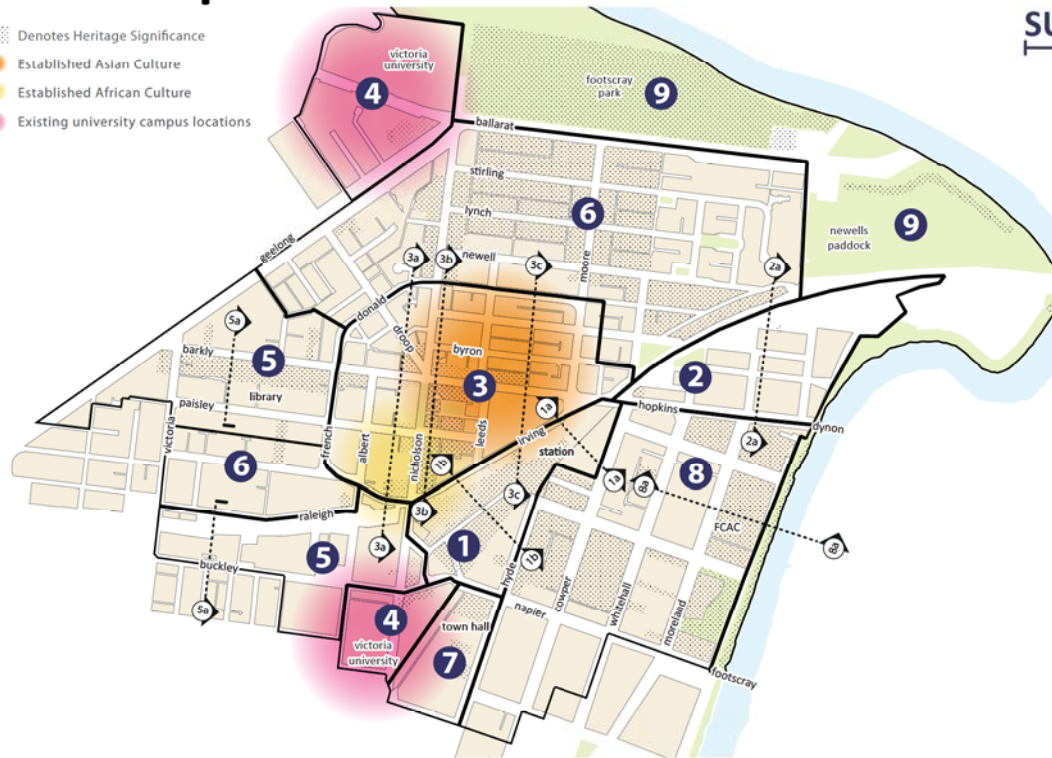
Footscray will play a particularly important role for future employment growth, commercial development, housing and public investment. As Melbourne's future growth is directed towards the west and the north, Footscray's strategic position will become more critical.

Its location close to the CBD and with strong transport links to the growth corridors mean that Footscray is well positioned to provide a more diverse and accessible range of jobs and services to residents in the region.

The centre's land use mix will be varied and accommodate a range of retail, housing, recreation, office, education and arts uses. A series of land use precincts have been developed to guide the appropriate development and built form outcomes across the centre.

Development will need to respect the distinct heritage character of many streets and sites which are held in high regard by the community.

- Denotes Heritage Significance
- Established Asian Culture
- Established African Culture
- Existing university campus locations



SUBSTANTIAL CHANGE through development

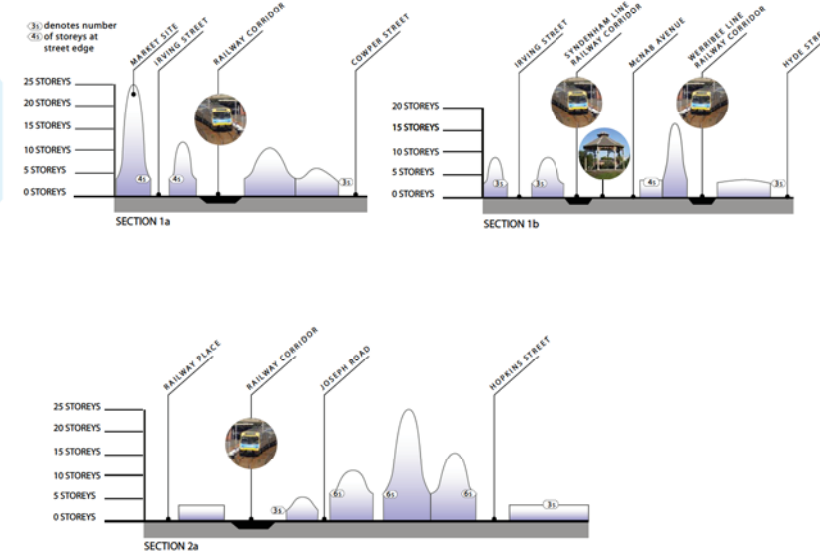
1 Station

The precinct is an area of substantial change. Whilst it will maintain its function as a major transport interchange, the abutting land will form a major mixed use precinct that can accommodate a diverse range of housing, commercial, retail, community spaces and recreation opportunities. The former bowls site on McNab Avenue, the Binks Ford site, the Footscray Market and land fronting Irving Street can be redeveloped at a significant scale. These development opportunities will integrate Footscray Station with the Activity Area.

Railway Reserve will provide an important oasis within this intense area of change. Access improvements across the rail cuttings and bridges to reconnect north and south will feature strongly to ensure the river and the centre are well connected. The station forecourt at Irving Street will be high quality (potentially a covered atrium)

2 Joseph Road

The Joseph Road Precinct will be a thriving, vibrant, mixed-use precinct following substantial change. A high quality public realm will be created along with new open space opportunities, predominantly along the Maribyrnong River. The Precinct will be well connected to Footscray Station and the core commercial precinct. The street network will be completely renewed and will include improved cycling and pedestrian connections both within the precinct and to adjoining precincts to ensure residents have access to central Footscray. The building frontage to Hopkins Street will be set back to ensure quality urban design outcomes at the street edge and to allow space for a potential extension of the tram line to North Melbourne along Dynon Road.



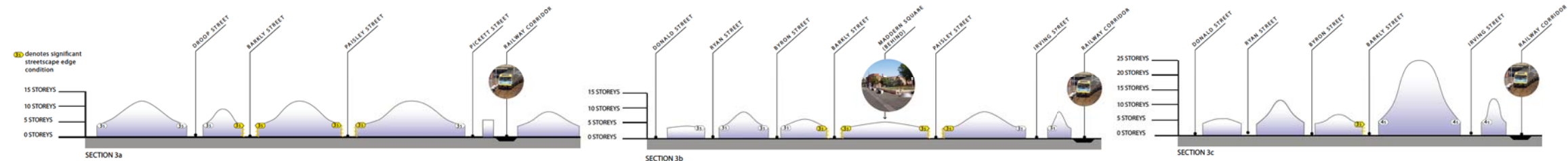
SIGNIFICANT CHANGE (through development)

3 Core

This precinct will be the heart of Footscray. It's retail offering will need to diversify to service a growing and changing demographic. Its evening economy will also need strengthening in the form of new entertainment uses. The precinct will experience significant change to its skyline but retain its dynamic streets and market atmosphere. Heritage streetscapes, including areas around Nicholson Street Mall and Madder Square will retain a medium scale built condition but enable redevelopment which activates these important public spaces.

The core commercial precinct will see a range of mixed-use developments, including higher density housing, creative spaces and office uses at upper floor levels. It will also encourage employment and community uses.

The Precinct will be the location for a range of complementary community facilities to service residents moving into Footscray. It will also play a significant role in housing festivals and be adorned with public art to express the unique edge quality of Footscray.



MODERATE CHANGE (through development)

4 Victoria University

Footscray will be a university town.

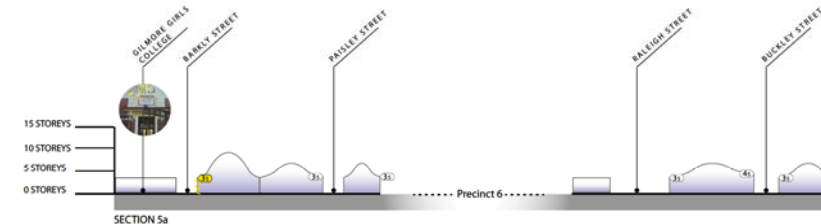
Victoria University will play a stronger role and have a greater presence in the centre. The university will be looking to expand their Ballarat Road campus and overall, integrate campuses and students into daily life of Footscray. Street interfaces will be improved over time through forms of campus redevelopment.

Droop Street and Nicholson Street will be important spines providing convenient pedestrian and public transport access between the centre and the campuses. There is the potential to locate some faculties and University functions into the centre.

5 Periphery

This precinct will continue to support the growing mixed-use character of these areas. It will encourage employment uses, commercial, medical, community, health services and small businesses which support the regional role of the centre. Whilst allowing some small shops to locate along Barkly Street, the precinct will need to complement, not compete with the retail core.

Heritage streetscapes, predominately along the south side of Barkly Street, will need to be maintained and the public realm improved to be consistent with treatments to the east. Whilst Paisley Street will maintain convenient road accessibility, especially for buses, the masterplan seeks a reduction in heavy traffic on Buckley Street and a reduction in general traffic volumes in Barkly Street.



INCREMENTAL CHANGE (through development)

6 Neighbourhoods

These precincts are characterised by cottage architectural styles and low scale built forms on smaller lots. This expression contributes to the neighbourhood character and streetscape qualities which are unlikely to change significantly. Whilst the residential areas to the west of Newell's Paddock were developed much later, they are of a quality and condition that indicates major redevelopment is unlikely. These precincts will experience only incremental change.

These areas form important links to existing open spaces such as Footscray Park and the Maribyrnong River. The footpath network will be strengthened and new play opportunities will be sought along local streets.

7 Civic

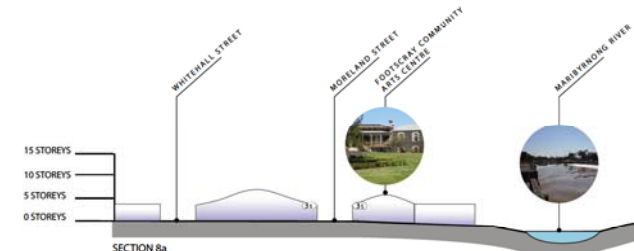
This precinct will be enhanced for civic, community, cultural and education uses. Development or expansion will complement the heritage values of the precinct and adjoining residential area.

8 Riverside and Arts

The Riverside Precinct is an area of incremental change. The precinct is also characterised by cottage architectural styles and low scale built forms on smaller lots. The original grid subdivisions and expansive streets are unique within Footscray and provide significant opportunities to improve pedestrian connections to the River, especially along Bunbury and Wingfield Street.

Remaining larger lots which may provide future redevelopment opportunities need to be created in a way that reinforces local heritage values, maintains a pedestrian feel and fine grain presentation, and reflects the low scale built form facing the street.

The precinct will be embellished with significant avenue plantings to enhance local streetscapes. The streets will also accommodate festivals and public art as an expression of the arts precinct which abuts the River.

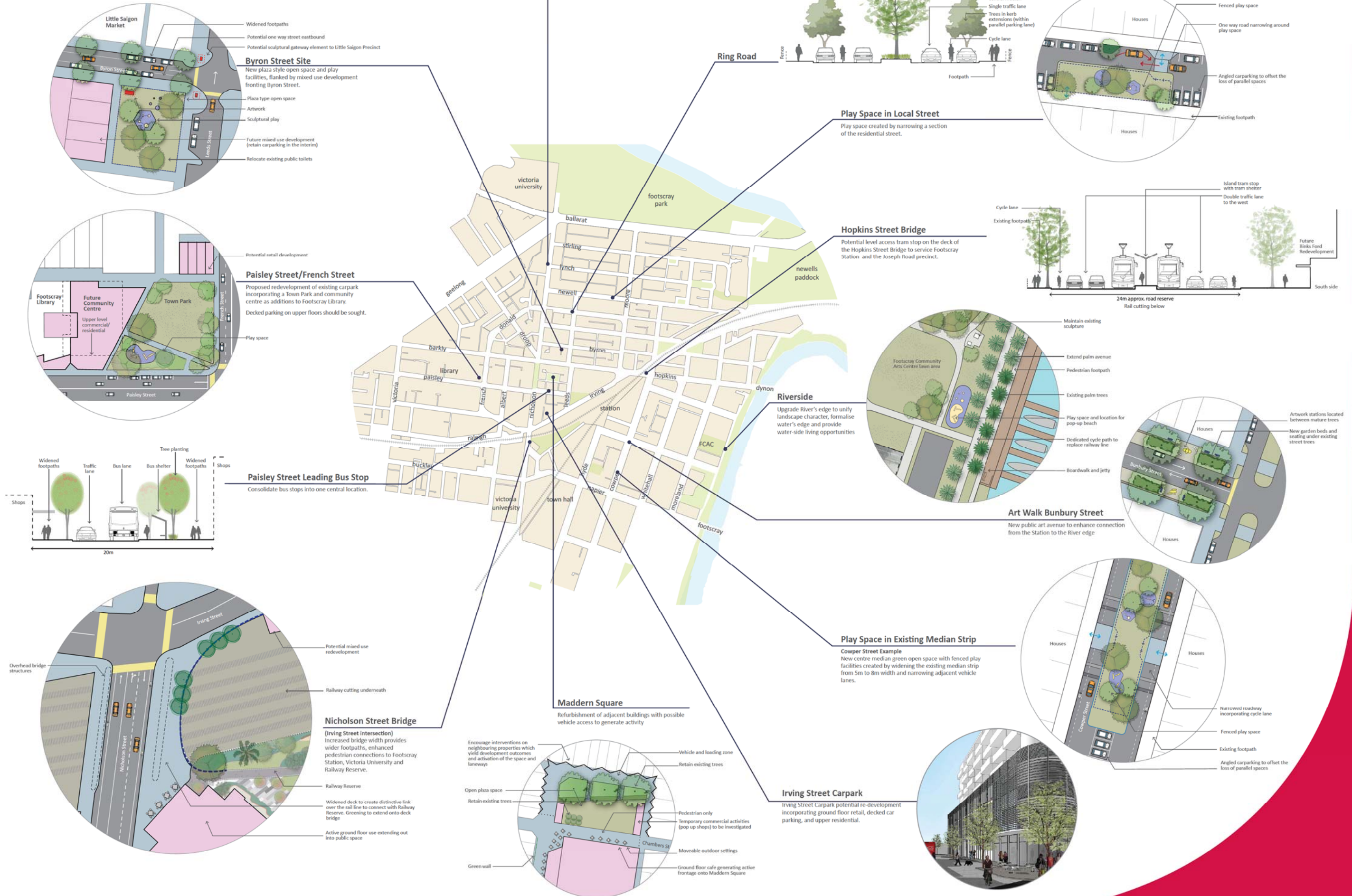


9 River

Footscray will reconnect with the River. The River edge will form a major attractor for residents and visitors to Footscray. The precinct will feature new and improved open spaces, including play spaces, areas of conservation, quality passive landscapes and improved cycling and walking path networks. It will be a series of active and green spaces which celebrates Footscray's diversity, historic values, arts, festive and maritime themes.

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City Edge Masterplan



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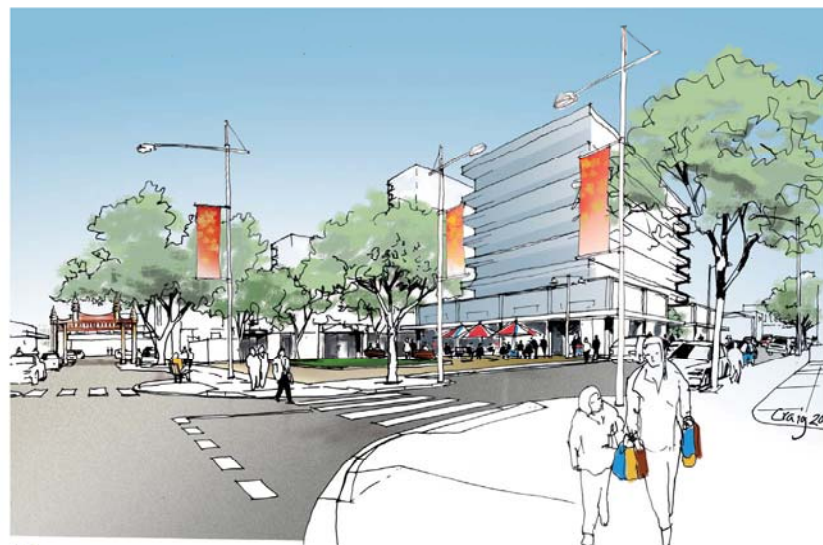
City Edge Masterplan



A Irving Street looking north-east



B Landscape and trail improvements along the Maribyrnong River



C Urban Plaza - Corner of Byron Street and Leeds Street

current initiatives and projects

- Upgrade Railway Reserve
- Implement Footscray Park Masterplan
- Upgrade of McNab Avenue
- Street tree planting at 30% canopy cover
- Street lighting upgrade to major pedestrian routes
- Shop-Front Improvement Program
- Joseph Road Precinct Urban Framework Plan



E Town Park - Corner of Paisley Street and French Street



F Tram route extension along Hopkins Street, looking east



G Superstop along Droop Street

D Bird's eye view looking towards Melbourne city centre showing the potential redevelopment of the Dynon/Footscray Road corridor

priorities for appealing elements

Open Space

- New urban plaza space on Byron Street (image C)
- New Town Park on Paisley Street (image E)
- Carry out landscape and shared trail improvements along the River (image B)
- Transform the rail freight line along the River into parkland (image B)
- Upgrade Newells Paddock into a regional parkland
- New open spaces within the Joseph Road Precinct
- Create opportunities for casual active recreation across the city, particularly for youths
- Activate Nicholson Street Mall and Maddern Square

Streetscape

- Create the Bunbury Street ArtWalk
- Conduct streetscape improvements in high use areas including Irving Street and Paisley Street. Upgrade university town north/south links
- New play spaces within local streets
- Extensive planting of main roads and boulevards
- Public art at major gateways

Facilities

- Investigate joining of university town/city shared facilities
- Upgrade Footscray Town Hall for community/meeting spaces
- Community Hub adjoining Footscray Library
- Arts facility in city centre
- Early Years Hub in Hyde Street
- Scope redevelopment options for Council owned land to deliver beneficial land use, community facilities, housing and car parking outcomes

priorities for connected elements

Sustainable Transport

- Improve pedestrian access at key street intersections and links between universities and major transport nodes
- Advocate for inland port to facilitate redevelopment of the Dynon/Footscray Road corridor, in turn reducing heavy through traffic (image D)
- Advocate for new Leading Bus Stops in Paisley Street
- Masterplan Irving Street incorporating a bus interchange (image A)
- Advocate for the tram route extension along Hopkins Street/Footscray Road (image F)
- Bike share scheme
- Bus priority treatments in Moore, Napier and Droop Street
- Reduce traffic volumes in Hopkins/Barkly and Droop Street
- Partner with the Department of Transport and VicRoads with the intent of updating the Network Operating Plan to implement short term actions to reduce heavy vehicles on Moore Street
- Concentrate heavy vehicles off Moore Street and Buckley Street in the medium to longer term
- Reduce vehicle speed on main streets to 40 kph and minor connecting streets within the walkable centre to walking pace
- Increasing footpath widths on high use streets (Albert, Irving and Byron)
- Increase and improve cycle lanes
- Introduce combined super-stops for buses and trams along Droop Street transit corridor

priorities for thriving elements

Heritage

- Protect heritage streetscapes and precincts

Land Use

- Encourage more office/commercial activity within the centre
- Seek a variety of commercial uses to enhance cultural and retail diversity
- Encourage a variety of housing options through redevelopment
- Ensure commercial and community uses centrally located
- Develop the University Town Model in conjunction with Victoria University

Built Form

- Locate higher buildings to the Station and Joseph Road precinct
- Prevent overshadowing of key public spaces and streets
- Seek appropriate street edge conditions in established commercial streetscapes
- Seek ground floor activation from all new development