

Gordon and Mephan Street Precinct

AMENDMENT C143 PUBLIC CONSULTATION

■ What is happening?

As our city grows and secures its place as a key inner city location to live, work, and invest in business, the protection and enhancement of land for industrial-related employment uses is critical to ensuring a sustainable economy.

The Maribyrnong Economic and Industrial Development Strategy (2011-2014) provides economic direction for the city's industrial land. This precinct was identified as requiring further investigation and the Gordon and Mephan Precinct Framework Plan was developed in 2015. Further investigation has identified that the precinct is viable and should be protected, as it contributes over \$22 million annually to our economy.

Council has prepared Amendment C143 to implement recommendations of the Plan through local planning policy to protect and strengthen the economic role of the precinct and improve amenity and access (framework plan, overleaf).

No land will be rezoned as part of this amendment

■ What are the key policy directions of the Plan?

The Plan's key policy directions include the following:

- Support local businesses.
- Protect existing jobs and seek to create more jobs.

- Improve the amenity, accessibility and attractiveness of the precinct and their residential interfaces.
- Allow a wider range of employment generating uses suitable for the area.
- Avoid unnecessary speculation about employment land transitioning to residential or mixed use.
- Support improvements to public transport connections and frequency.
- Encourage public transport usage to and from work.

■ Where is the Precinct?

The Gordon and Mephan Precinct is an existing light industrial area which includes a mix of light manufacturing, service and wholesale/distribution uses.



■ How can I find out more?

You can find details of the proposed changes and links to the Amendment documents at Council's website at www.maribyrnong.vic.gov.au/Amendmentc143.

Amendment documents are also available at the reception counter at Footscray Town Hall and the Footscray Library, West Footscray Library, and Highpoint Library.



Questions?

Feel free to visit us to speak directly with a planner at our drop-in session.

When: Join us on Thursday, 30 November 2017, 4pm-7pm

Where: We are located at the Functions Room, Footscray Town Hall, Corner of Napier and Hyde Streets, Footscray

■ What do you think?

Council wants to hear from you.

Landowners and tenants of properties in and close by the Precinct may be interested in the changes.

Any person who may be affected by the amendment may make a submission to Council. A submission must be made in writing and must include your full contact details. You can lodge your submission by post, by email, online or in person:

Via post: Maribyrnong City Council
City Strategy Amendment C143
PO Box 58
Footscray VIC 3011

Via email: amendmentc143@maribyrnong.vic.gov.au

Online: yourcityyourvoice.com.au

In person: Footscray Town Hall, cnr of Hyde and Napier Streets, Footscray

The consultation period is from 16 November to 18 December 2017. The deadline for submissions is **18 December 2017, by 5pm**.

Regular updates on Amendment C143 will be provided on Council's website.



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Maribyrnong
CITY COUNCIL

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

