

West Footscray Employment Precinct Framework Plan For Maribyrnong City Council January 2020



This report is the West Footscray Employment Precinct Framework Plan for Maribyrnong City Council. It has been prepared by the consultant team of Plan2Place Consulting with expertise, advice and from Ethos Urban, Peter Boyle Landscape + Urban Design, Movement and Place Consulting, Cardno, GJM Heritage and Wayfarer Consulting.

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Every reasonable effort has been to validate information provided by the client, stakeholders and other participants in the preparation of this report throughout the project during February 2019 – January 2020.

The report has been prepared in conjunction with Maribyrnong City Council and is based upon up-to-date information provided at the time of report preparation and finalisation.

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VISION

West Footscray will develop as the inner West's enterprise precinct over the coming decades, supporting innovative industrial and commercial land uses and providing more diverse and dense employment options for the region. Increased job densities will capitalise on excellent public transport services and the locational benefits of being between State significant industrial land and the Central Business District. The precinct's desirability as an employment location will be driven by improvements to its amenity and built form guidelines, and opportunities to better utilise its unique heritage elements.

OBJECTIVES

1. To protect and expand industrial and commercial uses within the precinct and enhance the range of employment opportunities.
2. To create a movement network that improves accessibility and supports the needs of an innovative enterprise precinct.
3. To enhance the image and amenity of the precinct as a desirable place for investment with improved worker facilities.
4. To market the precinct as an emerging, desirable inner-city fringe enterprise precinct.





1. Introduction

The West Footscray Employment Precinct is a 49.5 hectare precinct of industrial land in the City of Maribyrnong, west of Melbourne’s Central Business District (CBD). The precinct has been identified as a Core Employment Area (CEA) in the *Maribyrnong Economic and Industrial Development Strategy (MEIDS) 2011*. The precinct forms part of the Western Region State Significant Industrial Precinct (SSIP) identified in the metropolitan planning strategy *Plan Melbourne 2017-2050*.

The West Footscray Employment Precinct developed post World War 2 with intense periods of industrial development between 1945 - 1950 and between 1963 - 1982. The SSIP extends west to the adjacent Tottenham Employment Precinct through to Derrimut and Laverton. The precinct is within close proximity to the Port of Melbourne which has influenced land uses and industry within the precinct.

The precinct is well serviced by road and passenger infrastructure with the recently redeveloped West Footscray Railway Station. While surrounded by arterial roads on two sides, access to the freeway network is convoluted. There are some elements of a pedestrian and bicycle network in the precinct however more improvements could be made.

There are a range of businesses within the precinct, including large scale manufacturing businesses who have been located in the precinct for many decades through to new modern factoryette developments. Established businesses such as Watty Paints and Goodman Fielder are strongly committed to the region investing heavily in modern technology and practices. They contain a strong workforce base that would benefit from improved worker amenities within the precinct. A number of older industries such as foundries have reached the end of their life and are ready for redevelopment.

There are a number of heritage listed buildings within the precinct which showcase the west’s significant manufacturing heritage. They provide an exciting opportunity for new businesses that are interested in capitalising on their unique built form and character.

Hansen Reserve is located just south of the precinct and is a large regional park forming a buffer to adjacent residential uses and providing open space opportunities for the precinct.

With many of the building blocks exist to transform to a high amenity enterprise precinct over the coming decades, West Footscray has an exciting future as a job rich precinct built on the strength of existing successful and emerging businesses.

The West Footscray Employment Precinct is shown in **Figures 1 and 2**.

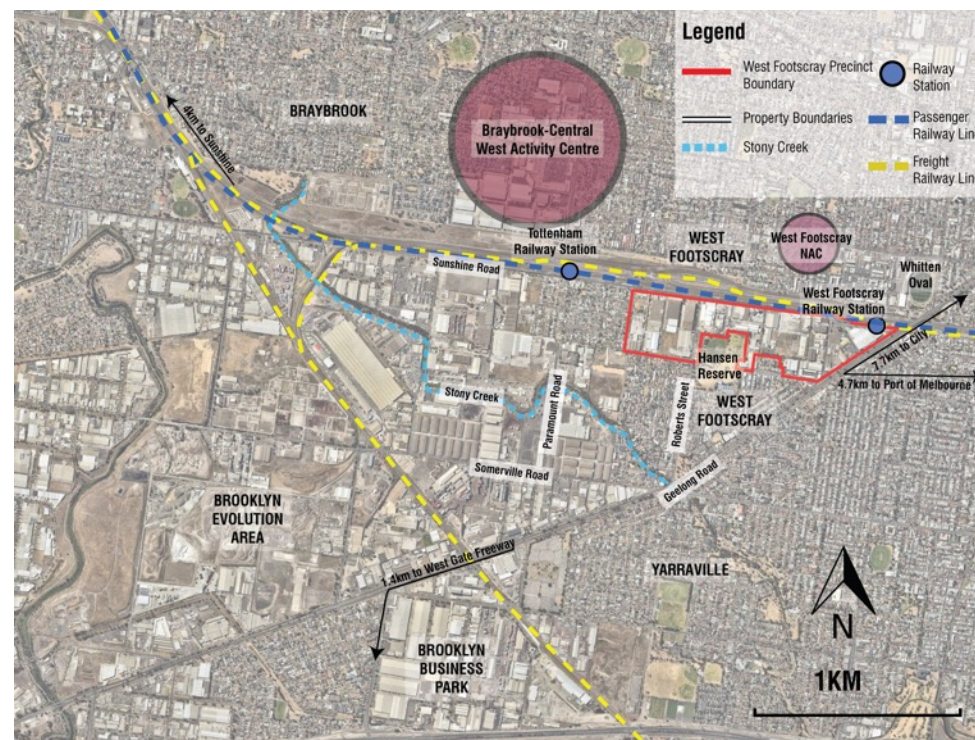


Figure 1: West Footscray Employment Precinct – Boundary and Location



2. The Framework Plan

2.1 Function

The purpose and function of the West Footscray Employment Precinct Framework Plan is to guide the future of the precinct including activities, infrastructure, physical environment and amenity within the employment precinct.

Council has engaged Plan2Place Consulting (in conjunction with subconsultants) to prepare the framework plan with input and assistance from land holders, State government, public authorities and agencies.



Figure 2: West Footscray Employment Precinct – Boundary and Location: Aerial Imagery

The framework plan addresses parameters for preferred land uses and development within the employment precinct. It provides built form guidance on the management of the interface with surrounding residential land uses, along with the development and management of public infrastructure. This will guide businesses, the community, government, and the development industry about appropriate directions and opportunities for change.

2.2 Background Research

This framework plan is informed by framework plans prepared in 2014 and a Background Issues Report prepared in 2019 which provides a review and update of background information drawn from a range of sources including:

- Maribyrnong Economic and Industrial Development Strategy, Part 1 - Economic Development Strategy, 2011.
- Maribyrnong Economic and Industrial Development Strategy, Part 2 - Industrial Land Strategy, October 2011.
- Plan Melbourne 2017-2050.
- Victorian Freight Plan, 2017.
- Network Development Plan –Metropolitan Rail 2012
- Hobsons Bay/Maribyrnong/Moonee Valley Bus Review 2007
- Tottenham & West Footscray Precinct Framework Plans 2014.
- Maribyrnong Bicycle Strategy, 2014.
- Hansen Reserve Masterplan March, 2018.
- Maribyrnong Housing Strategy, 2018.
- Maribyrnong Housing Strategy 2018 – Technical Report, 2018.
- Maribyrnong Open Space Strategy, 2014.
- Stony Creek Directions Plan, 2011.
- Maribyrnong Street Planting Strategy, 2013.
- Maribyrnong Integrated Transport Strategy, 2012.
- West Footscray Neighbourhood Plan Issues Paper, 2018.
- West Footscray Neighbourhood Plan, 2018.
- Greening the West Strategy.
- Urban Forest Strategy Draft, 2018
- Maribyrnong Planning Scheme.

Copies of these documents are available from Council's website at:

<https://www.maribyrnong.vic.gov.au/Home>



2.3 Vision and Objectives

The framework plan defines a long-term vision to guide the future of the West Footscray Employment Precinct and a set of objectives, strategies and actions that will be implemented over the coming decade.

While it is recognised that the achievement of the vision will take many decades, it is important that Council has a contemporary plan to manage the precinct’s transition and can allocate resources accordingly, advocating to the Victorian Government for the necessary supporting investment.

2.4 Planning Framework

The framework plan embodies *Plan Melbourne 2017-2050* strategic objectives to ensure that land use and transport planning and investment contribute to economic, social and environmental goals. It has been prepared in accordance with State planning policy and guidelines for employment precincts and framework planning.

The framework plan supports the objectives of both the Maribyrnong Municipal Strategic Statement (MSS), the MEIDS, the Stony Creek Directions Plan and a range of other adopted Council policies.

The West Footscray Employment Precinct is largely zoned Industrial 1 Zone with Industrial 3 zoned land along its southern and western edges adjacent to residential uses. There are a number of heritage listed properties affected by the heritage overlay within the precinct along Sunshine Road and Geelong Road. There are several properties subject to the Land Subject to Inundation Overlay at the south-eastern corner of the precinct adjacent to Geelong Road.

Existing zones and overlays in the West Footscray Employment Precinct are shown in **Figure 3**.

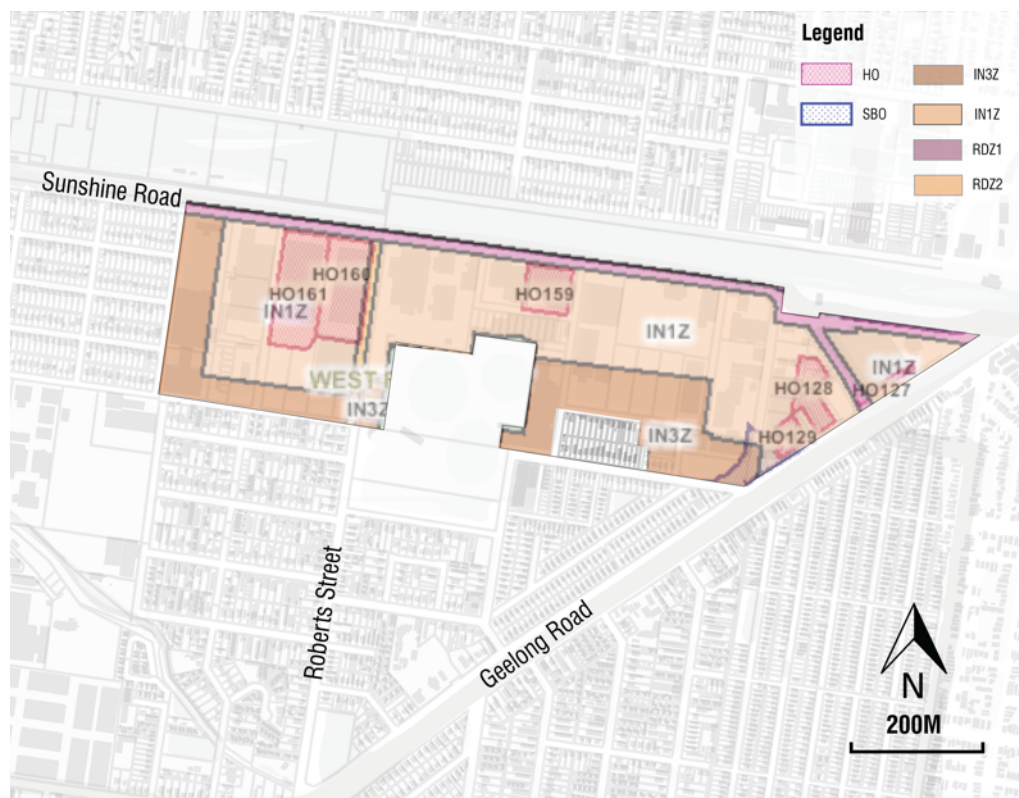


Figure 3: Planning Zones and Overlays



3. West Footscray Employment Precinct's Regional Context

West Footscray Employment Precinct is part of the Western Industrial Precinct, which is part of the designated State Significant Industrial Land (SSIL) under *Plan Melbourne 2017-2050*. It plays an important role in the economic and industrial future of the municipality identified as CEA in the MEIDS.

The precinct is one of six CEAs within the municipality. The Tottenham Employment Precinct lies to the precinct's west and is characterised by a range of industries including container storage, recycling services and manufacturing industry. It is also home to a Major Hazard Facility (MHF). Adjacent to the municipality to its west lies the Brooklyn Evolution Precinct in the City of Brimbank. This precinct is characterised by materials recycling and other industrial uses located on many former landfills and quarries. To the south lies the Brooklyn Business Park partially located in the municipality of Hobsons Bay.

The West Footscray Employment Precinct is located 7.4 kms from the centre of the Melbourne CBD and 3 kms from the Port of Melbourne (by direct measurement). The precinct has good access to the surrounding arterial road network to the north and east however is constrained to the south. Access to the freeway network to the south is increasingly affected by congestion, limited access points and the need to travel through residential areas.

The Footscray Metropolitan Activity Centre is of State significance and located approximately 2 kms to the west of the Melbourne CBD. Footscray is a transport hub well served by public transport including regional and metropolitan rail services, the No.82 tram and an extensive bus network comprising 13 bus routes delivering 2,300 bus services each week. It provides a regional mixed-use centre role with civic, health and education facilities, including two Victoria University campuses. A range of retailing, office and food and drink premises are provided with approximately 77,000 square metres of commercial floorspace. The residential population is forecast to more than double by 2031 and the Victorian Government has committed \$1.5 Billion to construct the new Footscray Hospital and more than \$60 Million for the Footscray Learning Precinct.

The Braybrook - Central West Major Activity Centre is located just to the north-west of the precinct, providing sub-regional retail, commercial and service roles of local and regional significance.

The Sunshine Metropolitan Activity Centre is of State and regional significance and is part of the Sunshine National Employment and Innovation Cluster (NEIC). It

is a major hub for transport to both metropolitan and key regional cities and provides a range of government functions, with substantial retail and office and a growing food and drink offer. It has the capacity to provide an additional 40,000 square metres of retail space and 200,000 square metres of commercial office space for employment up to 23,000 people, and accommodate around 3,000 plus residents. The Sunshine Health, Wellbeing and Education Precinct is centred around the Sunshine Hospital in the north of the NEIC adjacent to Ginifer Station. There are significant opportunities for growth in the centre and with the completion of the Melbourne Metro Tunnel and the proposed Airport Rail Link through Sunshine, the centre's role will be further enhanced.

The precinct has been intrinsically linked to the rail network and its operations. The West Footscray Railway Station is located in the north-eastern corner of the precinct and is served by Sunbury line trains. The Tottenham railyards to its north were previously the location of the Royal Australian Air Force (RAAF) stores. A number of metropolitan and regional rail lines run through the area. This VicTrack managed land has been identified with potential locations for a number of supporting rail operation activities over the decades, currently being considered for the part they may play as part of an inland freight network to Brisbane.

There are four bus routes serving the West Footscray area:

- Routes 411 & 412 operating between Footscray and Laverton.
- Route 414 operating between Footscray and Laverton.
- Route 472 operating between Moonee Ponds and Williamstown.

The precinct is serviced by an adjacent residential catchment on all sides. These areas are increasingly valued for their character housing and inner-city location. Socio-economic factors are changing in the area and the community is increasingly engaged in planning and environmental issues and the region's future.

West Footscray's Regional Context is shown in **Figure 4**.

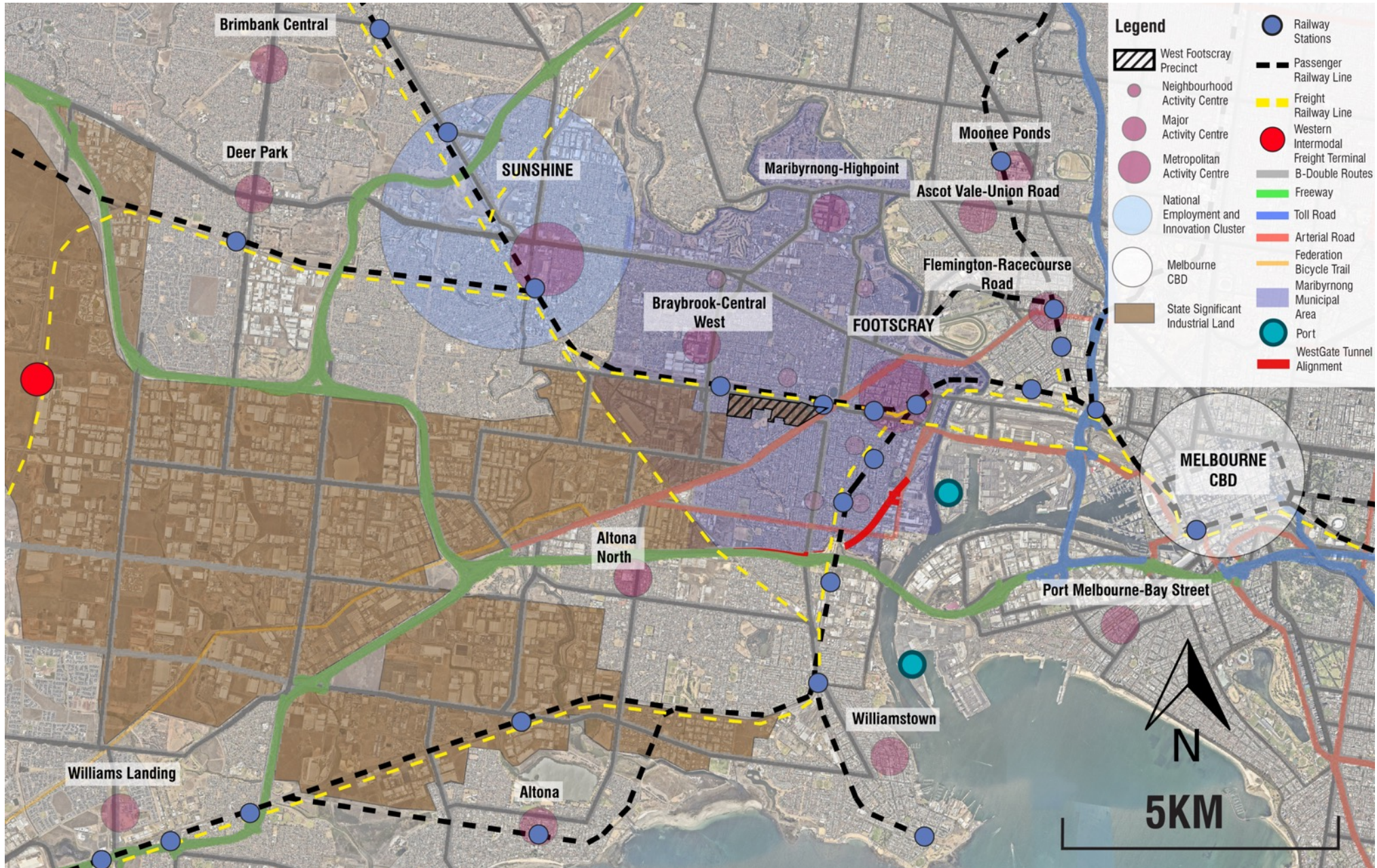


Figure 4: West Footscray Employment Precinct – Regional Context



4. West Footscray Employment Precinct Overview and Key Issues

4.1 Overview and Key Issues Analysis

This section of the West Footscray Employment Precinct Framework Plan gives an overview of the precinct and identifies existing conditions, key issues and opportunities that will be explored further in the document.

4.1.1 Employment Uses

The precinct is characterised by industrial land uses which include a significant number of manufacturing companies with head office functions requiring large factory and warehouse structures and yards. Many of these have traditionally been linked to the grain industry and foundries. Traditional wool storage warehousing still exists in the area, with some vacant. New factoryette development is seeing new small scale manufacturing businesses now operating in the precinct as shown in **Figure 5**.

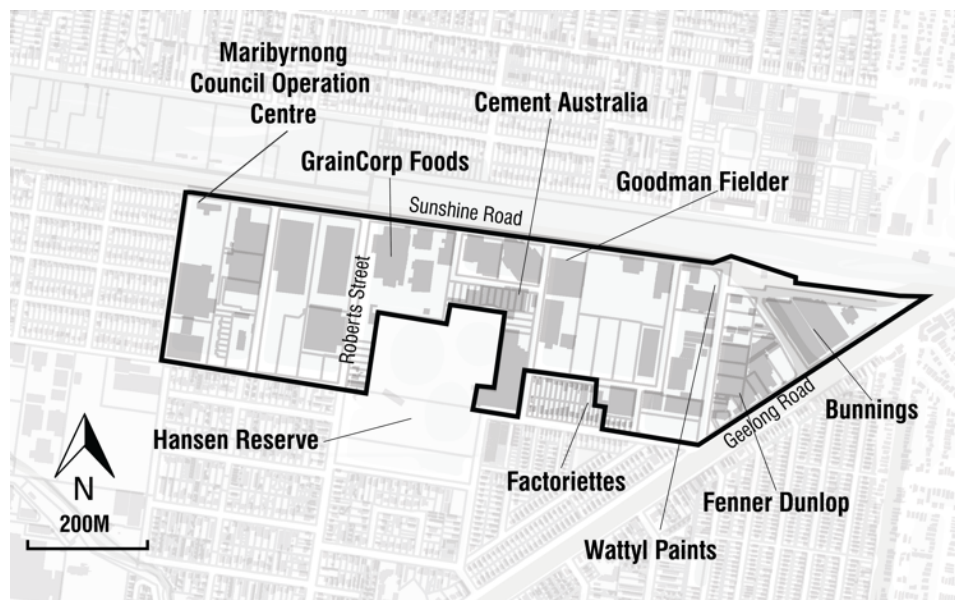


Figure 5: West Footscray Employment Precinct – Key Land Uses

The precinct also contains a number of established businesses that the planning scheme has identified could have potential amenity impacts on adjacent residential land uses. However, these businesses have operated in these locations

for many decades. There are a number of service industries located along Geelong Road where high visual access and exposure is critical to their business model. Adjacent to the West Footscray Railway Station is a large format hardware store providing destination retailing. However given its pivotal location in the enterprise precinct it may not be the ideal long term land use for this site.

The precinct is an older industrial precinct with many newer modern industrial



areas located in adjacent municipalities only 4-5 kms south-west of the precinct. These greenfield industrial areas are typically cheaper than West Footscray and generally contain no legacy issues (such as demolition or contamination) and provide better road access and services for workers. Along with anticipated infrastructure investment such as the East West Link, this may have led to a “holding pattern” resulting in land under performing, being land-banked and an overall lack of investment.

The high value of land in West Footscray may be due to the inner urban location of the area, its proximity to Melbourne’s CBD and major areas of urban renewal.

The job density of the precinct increased in the period 2011 to 2016 from 24.1 to 31.4 persons per hectare, suggesting that legacy low-order industrial uses are



gradually being replaced by more employment intensive industries. The replacement of low-order industrial uses is expected to continue in the future as land values increase in the precinct. The delivery of urban design improvements addressing prevailing access and amenity issues would assist in facilitating this trend. The precinct could aspire to a job density in the vicinity of 200 jobs per hectare. This is equivalent to a business park environment with reasonably high office concentration.

4.1.2 Workforce Profile

Approximately 1,430 persons were employed in the West Footscray Employment Precinct in 2016, an increase from 1,100 persons employed in 2006. There has also been a change in the types of industries within the precinct with the 'Manufacturing' sector declining while the 'Transport, Postal and Warehousing' sector has increased. This reflects broader state-wide trends in the decline of the manufacturing industry. There has also been some growth in 'Wholesale and Retail Trade'.

Estimates of likely labour force growth within the region due to population growth highlight the need for the creation of an additional +13,050 jobs to the year 2035. With an established locality and limited gross land supply currently and expected in the future, land in the West Footscray Employment Precinct will be under greater pressure to meet the employment requirements of the municipality.

4.1.3 Services and Facilities

Services and facilities to meet the needs of a modern workforce within the precinct are poor. A lack of service facilities such as food and drink premises and gymnasiums has been identified. The one exception is Hansen Reserve which provides opportunities for workers for active and passive activities but there is no neighbourhood activity centre within the precinct. Improvements to the active transport network around the precinct (see section 4.1.7) could enhance options for workers to access facilities in the West Footscray Neighbourhood Activity Centre while in the longer term more of these types of facilities should be provided adjacent to the railway station.

4.1.4 Land Availability and Ownership

There is limited vacant land within the precinct however there is some land that could be characterised as under-utilised. **Figure 6** shows the occupied and vacant

land within the precinct. In order to be occupied, there only needs to be some evidence of the use of the land with infrastructure, not actual activity on the site.

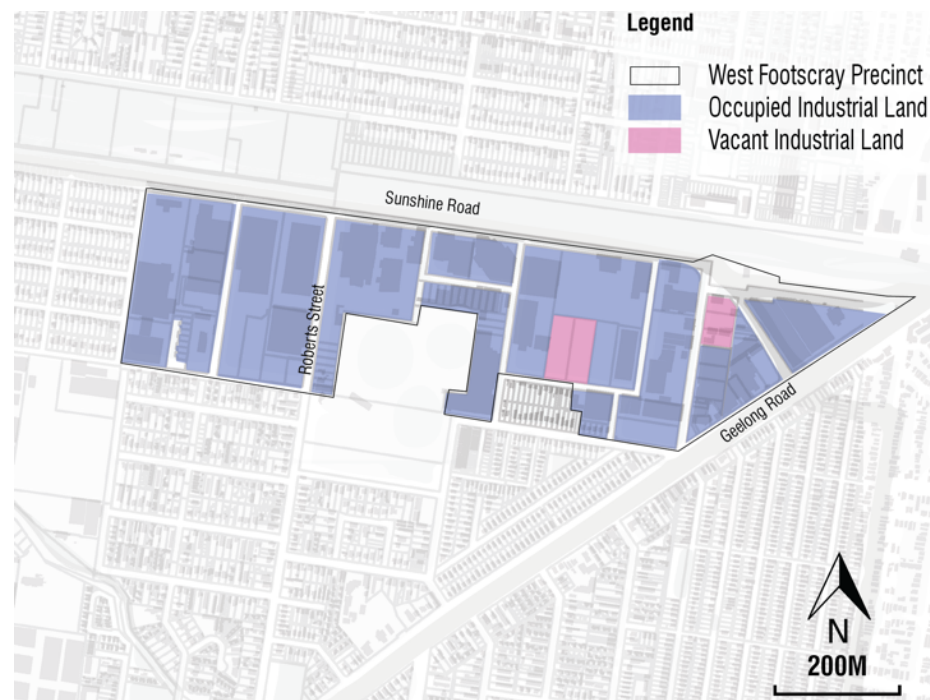


Figure 6: West Footscray Employment Precinct – Vacant and Occupied Land

Most lots are in the range of 500 square metres to 4 hectares (ha). One lot is greater than 4 ha and land is interspersed by a logical east-west and north-south street network.

Sites along Sunshine Road are larger in area while there is evidence of the subdivision of sites into smaller lots on other boundaries. The largest site is Grain Corp Foods with a site of approximately 40,000 m² in area. A Council owned site known as the Maribyrnong City Council Operations Centre is also located in the precinct but is currently zoned industrial.

Finer grained, smaller lot sizes exist along some sites on the southern boundaries of the precinct which accommodate small scale office and artisan manufacturing, service industries and creative industries.

Figure 7 shows the distribution of lot sizes in the employment precinct.

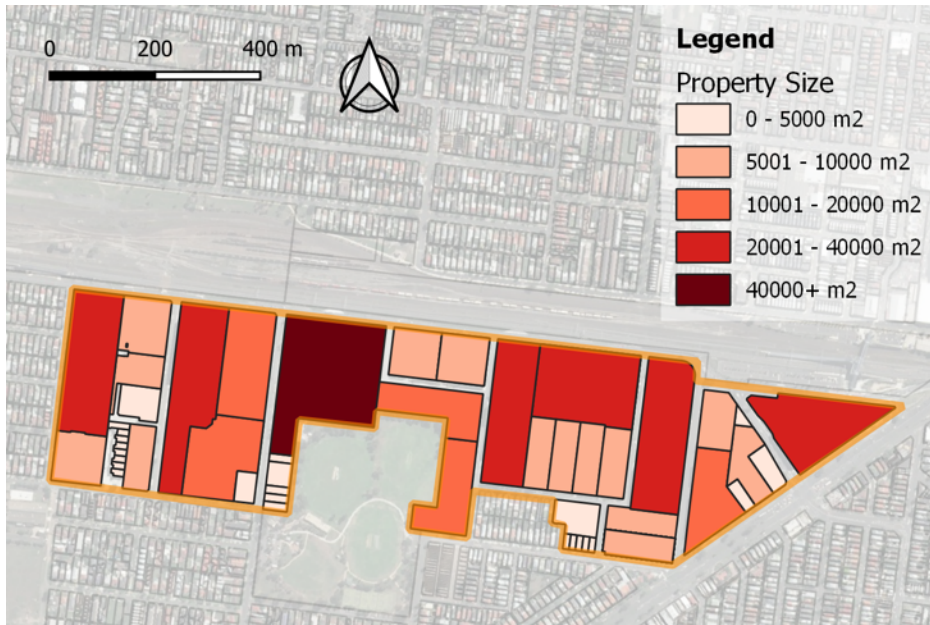


Figure 7: West Footscray Employment Precinct – Lot Sizes

4.1.5 Heritage

The precinct demonstrates the history of manufacturing within the inner west of Melbourne spanning from foundries and wool storage, to grain milling and cannery production. They also demonstrate the changes to manufacturing that occurred during the 20th Century in their scale, layout and built form and in some cases, retain remnant vegetation and gardens.

There are a small number of heritage listed sites within the precinct along Sunshine Road and Geelong Road. Parts of these heritage places provide the opportunity to transmit these values and the history of the area to future generations through the retention of heritage fabric, the adaptive reuse of existing buildings and structures and through on-site interpretation and trails.

There may be opportunities for further refinement of the extent of heritage overlays over many sites as on some sites the overlay covers car parking and external storage. These areas may have little or no heritage value and restrict redevelopment opportunities. New development on these sites adjacent to heritage fabric will need to be sensitively managed. The presence of hazardous materials used in the construction and use of some sites, and the nature and their

form, also create a number of challenges for their adaptive reuse. However, the opportunities could be significant from the retention and adaptive reuse with many precedents of industrial heritage buildings creating unique, distinct and highly marketable employment precincts as shown in **Figure 8**.



Adaptive re-use of the Foy and Gibson Factory Buildings, Collingwood for a range of light industry and office ©GJM Heritage



Adaptive restoration and re-use underway of the Young Husband Woolstores in Kensington as an industrial village
<https://www.younghusbandwoolstore.com.au/the-vision>

Figure 8: Industrial Heritage Buildings – Adaptive Re-Use Examples

4.1.6 Environment

The employment precinct is located on the basalt plains of Melbourne. Stony Creek runs to the south of the precinct in a south-easterly direction, draining the basalt plain and eventually terminating at the Yarra River/Stony Creek Backwash in Yarraville.

The local geology and the transport opportunities provided by Stony Creek resulted in early quarrying of basalt within the precinct which were later filled.

Manufacturing activities commenced in the mid-20th Century and the filling of sites now creates a number of challenges for the precinct that require careful management.

Adjacent residential land uses have highlighted the need for improved environmental practices including the management of stormwater run-off, management of industrial activities, storage of goods, noise and odour emissions and contamination.



There may be an opportunity for large sites to provide some opportunities for improved environmentally sustainable development and to better mitigate some of their industrial activities to surrounding neighbourhoods.



Hansen Reserve is the most important open space/recreational resource adjacent to the precinct with sports fields and courts, playground and picnic facilities. The northern half is surrounded by industrial activities in the West Footscray Employment Precinct while the southern half is adjacent to residential uses. Council’s masterplan sets out the anticipated short-medium term improvements to the reserve which include increased tree planting and other landscape works, enhancements to playgrounds and other site amenities. Roberts Street could play a greater role in connecting the open space of Hansen Reserve to the

employment precinct, Stony Creek and adjacent open space network.

4.1.7 Movement and Transport

The West Footscray Employment Precinct relies on the movement of people and goods into and out of the precinct to service the industry and employment uses located within it. The current movement network emphasises motorised transport and there are opportunities to develop a cohesive active transport network particularly through and across the precinct. Well-designed linkages to and from the recently constructed West Footscray Railway Station should be a priority alongside connectivity between the existing network.

The future economic success of the precinct is linked to the configuration and design of the movement network and building on the location and services of the West Footscray Railway Station at the precinct’s north and eastern boundary. The future movement network should meet a broader range of businesses and employee needs, including freight vehicle access, and a safer range of options for employee access to worksites including public transport, pedestrian and bicycle rider access. The overarching safety needs impact on workplace productivity and Worksafe responsibilities.

Intensification of employment and business activities will need supporting investment in the transport network across all modes including freight (road and rail), private vehicles, public transport, pedestrian and bicycle rider networks. The focus should be on improving safety of pedestrian and bicycle rider networks in order to improve employee efficiency and the reliability and safety of freight movements.

Travelling to Work

In 2016 over 85% of the precinct’s workforce drove to work. Only 5% of people travelled to the precinct by public transport, while 4% used active transport modes.

The high number of people commuting to the precinct by car places significant pressure on key freight and transport arteries and parking within the precinct, both on-site and on-street. The workforce travelling to the precinct travel mainly from the west and north-west and many of these employees were from within 5kms of the area but are forced to drive to work (whether they want to or not). The reasons for this are further outlined below. Improvements to active transport networks will deliver safer transit for those using active transport modes, facilitating walking, cycling and public transport use and reduce pressures on the road network.

The Transport Network

The precinct is bounded by arterial roads and railways. Sunshine Road forms the northern boundary, Geelong Road the eastern boundary, with residential areas forming the southern and western boundaries. Supporting the transport network is the planned upgrade of Paramount Road which runs north-south through the centre of the adjacent Tottenham Employment Precinct. The upgrade forms part of a Public Acquisition Overlay and was scheduled to align with the construction of the western portion of the East West Link project. The delivery of this road would have greatly improved the movement of freight through the region and reduced pressure on Robert Street (one of the precinct’s few north-south roads).

The precinct is well serviced by the West Footscray Railway Station at the eastern edge of the precinct which has been upgraded and forms part of the new Melbourne Metro Tunnel Project.



Geelong Road is a major transport asset for the area and also creates a significant barrier to and from the precinct. Geelong Road has a design capacity that dates from prior to the construction of the West Gate Freeway. The West Gate Tunnel project currently under construction will further reduce the need to maintain the existing vehicle capacity along Geelong Road.

Cars and Parking

The precinct appears to be relatively car-dependent due to a lack of viable choices. This is likely influenced by household choices including residential location decisions, employment options and then determining that alternatives to driving do not meet people's needs. The high proportion of people driving to the precinct increases congestion and delays on the road network for all employees and freight movements.

Even for those living close to the precinct, congestion impacts on their journey (by any mode) as traffic moves in all directions from the west, north-west and south-west towards the city. Each intersection along Geelong Road has been designed to minimise this congestion. The infrastructure and operational settings along Geelong Road directly impact on the ease with which other road users can travel along and across the road.

Due to the high proportion of employees driving to work, on-street, and off-street parking spaces are highly utilised during working hours. On street parking significantly reduces the available road space for all movements (including bicycle riders, pedestrians, private vehicles and freight movements). This is especially critical in streets close to intersections along key arterial roads such as Geelong Road. Parking also occurs on verges which limits pedestrian and bicycle rider safety and negatively impacts on the amenity of the area. In addition, freight vehicles often park on the side of the road awaiting their access to industrial businesses and for loading and unloading.

A key issue to resolve is how to provide adequate, safe and appropriate access for freight vehicles while giving employees more choice in how they get to work – and enable them to access employment opportunities safely. This is particularly important for active modes such as walking and bicycle riding as these provide the greatest potential benefit to individuals and the community, including reducing the cost of labour for businesses in the area.

Public Transport

The West Footscray Employment Precinct is serviced by the metropolitan rail services with West Footscray Station located just north-east of the precinct. The train station was recently rebuilt as part of Regional Rail Link project and offers a high level of amenity and accessibility. Further work is being undertaken at the station including construction of a new platform to serve the Melbourne Metro Tunnel. The station is Disability Discrimination Act (DDA) compliant and ramps across the railway tracks provide the only access to the residential areas to the north and the West Footscray Neighbourhood Activity Centre. Pedestrian and bicycle links to the station need to be significantly improved to encourage more workers to use the station. The Victorian Government has announced upgrades to car parks at railway stations. Opportunities for a multi-deck car park to be constructed on the southern side of West Footscray Railway Station could be considered subject to a study to determine transport impacts and ensure design and active edges complement this Framework Plan.

Bus routes service the edges of the precinct however there is a lack of service coverage in West Footscray. Bus routes that service the perimeter of the precinct are not at times conducive to workers' needs and require them to walk a significant distance from the nearest bus stop. Bus routes service the whole West Footscray Employment Precinct.



Bus Routes 411 & 412 operate along Sunshine Road and Geelong Road while Route 414 operates along Sunshine Road and Roberts Street. These routes ensure that all businesses in West Footscray are within 400m of a bus route.



There are currently only eight bus services that traverse the West Footscray Employment Precinct before 7am:

- 4 northbound, on Routes 411 & 412.
- 2 southbound, on Routes 411 & 412.
- 1 in each direction on Route 414.

This level of service is adequate in the northbound direction but inadequate in the southbound direction which provides the connections from both Footscray CBD and West Footscray Railway Station. Council should lobby to have an additional early morning southbound service on both Routes 411 and 412.

There are a number of initiatives that could be undertaken to improve bus patronage including bus stop improvements and prioritising of bus movements along Geelong Road to significantly improve reliability and travel times.

Walking

The infrastructure for pedestrians is the foundational element of the transport network in the precinct. Recent improvements in Robbs Road and Hansen Reserve have improved walking facilities and amenity of the public realm. These types of treatments should be replicated in other streets particularly those that provide direct connection through the area and those that currently do not have footpaths.

The limited extent of the existing footpath network reduces pedestrian safety and restricts access for all. The precinct would benefit from a more cohesive network. Opportunities to ensure that on-street parking is compliant with restrictions, and

parking on nature strips is eliminated would also improve safety for pedestrians, DDA compliance and perceptions of amenity.

These improvements will also assist to build the daytime economy of the precinct, facilitating improved access to local shops and services for employees who want to spend their lunchbreak off-site. In particular, connections to Hansen Reserve are of critical importance as the reserve is a key open space that provides respite for employees on their break.

Improvements to walking and bicycle infrastructure will be critical to any attempts to increase the employment density within the precinct. This will facilitate more intensive employment in the area without the typical negative impacts on traffic congestion.

Bicycle Riders

Currently any bicycle riders in the area need to share the roadway with heavy (and large) freight vehicles. ABS data shows there is a relatively high number of employees riding bicycles to work within the precinct. This should be facilitated with greater attention to shared (bicycle rider and pedestrian) pathways that are at the back of the kerb (off the roadway).

While some people ride bicycles to work in the area, there is a lack of key bicycle access routes across the precinct. The Principal Bicycle Network (PBN) runs north-south along Roberts Street and east-west along Robbs Road and Indwe Street through Hansen Reserve. Council has made progress on the east-west route from the east to Hansen Reserve. However, the next stage along Indwe Street requires implementation. Line markings delineate the bicycle path along Roberts Street.

Where possible, pedestrians and cyclists should be separated from motorised road users. This will make it easier and safer for heavy vehicle operators in the area and improve peak period congestion at key intersections. Council is working with the Victorian Government to create better cycling infrastructure and are in the process of creating bicycle paths along Geelong Road. The installation of bicycle paths will improve safety and connectivity of the wider network and encourage active transport modes.

4.1.8 Urban Design and Built Form

The West Footscray employment precinct is industrial in type and character with large manufacturing and warehouse style development ranging from 1 – 6 storeys. While there are some buildings built to the street edge, some are set in



landscaped settings with parking and hard storage areas and fencing. There are pockets of lower order buildings with some areas of undeveloped land in the core of the precinct. There are also areas with newer modern development along Geelong Road and established business have invested heavily in modern technology and practices.



Many of the roads in the precinct face significant movement challenges with a lack of clarity about their role and purpose. Many streets tend to encourage vehicle flows while discouraging walking and bicycle riding. There are opportunities to improve street connectivity particularly for pedestrians and to create new links and road frontages and street exposure through new subdivision. A more functional, connected and dispersed road and pedestrian network will be critical to encouraging high quality development throughout the precinct.

The built form displays a range of capital or ongoing investment with a great variation in the buildings, site presentation, maintenance and repairs. This reflects that many of the buildings are ready for renewal.

The precinct interfaces with the residential areas of West Footscray to the east and north-east of the precinct. These areas are characterised by low scale, modest heritage character buildings with some infill development.



On streets such as Indwe Street and Cala Street, there are conflicts between industrial and residential vehicles and pedestrian movements. Land at 2-10 Robbs Road includes five existing residential properties that are zoned industrial. This zoning should be further investigated to apply a non-industrial zone and Environmental Audit Overlay to land used as residential for many years.

Geelong Road has significant potential to become one of Melbourne's great Boulevards. A 7.5km stretch of Geelong Road is neatly halved by the slight deviation the corridor makes crossing the Stony Creek (at Somerville Road). This location has a wider median and should be the subject of an iconic feature that celebrates this important node, aids with wayfinding and creating a sense of place for Tottenham, Kingsville and West Footscray (noting it is outside the precinct).

There is much that could be undertaken to enhance the image and presentation of the precinct in both the public and private realms consistent with its inner urban location. This should include the provision of footpaths, street trees and lighting and improved management of parking in the public realm. In the private realm, as land is gradually developed, there is the opportunity to improve interaction with the public realm through enhanced design outcomes and quality.

The key issues and opportunities identified in this section are summarised in **Figure 9**.



KEY FACTS

- Nearly 10% of workers arrive to the precinct by active transport modes.
- While all of the precinct is within 400m of a bus service, these services are not catering to workers needs for early morning access to the precinct.
- There is a lack of worker facilities and amenities within the precinct.
- The majority of sites in the precinct are potential contaminated.

Legend

- West Footscray Train Station
- Heritage sites to be facilitated
- ~ Interfaces with residential areas
- Opportunities for new commercial and office uses to locate into the precinct
- ⚡ Priority Streetscape Enhancement
- ⬇ Gateway Treatments
- ⚡ Boulevard Treatments
- Large scale established employer to be supported and protected from encroachment of sensitive uses
- Intersection issues that need to be addressed
- ➡ Opportunities for active transport links
- State Managed Roads

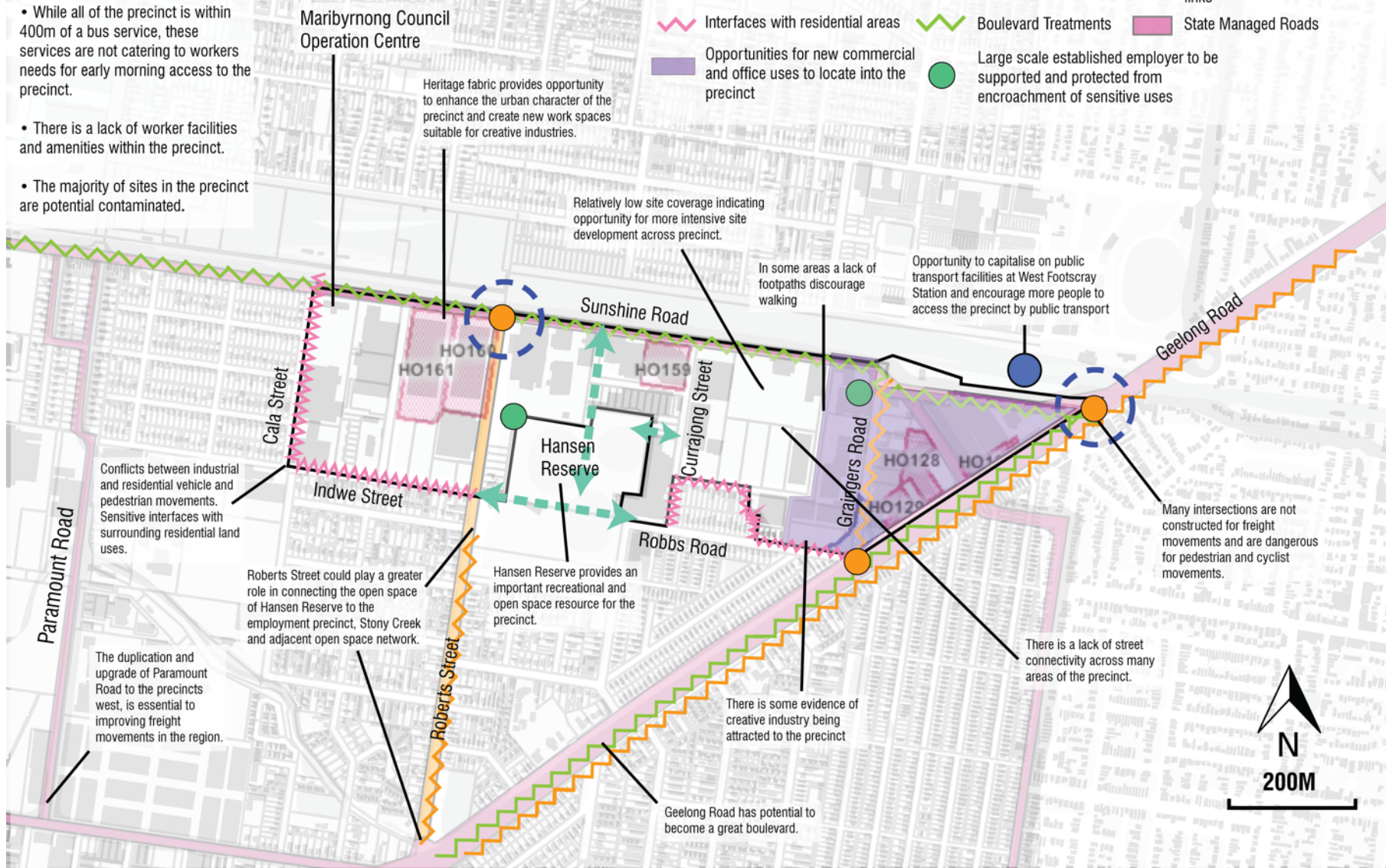
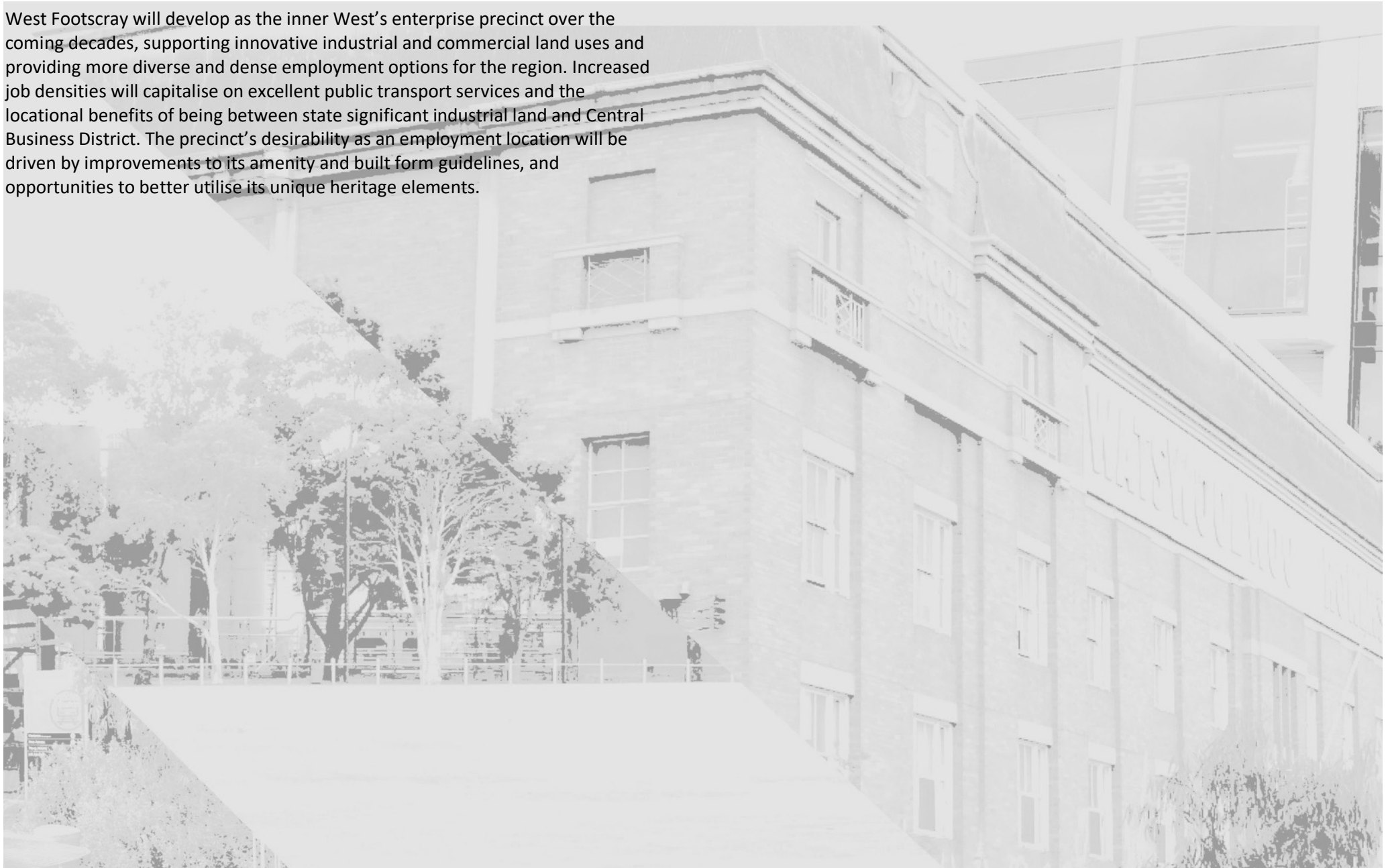


Figure 9: West Footscray Employment Precinct – Issues and Opportunities



5. The Vision

West Footscray will develop as the inner West's enterprise precinct over the coming decades, supporting innovative industrial and commercial land uses and providing more diverse and dense employment options for the region. Increased job densities will capitalise on excellent public transport services and the locational benefits of being between state significant industrial land and Central Business District. The precinct's desirability as an employment location will be driven by improvements to its amenity and built form guidelines, and opportunities to better utilise its unique heritage elements.





6. Planning for West Footscray Employment Precinct's Future

Over the next ten years, the objectives for the achievement of the West Footscray Employment Precinct Vision are:

1. To protect and expand industrial and commercial uses within the precinct and enhance the range of employment opportunities.
2. To create a movement network that improves accessibility and supports the needs of an innovative enterprise precinct.
3. To enhance the image and amenity of the precinct as a desirable place for investment with improved worker facilities.
4. To market the precinct as an emerging, desirable inner-city fringe enterprise precinct.

These four objectives are detailed in the following themes of:

- Land Use and Built form.
- Movement.
- Image and identity.
- Business Attraction.



6.1 Land Use and Built Form

Objective

To protect and expand industrial and commercial uses within the precinct and enhance the range of employment opportunities.

Strategies

Support the importance of the precinct to the Western Industrial Precinct and to the municipality's employment needs.

Encourage the transformation of the precinct into an enterprise precinct by allowing a diverse and intense range of uses.

Encourage ground floor land uses around the West Footscray Station that creates a high quality and vibrant street environment.

Create a new built form character and finer grain subdivision pattern for the precinct that provides well designed, high amenity, accessible and connected places.

Encourage the retention of larger lots within the precinct with lot fragmentation discouraged unless it specifically achieves new employment models and increased job density within a high quality enterprise environment.

Encourage and facilitate the redevelopment of heritage listed sites for their opportunities to contribute to the character and sense of place of the precinct through their adaptive re-use.

Manage interfaces with residential land uses to minimise conflict and environmental impacts.

Encourage redevelopment to incorporate environmentally sustainable development initiatives such as energy production, integrated water management, siting and design.

Actions

- A1. Maintain industrial zonings within the precinct except as provided for in Actions A2, A3 and A4.
- A2. Consider the application of the Commercial 3 Zone within the precinct commencing with sites in proximity to the West Footscray Station while prohibiting residential uses to protect existing industrial uses and the SSIP as shown in **Figure 11**.
- A3. Investigate applying a residential zone and an Environmental Audit Overlay to land used for residential purposes at 2, 4, 6, 8 and 10 Robbs Parade.
- A4. Consider applying the Public Use Zone to the Council owned site known as the Maribyrnong City Council Operations Centre as shown in **Figure 11**.
- A5. Facilitate a diversity of workspaces ranging from purpose built offices for larger companies to affordable workspaces for artisan manufacturers, cultural venues and creative industries.
- A6. Support a range of lots sizes within the precinct including the retention of existing large lots and the creation of smaller lots which specifically provides for more diverse employment uses and increased job density.
- A7. Support new models of office development such as co-working spaces.
- A8. Utilise and expand the existing built form within the precinct to provide affordable workspaces.
- A9. Encourage food and drink premises, limited retailing and other land uses that provide for worker service needs to locate within close proximity of the West Footscray Railway Station.
- A10. Consider allowing landowners of heritage listed sites to prepare an Incorporated Plan in partnership with Council under Clause 43.01-3 and/or Heritage Design Guidelines under Clause 43.01-6 to facilitate their adaptive reuse.
- A11. Inform the redevelopment of larger heritage listed sites by a master plan / development plan approach with more detailed heritage analysis from a conservation management plan where appropriate.



- A12. Provide a minimum 5m landscaped setback for industrial development adjacent to residential development or other sensitive land uses with loading bays, vehicle and pedestrian access and entries not located adjacent to these areas (as shown in **Figure 10** and in **Appendix 1: Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines** for further advice).
- A13. Encourage industrial and commercial developers to incorporate environmentally sustainable development initiatives such as energy production, integrated water management, siting and design into their developments (see **Appendix 1: Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines** for further advice).

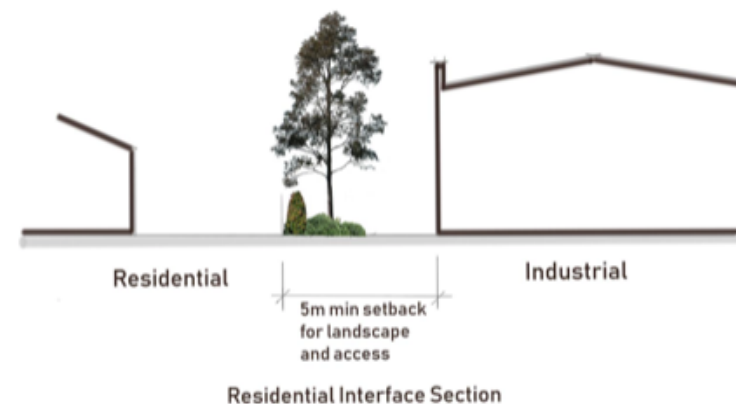


Figure 10: Residential Interface Section

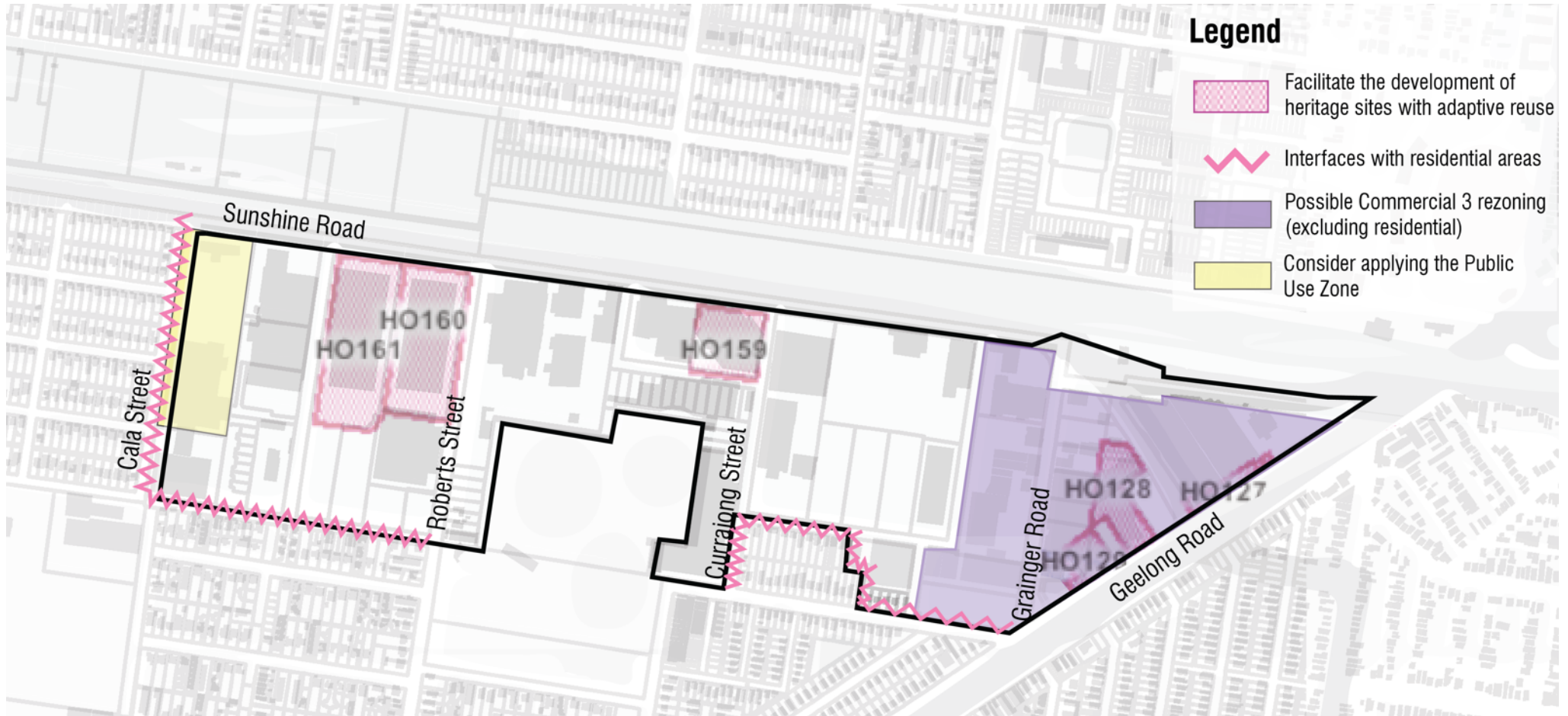


Figure 11: West Footscray Employment Precinct – Land Use and Built Form Future



6.2 Movement

Objective

To create a movement network that improves accessibility and supports the needs of an innovative enterprise precinct.

Strategies

Ensure intersections on the active transport network are safely designed to enable active transport movements.

Provide road infrastructure that services and supports industry and employment in the precinct.

Support improvements to the regional road network and public transport to assist with the movement of freight and workers to and within the precinct.

Support new road and pedestrian links through large sites that support viable commercial and industrial development and enhance the urban structure and permeability of the precinct.

Improve walking and cycling links to the West Footscray Station and Hansen Reserve.

Deliver an active transport network across the precinct.

Ensure that new subdivision and development minimises access points and un-signalised intersections onto arterial roads.

Actions

- A14. Work with the Victorian Government to reduce the urban barrier effect along Geelong Road and encourage movement along and across the corridor with priority given to public transport and active transport movement.
- A15. Work with the Victorian Government to ensure the arterial road network is designed and delivered as iconic boulevards that meet the movement needs of the precinct including the enhancements of Geelong and Sunshine Roads.
- A16. Advocate to the Victorian Government to upgrade and fund duplication of Paramount Road to enable efficient movement of freight through the region.
- A17. Ensure any new linkages within the precinct are publicly accessible.
- A18. Create new active transport links throughout the precinct as shown in **Figure 12**.
- A19. Encourage new pedestrian links through development adjacent to Hansen Reserve.
- A20. Work with the Victorian Government to improve intersection safety for active transport users at the intersection of Geelong Road, Somerville Road and Roberts Street.
- A21. Work with the Victorian Government to ensure all bus stops in the area are made DDA compliant by 31 December 2021 (12 months ahead of the legal deadline).
- A22. Work with the Victorian Government to provide additional early morning bus services from Footscray into West Footscray on Routes 411, 412 and 414.
- A23. Work with the Victorian Government to provide bus priority lanes and queue jump signals at every intersection along Geelong Road.
- A24. New subdivision and development should be provided in accordance with *the Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines included in Appendix 1*.

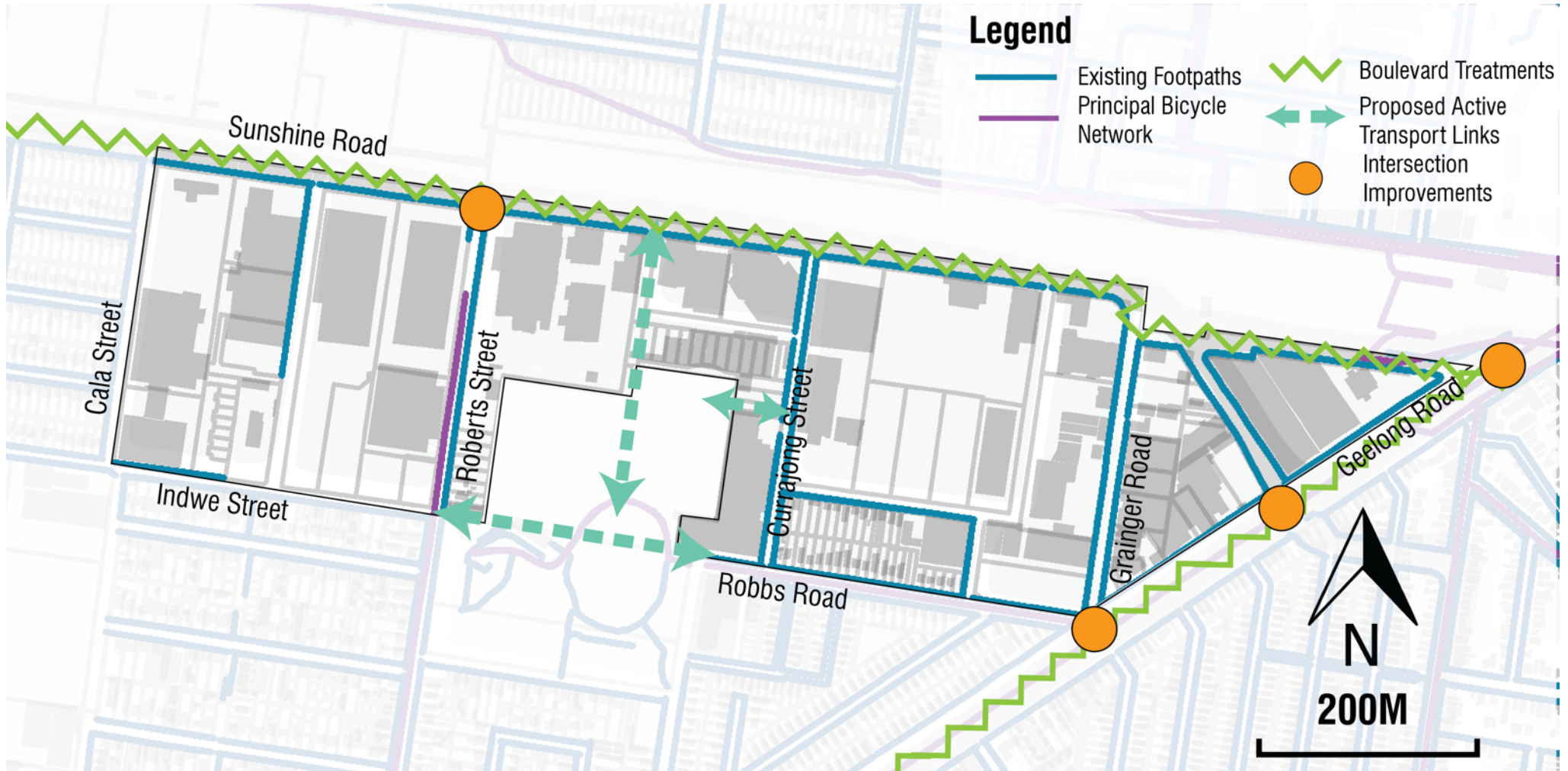
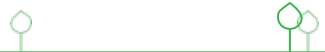


Figure 12: West Footscray Employment Precinct – Proposed Movement Network



6.3 Image and Identity

Objective

To enhance the image and amenity of the precinct as a desirable place for investment with improved worker facilities.

Strategies

Ensure high quality and well landscaped industrial and commercial development throughout the precinct.

Enhance the streetscape amenity and public environment within the precinct.

Capitalise on opportunities to celebrate and market the precinct's industrial heritage which add to the precinct's attractiveness to workers and desirability as a place for investment.

Encourage a range of improved commercial facilities and service industries to support the workforce.

Ensure high quality public transport services to support the access needs of the workforce.

Monitor, review and evaluate activities occurring in the precinct which raise issues of planning, building, environmental health and local laws compliance and enforcement.

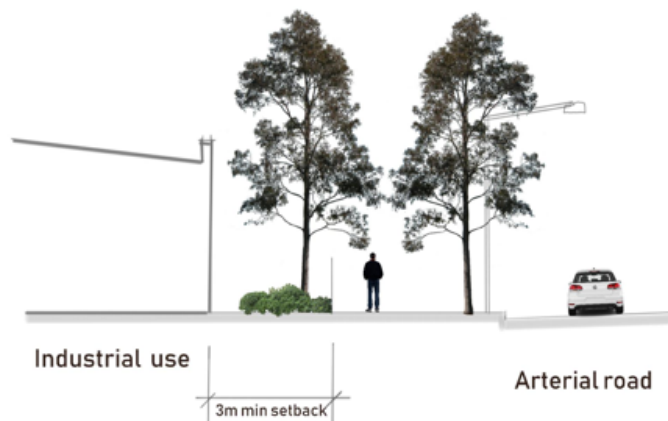


Figure 13: Industrial Setbacks to an Arterial Road

Actions

A25. Implement design guidelines for the enterprise precinct to improve the image and quality of development as outlined in **Appendix 1**.

A26. Consider packaging the *Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines* as a separate document for use by planners, urban designers and economic development officers in discussions with land owners.

A27. Provide a minimum setback and landscaping of 3 m for development adjacent to arterial roads as shown in **Figure 13**.

A28. Reduce the level of parked vehicles on nature strips through strategies such as tree planting.

A29. Investigate opportunities to link the precinct's industrial heritage with a broader city heritage trail and through any proposed business attraction activities.

A30. Implement enhancement and gateway treatments on key entry points to the precinct to illustrate the future vision for the precinct as shown in **Figure 14**.

A31. Work with the Victorian Government to introduce and enhance boulevard treatments on Sunshine Road and Geelong Road as shown in **Figure 14**.

A32. Advocate to the Victorian Government to introduce a new bus route into the area ideally serving one of the local railway stations, nearby residential areas and a regional transport hub such as Sunshine or Footscray.

A33. Undertake monitoring, review and evaluation of activities occurring in the precinct to ensure regulatory compliance.

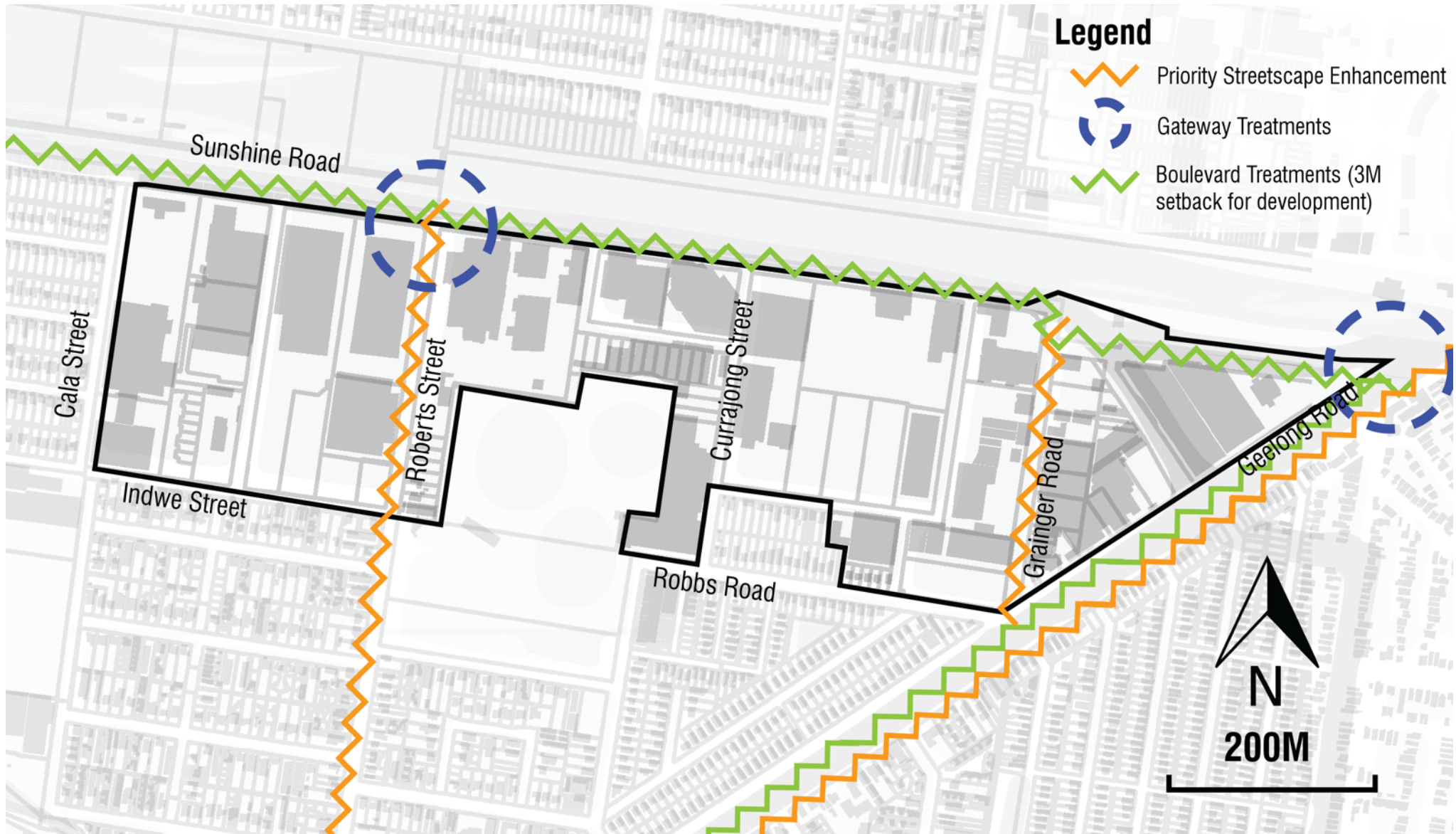


Figure 14: West Footscray Employment Precinct – Image and Identity Initiatives



6.4 Business Attraction

Objective

To market the precinct as an emerging, desirable inner-city fringe enterprise precinct.

Strategies

Attract a range of industrial and commercial businesses into the precinct that support the growth of the enterprise precinct and capitalise on its locational benefits.

Promote the opportunities and benefits of the enterprise precinct for a range of creative industries, co-working spaces and start-up businesses.

Coordinate industrial and commercial development to better align with the vision of the framework plan and deliver investment in the precinct.

Encourage the opportunities for office, commercial development and research and development activities to locate within the precinct and build upon synergies with adjacent industrial precincts.

Market the economic benefits and attractions of the precinct to prospective businesses.

Actions

- A34. Develop a business attraction strategy for the precinct that will work to achieve the land use and development vision for the precinct (see Break out box: **Business Attraction Strategy Initiatives**).
- A35. Develop a range of marketing materials that promote the vision, locational opportunities and advantages of locating businesses in the enterprise precinct.
- A36. Work with the Victorian Government to seek support for the facilitation of the enterprise precinct.

Business Attraction Strategy Initiatives

A range of possible guidance and actions from a promotional and investment attraction perspective are outlined below.

Council could consider developing a business attraction strategy that should:

- Focus on West Footscray's key strengths – namely, the establishment of an enterprise precinct and the precinct's location some 10km west of Melbourne's CBD and proximate to the Footscray Metropolitan Activity Centre, Sunshine NEIC, and the Western Industrial Precinct.
- The urban design, investment and business objectives for the precinct.
- An overview of the existing conditions and opportunities identified for the precinct.
- A series of objectives that seek to increase business activity and employment outcomes in the precinct (consistent with the Framework Plan objectives).
- Identification of target stakeholders:
 - Existing land owners and businesses
 - Potential investors and developers
 - Potential businesses
 - Relevant business groups
 - Real estate agencies
 - Relevant media.
- An overview of the role of Council's economic development team (and other Council departments) in achieving the level of investment and employment required to realise the vision for the precinct.
- Recommendations and actions that provide direction on how to achieve business and employment objectives. This is likely to include the development of marketing collateral such as:
 - A periodic newsletter for business within the precinct, local industry groups as well as prospective investors and employers, providing an overview of new businesses within the precincts, new developments, public infrastructure and amenity improvements, etc.
 - A short prospectus outlining the longer-term vision for the precinct, progress to date and opportunities for development and investment. It is important that the prospectus clearly highlights the locational attributes of the precinct.
 - Guidance on the timing of marketing collateral distribution.

It is envisaged that the messaging in the marketing collateral would differ before and after key urban design and amenity improvements have been undertaken.

Council could also take a more active role to catalyse specific sites by undertaking additional feasibility analysis that foreshadows aspirational development outcomes for these important sites.



7. Transforming to an Enterprise Precinct

Transforming the West Footscray Employment Precinct into an enterprise precinct to service Melbourne's west will require sustained effort over coming decades. Commitment will be required from Council, the Victorian Government and businesses to each put in place the foundations for the long-term success of West Footscray as an employment precinct.

The key components to triggering the precinct's renewal and revitalisation to an enterprise precinct include:

- Acknowledging a shift towards knowledge economy jobs such as health and education services, research and development, design, engineering, marketing, advertising and creative industries, as well the more traditional occupations of lawyers, financiers, doctors and management consultants.
- Providing the right spaces for the knowledge and creative based industries to support a diverse range of spaces suitable for advanced manufacturing, research and development, artisan manufacturing, and flexible and collaborative work spaces.
- Improving the quality of the urban environment as these types of industries are attracted to high quality, high amenity places. West Footscray has elements of this that could be improved.
- The repurposing of heritage and manufacturing buildings into new workspaces with character and a diversity of spaces that will foster interaction, synergies and collaboration.
- Improvements to the public transport network and capitalising on services to West Footscray Railway Station ensuring the precinct is widely accessible to a wide pool of labour particularly for Melbourne's west.
- The precinct's location as part of the Western Region State Significant Industrial Precinct provides a number of benefits that could be capitalised on to support the growth and development of this important economic area. These include research and development activities, small scale manufacturing incubators, head office functions, and supporting service industries.
- Recognising and promoting the importance of existing industries and promoting economic synergies.

Factors driving the success of enterprise precincts are detailed on the following page.





Factors Driving the success of Enterprise Precincts





8. West Footscray Employment Precinct Framework Plan

The West Footscray Employment Precinct Framework Plan details a planning framework for the West Footscray Employment Precinct as shown in **Figure 15**.

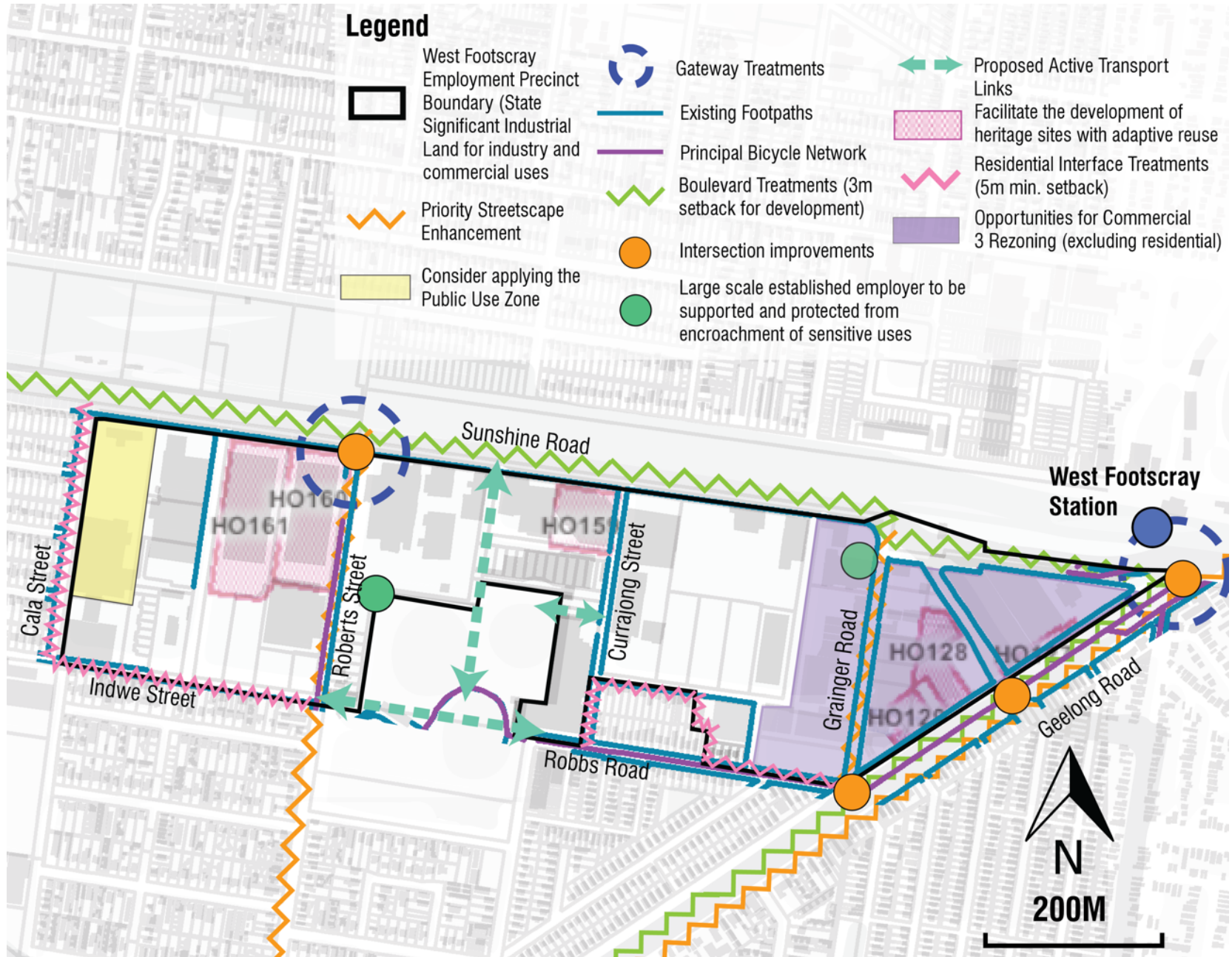


Figure 15: West Footscray Employment Precinct Framework Plan



9. Implementation

Implementing the West Footscray Employment Precinct Framework Plan will require a range of statutory and non-statutory implementation measures to ensure that the vision is realised.

9.1 Statutory Implementation

To give greater certainty to the implementation of the vision for the employment precinct, key elements need to be included in the Maribyrnong Planning Scheme. The vision and objectives should be embedded in local policy. This could be through Council's existing Local Places Local Policy (Clause 22.02) or a new Local Policy. The Framework Plan should be included as a policy document and background document in the local policy (or similar mechanism) and/or integrated into the Planning Policy Framework as required at a later stage. Consideration should also be given to inclusion in the Municipal Planning Strategy.

The Commercial 3 Zone, excluding any residential use component, should initially be considered by Council for land adjacent to West Footscray Station between Geelong and Sunshine Roads and Darwin and Stradbroke Streets.

Council should develop a planning scheme amendment that rezones the above land to the Commercial 3 Zone and utilises the schedule to the zone by prohibiting residential use of the land, consistent with its designation as State significant industrial land. The amendment should also rezone the Maribyrnong Council Operations to Public Use Zone to more accurately reflect its land use.

Land at 2, 4, 6, 8 and 10 Robbs Road should be further investigated to apply a non-industrial zone and Environmental Audit Overlay to reflect its apparent existing use as residential for many years. If this action is justified and has merit it could be implemented through a future planning scheme amendment.

Council could consider the preparation of a Design Development Overlay (DDO) over the employment precinct to facilitate improved amenity, image and interface with the public realm by ensuring landscaped setbacks, the location of parking and loading areas, and the form, scale and quality of industrial and commercial development. The *Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines* at **Appendix 1** could form the reference document for the DDO.

The management of the interfaces of industrial uses with residential could be undertaken through guidance in a Local Policy and/or the application of a DDO.

Council should undertake a review of heritage listed properties to determine the extent of the heritage significance of the sites subject to the heritage overlay.

Opportunities to work with land owners to put in place a more facilitative planning regime which may include rezoning should be considered.

9.2 Non-Statutory Implementation

The Framework plan identifies a wide range of non-statutory implementation actions in Section 7, necessary to deliver the vision for the employment precinct. The most significant of these for Council is the need to undertake a range of public realm initiatives to improve the amenity of the employment precinct. These need to address a number of access, connectivity and safety issues including streetscape improvements, development of the active transport network, improved crossings and road improvements. These are subject to investment by Council.

There are a range of community advocacy roles that Council needs to lead, particularly in relation to improving the employment precinct's infrastructure, and transport opportunities. The most significant at a regional level is the delivery of the upgrade to Paramount Road which will require State investment.

The Victorian Government is a key player in the revitalisation of the precinct. Council should seek to engage the State in the vision for the precinct and in sponsoring enterprise precinct initiatives. This is important to ensure a greater shared understanding of the importance of investment and renewal in the precinct and its sponsorship and championing to maximise employment retention and creation.

Statutory and non-statutory initiatives are outlined in more detail in the Implementation Plan in **Table 1** along with recommendations on timing, partners and priority.



Table 1: Implementation Table

Action #	Action	Timing/ Commenced	Duration	Lead Agency/ Responsibility	Involved	Stakeholder/ Community Engagement	Estimated New Cost (\$)	Priority
A1	Maintain industrial zonings within the precinct except as provided for in Actions A2, A3 and A4.	2020	Ongoing	Council	-	-	-	High
A2	Consider the application of the Commercial 3 Zone within the precinct commencing with sites in proximity to the West Footscray Station while prohibiting residential uses to protect existing industrial uses and the SSIP as shown in Figure 11 .	2020 - 2022	12 – 36 months	Council	DELWP	Y	-	Medium
A3	Investigate applying a residential zone and an Environmental Audit Overlay to land used for residential purposes at 2, 4, 6, 8 and 10 Robbs Road.	2021 - 2023	12 – 36 months	Council	DELWP	Y	-	Low
A4	Consider applying the Public Use Zone to the Council owned site known as the Maribyrnong Council Operations Centre as shown in Figure 11 .	2020-2022	12 – 36 months	Council	DELWP	Y	-	Medium
A5	Facilitate a diversity of workspaces ranging from purpose built offices for larger companies to affordable workspaces for artisan manufacturers, cultural venues and creative industries.	2020 - 2030	Ongoing	Council	Businesses	-	-	Medium
A6	Support a range of lots sizes within the precinct including the retention of existing large lots and the creation of smaller lots which specifically provides for more diverse employment uses and increased job density.	2020 - 2030	Ongoing	Council	Businesses	-	-	Medium
A7	Support new models of office development such as co-working spaces.	2020 - 2030	Ongoing	Council	Businesses	-	-	Medium
A8	Utilise and expand the existing built form within the precinct to provide affordable workspaces.	2020 - 2030	Ongoing	Council	Businesses	-	-	Medium
A9	Encourage food and drink premises, limited retailing and other land uses that provide for worker service needs to locate within close proximity of the West Railway Footscray Station.	2020 - 2025	Ongoing	Council	Businesses	-	-	High
A10	Consider allowing landowners of heritage listed sites to prepare an Incorporated Plan in partnership with Council under Clause 43.01-3. and/or Heritage Design Guidelines under Clause 43.01-6 to facilitate their adaptive reuse.	2020 - 2030	Ongoing	Council	Heritage Victoria	-	-	Low
A11	Inform the redevelopment of larger heritage listed sites by a master plan / development plan approach with more detailed heritage analysis from a conservation management plan where appropriate.	2020 - 2030	Ongoing	Council	Heritage Victoria	-	-	Low
A12	Provide a minimum 5m landscaped setback for industrial development adjacent to residential development or other sensitive land uses with loading bays, vehicle and pedestrian access and entries not located adjacent to these areas (as shown in Figure 10 and Appendix 1: Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines for further advice).	2020 - 2030	Ongoing	Council	-	-	-	Medium
A13	Encourage industrial and commercial developers to incorporate environmentally sustainable development initiatives such as energy production, integrated water management, siting and design into their developments.	2020 - 2030	Ongoing	Council	Sust. Vic	-	-	Low



Action #	Action	Timing/ Commenced	Duration	Lead Agency/ Responsibility	Involved	Stakeholder/ Community Engagement	Estimated New Cost (\$)	Priority
A14	Work with the Victorian Government to reduce the urban barrier effect along Geelong Road and encourage movement along and across the corridor with priority given to public transport and active transport movement.	2020 - 2025	12 – 60 months	Council	DoT	Y	-	Medium
A15	Work with the Victorian Government to ensure the arterial road network is designed and delivered as iconic boulevards that meet the movement needs of the precinct including the enhancements of Geelong and Sunshine Roads.	2022 - 2030	Ongoing	Council	DoT	-	-	Medium
A16	Advocate to the Victorian Government to upgrade and fund duplication of Paramount Road to enable efficient movement of freight through the region.	2020 - 2023	12 – 60 months	Council	DoT	-	-	High
A17	Ensure any new linkages within the precinct are publicly accessible.	2020 - 2030	Ongoing	Council	-	-	-	Medium
A18	Create new active transport links throughout the precinct as shown in Figure 12 .	2020 - 2025	12 – 60 months	Council	-	Y	TBD	High
A19	Encourage new pedestrian links through development adjacent to Hansen Reserve.	2020 - 2030	Ongoing	Council	Adjacent land owners	-	-	Low
A20	Work with the Victorian Government to improve intersection safety for active transport users at the intersection of Geelong Road, Somerville Road and Roberts Street.	2020 - 2028	Ongoing	Council	DoT	-	-	Medium
A21	Work with the Victorian Government to ensure all bus stops in the area are made DDA compliant by 31 December 2021 (12 months ahead of the legal deadline).	2020 - 2021	12 – 24 months	Council	DoT	-	-	High
A22	Work with the Victorian Government to provide additional early morning bus services from Footscray into West Footscray on Routes 411, 412 and 414.	2020 - 2023	12 – 36 months	Council	DoT	-	-	High
A23	Work with the Victorian Government to provide bus priority lanes and queue jump signals at every intersection along Geelong Road.	2020	12 – 24 months	Council	DoT	-	-	High
A24	New subdivision and development should be provided in accordance with the <i>Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines</i> included in Appendix 1 .	2020	Ongoing	Council	Land owners	-	-	Medium
A25	Implement design guidelines for the enterprise precinct to improve the image and quality of development as outlined in Appendix 1 .	2020 - 2022	12 – 36 months	Council	DELWP	-	-	Medium
A26	Consider packaging the <i>Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines</i> as a separate document for use by planners, urban designers and economic development officers in discussions with land owners.	2022	3 months	Council	-	-	10 K	Medium
A27	Provide a minimum setback and landscaping of 3 m for development adjacent to arterial roads as shown in Figure 13 .	2022	Ongoing	Council	-	-	-	Low



Action #	Action	Timing/ Commenced	Duration	Lead Agency/ Responsibility	Involved	Stakeholder/ Community Engagement	Estimated New Cost (\$)	Priority
A28	Reduce the level of parked vehicles on nature strips through strategies such as tree planting.	2020	Ongoing	Council	-	Y	TBD	Medium
A29	Investigate opportunities to link the precinct's industrial heritage with a broader city heritage trail and through any proposed business attraction activities.	2024	24 months	Council	Heritage Victoria	Y	100 K	Low
A30	Implement enhancement and gateway treatments on key entry points to the precinct to illustrate the future vision for the precinct as shown in Figure 14 .	2024	12 months	Council	-	Y	300 K	Medium
A31	Work with the Victorian Government to introduce and enhance boulevard treatments on Sunshine Road and Geelong Road as shown in Figure 14 .	2022	Ongoing	Council	DoT	Y	-	Medium
A32	Advocate to the Victorian Government to introduce a new bus route into the area ideally serving one of the local railway stations, nearby residential areas and a regional transport hub such as Sunshine or Footscray.	2023	Ongoing	Council	DoT	Y	1 M	High
A33	Undertake monitoring, review and evaluation of activities occurring in the precinct to ensure regulatory compliance.	2020	Ongoing	Council	Businesses	Y	500 K	High
A34	Develop a business attraction strategy for the precinct that will work to achieve the land use and development vision for the precinct (see Break out box: Business Attraction Strategy Initiatives).	2020 - 2023	Ongoing	Council	Businesses	Y	50K	Medium
A35	Develop a range of marketing materials that promote the vision, locational opportunities and advantages of locating businesses in the enterprise precinct.	2022-2025	12-24 months	Council	Businesses	N	200 K	Medium
A36	Work with the Victorian Government to seek support for the facilitation of the enterprise precinct.	2020-2030	Ongoing	Council	DJPR	Y	1 – 2 M	Medium



10. Monitoring and Review

Maribyrnong City Council will provide a progress report on the implementation of the West Footscray Employment Precinct Framework Plan every four years, commencing from when the Framework Plan is approved. This process will enable Council to measure progress, ensure an appropriate application of resources and the delivery of key priority projects. The Council will use the four yearly progress report to adjust the implementation program to ensure that the Framework Plan is achieving the vision.

The Framework Plan review cycle is every four years, to ensure that it remains relevant and consistent with Council's strategic policies, MSS (or Municipal Planning Strategy) and the Council Plan, and to identify any changes required to respond to new trends, policies or changing circumstances. A review of the Framework Plan should commence four years prior to the expiry of the Plan and will enable Council to prepare for the subsequent Framework Plan period.



Appendix 1 – Tottenham and West Footscray Employment Precincts Industrial and Commercial Development Design Guidelines

Part A – Introduction

1 About the Guidelines

1.1 Purpose

The purpose of these guidelines is to provide guidance for development and subdivision in the Tottenham and West Footscray Employment Precincts. The guidelines will be used to guide the design of subdivisions and developments, inform the preparation of planning permit applications and be utilised by Council for the assessment of permit applications.

The guidelines aim to ensure that industrial and commercial developments and areas are functional and attractive environments for business operators, workers, visitors and adjacent residents. They address how existing and future industrial and commercial developments should look and function and how they should respond to the local environment and surrounding context.

An application for the development of a building is preferable firstly and for an application for subdivision to follow, if required. Where both types of application are required, their relationship should be clearly explained and provide integrated outcomes for maximum public benefits.

1.2 Why the Guidelines are Needed

The Tottenham and West Footscray Employment Precincts account for almost half of the municipality's zoned industrial land with just under 300 ha of industrial land. The precincts comprise an important component of the State Significant Industrial Precinct in Melbourne's western region. The built fabric of the precinct displays low levels of capital or ongoing investment represented by low cost buildings, site

presentation, maintenance and repair. The precinct has a limited, discontinuous, narrow street network for the level of freight traffic it carries. Its layout tends to concentrate traffic flows while discouraging walking and cycling. Furthermore, this lack of street connectivity can be seen to restrict opportunities for subdivision or consolidation of land or redevelopment through limiting street exposure.

These guidelines are intended to expand the potential of the precinct for industrial land uses by improving the quality of the environment and function of the precinct for a wide range of users. The guidelines will ensure better practice for design of subdivision layouts, access, site and building design, environmental performance and safety, landscape and amenity within the employment precincts.

1.3 Objectives of the Guidelines

The objectives of the Guidelines are:

- To facilitate functional, well serviced, amenable, and attractive industrial development that have regard to their context and role within the State Significant Industrial Precinct.
- To establish design and development guidelines which support future industrial and commercial market demands, facilitate business and employment opportunities.
- To establish a standard of development which assists in the facilitation of economic development and increases business and industrial enterprises.
- To ensure industrial development makes a positive impact on the amenity and environment of the precinct.

2 How to use the guidelines

2.1 Where they apply

The guidelines apply to all industrial and commercial zoned land within the Tottenham and West Footscray Employment Precincts.

3 Subdivision and Development Applications

3.1 Permit application requirements

For subdivision and development applications, the following drawings and reports are to be prepared and submitted as part of the permit application (in addition to those required through the relevant zone and/or overlay).

Subdivision Applications

- Site Context Plan - Identifies surrounding land uses, interface issues (including buffer considerations), landscape elements, open space networks and transport networks.
- Site Analysis Plan - Provides detailed analysis of the characteristics of the site including landform (contour plans), existing vehicle crossovers and street trees, drainage networks, services and infrastructure, vegetation, existing buildings and climate.
- Design Response Plan - Provides an overview of how the proposed subdivision responds to the analysis and context of the site and how the subdivision will facilitate industrial/commercial land uses and cater for various land use scenarios.
- Subdivision Plan - the boundaries and dimensions of the site, adjoining roads and access, relevant ground levels, the subdivision layout including lot sizes and dimensions, proposed roads, open space areas and stormwater treatment areas (if applicable).

- Stormwater Management Plan- to meet the requirements of the relevant PPF/VPP clauses (19.03-03S & 53.18).
- Road and site cross sections.
- Guidelines Response Submission - Details how the development responds to the objectives and guidelines and where and why it doesn't comply.

Other plans and reports that may be requested by the responsible authority or referral authorities include:

- Traffic Report and Management Plan.
- Site Management Plan.
- Vegetation Removal Plan.
- Soil Management Plan (for contaminated sites).
- Infrastructure Plan.
- Land Capability Assessment.
- Aboriginal Cultural Heritage Management Plan (Proponents may be required to address Aboriginal Cultural Heritage requirements under the Aboriginal Heritage Act 2006 prior to lodging a planning permit application).

Development Applications

- Site Context Plan - Identifies surrounding land uses, built form siting, landscape elements and transport networks.
- Site Analysis Plan - Provides detailed analysis of the characteristics of the site including landform (contour plans), existing vehicle crossovers and street trees, drainage networks, vegetation, existing buildings and climate.
- Design Response Plan - Provides an overview of how the proposed development responds to the analysis and context of the site.
- Site Layout plan - Details the boundaries and dimensions of the site, adjoining roads, relevant ground levels, the layout of existing and proposed buildings and works, driveways and vehicle parking and loading areas,

proposed landscape areas, and external storage and waste treatment areas.

- Landscape plan - includes a description of vegetation to be planted, the surfaces to be constructed, a site works specification and the method of preparing, draining, watering and maintaining the landscape area.
- Floor Plans - Building layout plans.
- Construction details - of all drainage works, driveways and vehicle parking and loading areas.
- Elevations and Cross Sections - Required as necessary to show the dimensions, colours and materials of all buildings and works.
- Stormwater Management Plan- to meet the requirements of the relevant PPF clauses (19.03-03S & 53.18)
- Signage Plan - Provides details of the proposed signage for the development including siting and design.
- Guidelines Response Submission - Details how the development responds to the objectives and guidelines and where and why it doesn't comply.

Other plans and reports that may be requested by the responsible authority or referral authorities include:

- Traffic Report and Management Plan.
- Site Management Plan.
- Aboriginal Cultural Heritage Management Plan.
- Vegetation Removal Plan.
- Soil Management Plan (for contaminated sites).
- Acoustic Assessments.

Part B – Subdivision Design Guidelines

4 Site Responsive Design

4.1 Site and Context Assessment

Objectives

- To ensure new subdivisions are designed to respond to the strategic and local characteristics of the site and its context.

Guidelines

4.2 Subdivision Design

4.2.1 Before any subdivision design is undertaken, a thorough investigation of the site and its context should be undertaken, so that the new subdivision will respond in the most appropriate way. This will include an analysis of:

- Surrounding existing and future land uses - sensitive interfaces, key land uses, buffers, etc.
- Surrounding existing and future transport networks - road, pedestrian and cycle paths, and public transport.
- Areas of vegetation.
- Natural and man-made features within the site – heritage buildings, exposed geological features, waterways, etc.
- Predominant landscape and cultural heritage character of the area.
- Assessment of drainage systems within and beyond the site.
- Assessment of existing and proposed vehicle crossovers, loading bay areas and street trees.
- Views from within the site to significant locations or features and views to the site from key public locations.
- Climatic conditions including solar access and prevailing winds.

The design and layout of a subdivision application will need to demonstrate how it responds to each of these elements.

5 Access & Circulation

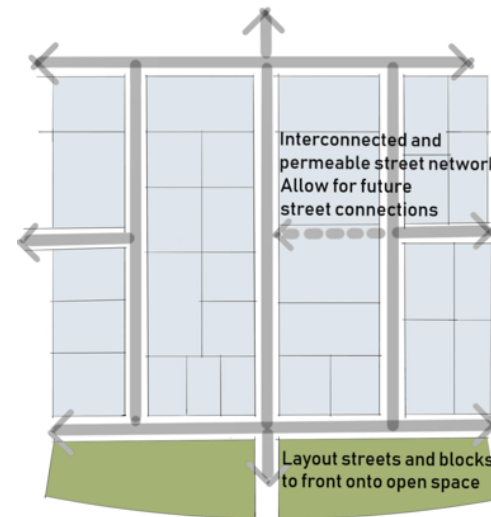
5.1 Street Network

Objectives

- To provide for interconnected street networks that allow for efficient transport movement and integrate appropriately with surrounding urban areas.
- To provide site responsive street networks that integrate with the environmental and landscape features of the site.
- To provide sufficient capacity within the road network to cater to the needs of industrial and business uses, and emergency vehicles.
- To limit the impacts of heavy vehicles on adjoining residential areas.

Guidelines

- 5.1.1 Provide connected road networks to enable safe movement of freight and other vehicles, pedestrians and cyclists. Connect streets to existing established road networks and enable future connections to adjoining areas, where required.
- 5.1.2 Align roads to enable buildings to face onto creek reserves and open space.
- 5.1.3 Provide a logical east-west and north-south road hierarchy providing sufficient space for pedestrians, cyclists, and vehicles.
- 5.1.4 Design roads to accommodate high capacity and other freight vehicles demonstrating the safe and efficient operation of the road network while minimising impacts on the streetscape and surrounding uses.
- 5.1.5 Design roads in accordance with Council's infrastructure and planning policies and the relevant Australian Standards.



5.2 Pedestrian and Bicycle Access

Objectives

- To provide for safe and convenient access for pedestrians and bicycle riders.
- Increase amenity of streetscapes through provision of shade trees, landscaping at the front of private properties and greater separation between shared paths and the roadway.
- To provide for adequate separation of pedestrian, bicycle rider movements from heavy vehicles.
- To ensure pedestrians and bicycle access is integrated into the design of future subdivisions.

Guidelines

- 5.2.1 New development and subdivisions will be required to provide footpaths at the front of their property.
- 5.2.2 Develop a pedestrian and cycle network as part of the subdivision application that provides for continuous and safe access between future allotments and the surrounding cycle and street network.

5.2.3 Provide paved shared user paths to one side of the open space, waterway or road with a minimum width of 2.5m where required for open space and linear networks.

5.2.4 Provide a shared user path to Australian Standards to at least one side of a road.

5.2.5 Provide bicycle lanes with a minimum width of 1.5m on both sides of roads, where space within the road reserve does not allow for an off-road shared user path.

5.2.6 Provide wayfinding for bicycle riders linking to connections within and beyond the precinct (Note: In some instances an on-road cycle path may be required for main roads or where separation from pedestrian movement or wayfinding for cyclists is required).

5.3 Public Transport

Objectives

- To provide adequate access for public transport within the precinct (where required by the Department of Transport).

Guidelines

- 5.3.1 Ensure a high quality of bus stop provision within the precinct including DDA compliance features at all stops and shelter, seating and real time information at some stops.
- 5.3.2 Design relevant roads with sufficient capacity to accommodate bus services (Note: Where relevant, the cross-section requirements of the Department of Transport 'Public Transport Guidelines for Land Use Planning 2008' may be required for relevant bus route roads).

5.4 Lot Layout

Objectives

- To create suitably sized allotments that are functional, accessible and contribute positively to the amenity of the precinct.

- To provide for a diversity of lot sizes and enable flexibility within allotments to cater for a range of industrial and business uses.
- To ensure lots are of an adequate size to respond to the site's constraints and features.
- To provide lot sizes that protect the state significant role of the precinct.
- To maximise passive solar design through the orientation of allotments.

Guidelines

Lot Size

- 5.4.1 Provide lots of size and dimension to enable objectives and guidelines contained in Part C - Development Guidelines to be satisfied for future development.
- 5.4.2 Demonstrate that a suitable building envelope can be achieved while satisfying the setback, landscaping, access and built form objectives and guidelines in Part C.

Lot Shape

- 5.4.3 Provide lots of regular shape to enable efficient use of land and for a range of industrial and business uses to be accommodated.

Lot Orientation

- 5.4.4 Align lots either north-south or east-west to allow for maximising passive solar design of buildings.
- 5.4.5 Arrange corner allotments so that the building will address the higher order road within the road hierarchy.

6 Landscape & Open Space

6.1 Streetscapes

Objectives

- To improve the amenity, comfort and habitat of streets within the precinct.
- To ensure streetscapes are durable and require minimal maintenance.

Guidelines

- 6.1.1 Provide street tree planting in accordance with Council's Street Tree Planting Strategy and Urban Forest Strategy including to:
- Position trees to reinforce the desired character for an area.
 - Provide for trees or groups of trees spaced at optimum distances to provide shade and shelter to pedestrians and cyclists and screening of large built form.
 - Plant native or indigenous canopy trees that reflect the character of the area and require minimal irrigation.
 - Plant exotic species if appropriate to the character of the area provided the trees can be irrigated without utilising the potable water supply.
 - Use low level shrubs and grasses in conjunction with canopy trees to maintain sight lines around intersections, entries and movement conflict points.
 - Use low maintenance passive irrigation techniques so that street trees can be irrigated with stormwater captured on the site.

- 6.1.2 Provide street furniture such as seats and bins to Council's specifications around open space nodes and other key locations within the precinct.

- 6.1.3 Locate street lighting to provide for a safe journey along pedestrian paths in accordance with relevant Australian Standards.

6.2 Open Space

Objectives

- To provide open space within the precinct for industrial and business uses.
- To ensure new developments provide suitable activation and surveillance of existing and new open space areas.

Guidelines

- 6.2.1 Incorporate natural elements into the open space network such as creeks or water bodies and areas of established vegetation. Provide linear open space along Stony Creek with appropriate pedestrian and bicycle access.
- 6.2.2 Align street networks so that buildings address at least one side of the Stony Creek corridor.
- 6.2.3 Locate smaller lots fronting open space to maximise activation.



- 6.2.4 Locate uses such as cafes and convenience shops adjacent to open space to take advantage of the outlook and increase activation.

7 Interface Treatments

Objectives

- To carefully manage the interface from subdivision between industrial uses and adjacent or nearby sensitive land uses.

Guidelines

- 7.1.1 Design the road network in subdivision so that development will front onto roads by providing direct access to the road and to support quality built form outcomes.
- 7.1.2 Provide a road between open space, creek or water body and proposed subdivision, so that development can address the interface.

Provide a shared path / driveway if a road is not required or feasible.

- 7.1.3 Provide a minimum 5m wide landscape strip capable of supporting large canopy trees along boundaries with residential or other sensitive land uses.



- 7.1.4 Locate loading bays, vehicles and pedestrian entries and access areas so they are not facing residential or other sensitive land uses.

8 Stormwater Management

Objectives

- To capture, retain, treat and re-use stormwater before it is discharged into natural systems.
- To minimise any increase in stormwater run-off and protect receiving waters from environmental degradation.
- To ensure streets and drainage perform adequately during storm events.

Guidelines

- 8.1.1 Provide stormwater and drainage infrastructure based on state and local infrastructure planning policies and provisions.
- 8.1.2 In addition to relevant engineering standards, design for stormwater and drainage should:
- Respond to the natural drainage characteristics of the site and context and design by integrating the system with these features.
 - Locate development through possibly building envelopes away from drainage corridors and waterways in accordance with any referral authority requirements

and relevant planning policies and provisions.

- Retain and enhance the function of natural drainage features in the area including drainage corridors and waterways.
- Minimise stormwater run-off by limiting the amount of impervious surfaces and utilising pervious surfaces to maximise infiltration.
- Retard and treat stormwater on-site or within a consolidated area before it is discharged into the drainage system or waterways.
- Utilise grass swales for channelling stormwater and perforated stormwater drainage pipes in order to increase infiltration.
- Incorporate Water Sensitive Urban Design features to manage run-off in streets and public open space before it is discharged from the site to the approval of council and Melbourne Water.
- Optimise capture, retention, treatment and re-use of water on site by addressing an integrated 'whole of water cycle' approach to water management.

Part C – Development Design Guidelines

9 Site Responsive Design

9.1 Site and Context Assessment

Objectives

- To ensure new developments are designed to respond to the strategic and local characteristics of the site and its context.

Guidelines

- 9.1.1 Undertake a thorough investigation of the site and its setting prior to undertaking design demonstrating how the development responds appropriately to the context. This will include an analysis of:
- Surrounding existing and future land uses - sensitive interfaces, key land uses, buffers etc.
 - Surrounding existing and future transport networks - road, pedestrian and cycle paths, and public transport.
 - Areas of vegetation.
 - Natural and man-made features within the site – heritage buildings, exposed geological features, waterways, etc.
 - Predominant landscape and cultural heritage character of the area.
 - Assessment of drainage systems within and beyond the site.
 - Views from within the site to significant locations or features and views to the site from key public locations.
 - Climatic conditions including solar access and prevailing winds.

The design, built form, layout and interface of a development application will need to demonstrate how it responds to each of these elements.

10 Access and Circulation

10.1 Pedestrian and Cyclist Access

Objectives

- To provide safe and convenient access for pedestrians and cyclists.
- To provide adequate walking and cycling facilities.
- To minimise vehicle trips by supporting walking and cycling as transport alternatives.

Guidelines

- 10.1.1 Provide clearly defined entry points for pedestrians and cyclists from the surrounding movement network. Separate pedestrian and cyclist entries from all vehicle movements.
- 10.1.2 Separate pedestrian and bicycle circulation from vehicle movements, particularly loading and servicing vehicles.
- 10.1.3 Ensure clear sight lines for pedestrians and cyclists to vehicle crossovers.
- 10.1.4 Layout driveway access to maintain clear sightlines between exiting or entering vehicle and pedestrians or cyclists.
- 10.1.5 Provide secure bicycle end of trip facilities including secure storage, lockers, change rooms and showers in accordance with the relevant planning scheme provisions.

10.2 Vehicle Access

Objectives

- To provide safe, convenient and efficient access for all vehicles.
- To minimise the impacts of traffic on surrounding sensitive land uses.
- To provide functional access and car parking arrangements for visitors and employees.
- To minimise the impact of driveway crossovers on pedestrian and cyclist access and streetscapes.

Guidelines

- 10.2.1 Layout developments to allow all vehicles to enter and exit a site in a forward direction.
- 10.2.2 Locate vehicle access points to provide clear sight lines along the road and enable safe and efficient entry and exit.
- 10.2.3 Demonstrate that High Capacity and other freight vehicles can enter, exit and manoeuvre within the site safely and efficiently, and with minimal impact on the streetscape and surrounding uses.
- 10.2.4 Minimise the impact of traffic on surrounding sensitive land uses including residential areas and open space.
- 10.2.5 Consolidate crossovers to minimise entry and exit points for each site and minimise conflict with footpaths but acknowledge where a loop circulation network is required within the site for efficient movements.
- 10.2.6 Locate loading areas to the rear or side of the property away from the primary street frontage.
- 10.2.7 Integrate loading areas internally within buildings where practical. Where external loading areas are visible from adjoining land uses screen them with landscaping or built form.
- 10.2.8 Loading and servicing should occur from vehicles completely contained within the site. No part of a vehicle should extend into the public road reserve.
- 10.2.9 Separate access to vehicle access and loading areas from pedestrian and bicycle routes.
- 10.2.10 Provide sufficient storage and loading areas to avoid the use of car parks for temporary storage of goods.
- 10.2.11 Clearly define loading areas with line marking to allow unobstructed vehicle access and provide appropriate turning areas in accordance with Australian Standards AS

2890.2 -Parking facilities Part 2: Off-street commercial vehicles.

- 10.2.12 Allow for sufficient and safe collection of waste materials.

10.3 Car Parking Layout and Design

Objectives

- To provide safe and efficient access within car parks for all users.
- To provide attractive industrial and office areas where parking is not a dominant element of the streetscape.
- To provide landscaped car parks that integrate with the design of the site and adjoining streetscape.

Guidelines

Siting

- 10.3.1 Restrict car parking within the front setback to visitor parking. Clearly distinguish these spaces with suitable signage or pavement markings and make them permanently available for visitor use. Staff parking may be provided in the front setback if it can be demonstrated that sufficient car parks have been provided for visitors.



- 10.3.2 Locate larger expanses of car park of more than 20 spaces to the side or rear of the building.
 - 10.3.3 Setback car parking at least 3m from the front property boundary to allow sufficient space for landscaping. Refer to the landscape guidelines in Section 13.
 - 10.3.4 Provide designated truck parking areas for land uses that require the parking and regular movement of trucks. This does not include truck movements within loading areas.
- Access
- 10.3.5 Clearly define pedestrian and cyclist access between the car park and the entrance to the building.
 - 10.3.6 Clearly delineate car parking spaces, loading docks and vehicle route directions in accordance with the approved parking and access layout.
- Design
- 10.3.7 Layout car parking spaces and access ways based on planning scheme requirements and Australian Standards.
 - 10.3.8 Orient and layout buildings to address car parking areas with entries and windows.
 - 10.3.9 Provide under-croft parking if it does not form a dominant element of the building frontage and enables larger areas of landscaping within the front setback.
 - 10.3.10 Provide landscaping of car parks in accordance with Section 13 of these guidelines.
 - 10.3.11 Construct car parks and vehicle turning areas with an all-weather pavement surface and adequate drainage.
 - 10.3.12 Incorporate Water Sensitive Urban Design techniques within car parking areas to minimise run-off, passively irrigate vegetation and treat stormwater before it is discharged from the site.

11 Built Form

11.1 Setbacks

Objectives

- To ensure the siting of buildings reinforces the preferred character of the precinct.
- To create cohesive streetscapes characterised by consistent building setbacks.
- To provide active and pedestrian friendly streets.
- To ensure the siting of buildings provides adequate space for landscaping and planting and strengthens the amenity of the area.

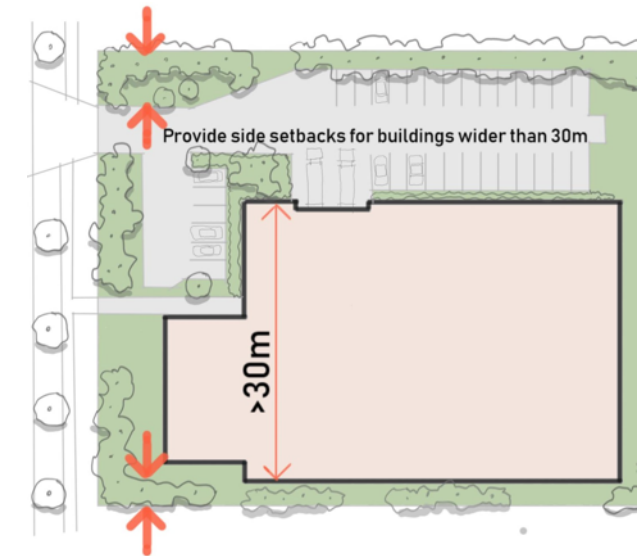
Guidelines

Setbacks

- 11.1.1 Front building setbacks for infill development are to be consistent with the predominant front setbacks in the street if the surrounding lot sizes and uses are generally consistent with the subject site or a minimum of 3 metres, whichever is the greater.



- 11.1.2 In new subdivisions and in areas with existing large front setbacks, allow sufficient space for visitor parking, building access and landscaping.
- 11.1.3 Front setbacks should not be used to store goods, materials or waste.
- 11.1.4 Setback buildings with a width of greater than 30 metres from both side boundaries to minimise the impact of a continuous built wall to the street.



- 11.1.5 Provide side setbacks to enable sufficient space for maintenance access, vehicle circulation, separation between buildings and landscape.
- 11.1.6 Development should avoid construction over existing or required easements.

Corner Sites

- 11.1.7 Setback buildings on corner sites a minimum of 3 metres from the secondary street frontage to provide sufficient space for landscaping and building access. This setback may be reduced if the prevailing setbacks are less and the proposed facade to the secondary street frontage is designed appropriately.

11.1.8 Setbacks on corner sites should enable adequate sight lines for vehicular traffic in accordance with the relevant Australian Standard.

11.2 Building Orientation

Objectives

- To provide development which addresses the street and enhances streetscape amenity and safety.
- To layout buildings minimising the impact of car parking and loading areas on the streetscape.
- To maximise opportunities for passive solar design through the orientation of buildings.

Guidelines

11.2.1 Buildings should be orientated so that the building frontage i.e. entrance, reception, customer service area addresses the primary street frontage.



11.2.2 Layout buildings to take advantage of a north/north east aspect to maximise opportunities for passive solar heating and cooling.

11.2.3 Layout buildings with loading, servicing, and large areas of car park (greater than 20 spaces) located to the rear or the side of the site.

11.3 Building Address

Objectives

- To create active and pedestrian friendly streets and industrial sites through the design and layout of buildings.
- To provide activation and passive surveillance of adjoining open space areas.
- To provide businesses and industries that are easy to find for visitor and workers.

Guidelines

11.3.1 Locate pedestrian generating uses such as customer service and office components at the street frontage to provide activation of the street, create a more pedestrianised scale and assist in passive surveillance of the street.

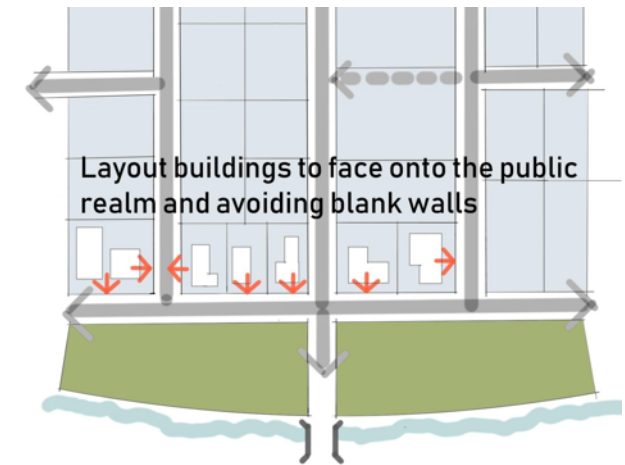
11.3.2 Emphasise the location of entries, customer service and office components through appropriate building design elements and techniques.

11.3.3 Locate and orient building entries to the street frontage to provide clear and convenient access for visitors.

11.3.4 Buildings on corner allotments should address both street frontages with articulated facades.

11.3.5 Provide taller built form or roof elements to emphasise prominent locations.

11.3.6 Orient buildings to face onto public open space. Where this is not possible, the building should address the open space with an articulated form.



11.3.7 Avoid blank, unarticulated walls to views from the public realm.

11.4 Building Design and Detail

Guidelines

Colours, Materials and Finishes

11.4.1 Provide materials that are durable and robust.

11.4.2 Provide colours, materials and finishes compatible with the industrial context of the precinct.

12 Landscaping

12.1 Landscape Design

Objectives

- To provide low maintenance and drought tolerant landscaping.
- To provide high quality landscaping within the front setback that enhances the setting of buildings in the street.
- To provide landscape design that responds to the characteristics and qualities of the precinct.
- To ensure the ongoing maintenance of landscaped areas.

Guidelines

Siting and Areas requirements

- 12.1.1 Where canopy trees are to be provided, landscaped areas should be a minimum of 3 metres in width to enable sufficient space for root zones. Landscaped areas of shrub, grasses, sedges and groundcovers should be a minimum of 2 metres to provide for the effective impact of planting.
- 12.1.2 Utilise planter boxes in locations where there is insufficient space to establish a landscaped area.
- 12.1.3 Boxes should be integrated into the overall design of the building and landscape, and be of an adequate size to maintain plants.
- 12.1.4 Buildings should be setback from existing trees by the width of the canopy of the mature tree in order to protect tree root zones.
- 12.1.5 Consolidate landscape areas to maximise the effect of the landscape and allow sufficient space for tree growth.

Landscaped Setbacks

- 12.1.6 Provide a front setback at least 3 metre wide to support planting of canopy trees.
- 12.1.7 Select and locate trees species to avoid impact of root systems and canopy in ground or overhead services or assets.
- 12.1.8 Provide space for screen planting in rear setbacks where the site adjoins a public street or space or is visible from key public viewing areas.

Car park landscaping

- 12.1.9 For staff or visitor car parking within setback areas, provide one canopy tree for every 6 car parking spaces.
- 12.1.10 Provide a landscape strip of at least 2 metres between car parks and side and rear boundaries.

- 12.1.11 Install kerb and channel between landscaped areas and vehicle areas to protect vegetation.
- 12.1.12 Incorporate water sensitive urban design techniques to passively irrigate vegetation and treat stormwater run-off from car parks.

Staff Amenity Areas

- 12.1.13 Where provided for or where the features of a site or proposal make it feasible or necessary, functional outdoor staff areas should be located to take advantage of northern aspect, connection to internal staff meals areas, and be landscaped with shade trees and seating.

Visual and Acoustic Screening

- 12.1.14 Where a landscape screen is required provide a minimum 5 metres width strip to support a variety of trees, shrubs and groundcovers.
- 12.1.15 Provide screen planting where an undesired element of the site will be visible from adjacent land uses, streets or public spaces.

12.2 Fencing

Objectives

- To ensure the front boundary treatment contributes positively to the appearance of the streetscape and clearly delineates the public and private realms.
- To ensure fencing provides for adequate site security.
- To ensure fencing is co-ordinated with the design of the building and landscaping.

Guidelines

- 12.2.1 Where security fencing is required ensure a minimum of 50% transparency.
- 12.2.2 If security fencing is not required along the front boundary align it with the building line to provide visual and physical connection between the street and building entries.
- 12.2.3 Where screen fencing is required integrate the materials and colours with those used within the development.

13 Site Amenity

13.1 Waste Storage

Objectives

- To ensure adequate access to waste and recycling facilities is provided.
- To ensure waste storage and treatment areas do not detrimentally impact on the amenity of streetscapes and the quality of stormwater.

Guidelines

- 13.1.1 Provide all developments with dedicated waste and recycling storage areas.
- 13.1.2 Locate waste storage and recycling areas away from street frontages, staff amenity areas and stormwater drains.
- 13.1.3 Provide adequate visual screening of waste and recycling storage areas from the public realm, amenity areas and adjoining residential land uses utilising landscaping as outlined in Section 13 or structural screening.
- 13.1.4 Demonstrate methods to minimise the production of waste as well as recycling and the re-use of waste materials.

13.2 Goods Storage

Objectives

- To minimise impacts on streetscapes by goods storage areas.
- To ensure the storage of goods does not adversely impact on the quality of stormwater.

Guidelines

- 13.2.1 Locate goods storage areas behind the building line and away from stormwater drains. Goods storage areas should not be located within landscaped areas, driveways, car and truck parking spaces or vehicle turning areas.
- 13.2.2 Provide adequate visual screening of goods storage areas from key public viewing locations.

13.3 Interface Treatments

Objectives

- To carefully manage the interface between industrial development and adjacent or nearby sensitive land uses and developments.

Guidelines

- 13.3.1 Front development onto industrial and commercial roads with direct access to industrial and commercial development and away from residential and other sensitive land uses and developments.
- 13.3.2 Provide a minimum 5 metre wide landscape strip capable of supporting large canopy trees along boundaries with residential or other sensitive land uses and development.



- 13.3.3 Locate loading bays, vehicles and pedestrian entries and access areas so they are not facing residential or other sensitive land uses.

14 Environmentally Sustainable Design

14.1 Integrated water management

Objectives

- To minimise any increase in stormwater run-off and protect receiving waters from environmental degradation.
- To reduce potable water consumption.

Guidelines

Stormwater minimisation

- 14.1.1 Collect and re-use stormwater for landscape irrigation, toilet flushing and cleaning.
- 14.1.2 Incorporate pervious and porous surfaces and minimise impervious sealed services in order to maximise onsite stormwater infiltration.
- 14.1.3 Utilise grass swales for channelling stormwater and perforated stormwater drainage pipes in order to increase infiltration.

Stormwater Treatment

- 14.1.4 Incorporate water sensitive urban design techniques to treat stormwater before it is discharged from the site.

Water Recycling and Re-use

- 14.1.5 Where practical, incorporate grey water treatment and re-use systems (in accordance with EPA requirements) to provide additional water sources for irrigation of landscapes, cleaning and toilet flushing.

14.2 Energy Efficient Building & Site Design

Objectives

- To minimise greenhouse gas emissions from industrial sites.
- To provide economically viable solutions to energy efficient design.

Guidelines

Site Layout and Building Orientation

- 14.2.1 Use appropriate tree planting to provide shading of public areas and buildings.
- 14.2.2 Design and orient buildings to make maximum use of daylight and solar energy for illumination and heating.

Heating and Cooling

- 14.2.3 Optimise the thermal performance of buildings by using efficient methods of heating and cooling such as insulation and passive solar access.

Energy Conservation / Renewable Energy Production

- 14.2.4 Maximise natural lighting through skylights, light wells and positioning windows to capture northern light. Utilise light coloured internal finishes to reflect light.
- 14.2.5 Utilise energy efficient lighting and appliances.
- 14.2.6 Incorporate on-site production of renewable energy. Maximise north facing roof spaces to facilitate energy production.

Building Materials

- 14.2.7 Where practical, adapt and re-use existing buildings.
- 14.2.8 Where practical use local building materials to reduce transportation taking into account the embodied energy in the production of the material.
- 14.2.9 Use recycled building materials where possible.