

MARCH 2014

Footscray Structure Plan



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Introduction

Footscray is a place of discovery. It is a place to explore and find something new. Footscray is also in transition, and is rapidly emerging as the key destination of the inner west. Its population is expected to double over the next 20 years and significant commercial change is underway.

Footscray is fast becoming a key inner Melbourne destination. Located just 5 km from Melbourne's CBD, and on the banks of the Maribyrnong River, it is becoming a sought after inner urban location to live, work, play and invest. Some of the changes Footscray is undergoing are challenging its traditional working class identity as the 'heart of the west'. Footscray's streetscape is changing, with significant apartment developments now defining the skyline and new commercial and retail developments under construction and in planning stages.

Footscray's designation as a Central Activities Area (CAA) acknowledges the many benefits and opportunities of the centre. The centre boasts panoramic views of the Maribyrnong River, the Port of Melbourne, Docklands and the city skyline beyond.

Footscray Station in the heart of the centre is a major transit hub. One of the busiest stations in Melbourne, it services both metropolitan and regional passengers and also freight transport. The Regional Rail Link project will increase the capacity of the station, giving regional trains their own dedicated tracks along with significant upgrading and increased development potential of the station.

The need for a Structure Plan

Footscray's designation as a CAA brings an expectation of a significant level of change. It is important to ensure the change is actively managed in a logical and sustainable way, that facilitates change whilst also protecting the important elements of the centre.

Footscray was identified as a Principal Activity Centre/Transit City in 2002, and later as one of six Central Activities Areas (CAAs) in 2008.

Current and recent State Government policy such as Melbourne 2030, Melbourne @ 5Million and the Melbourne Metropolitan Strategy outline the State Government's policy for managing change in which CAAs play a key role. Under State policy CAAs aim to provide:

- ▶ Significant CBD type jobs and commercial services.
- ▶ A strong and diverse retail sector.
- ▶ Specialised goods and services.
- ▶ Significant opportunities for housing redevelopment.
- ▶ High levels of accessibility through location at a junction in the Principal Public Transport Network.
- ▶ Vibrant centres of community activity with a range of public facilities.

Planning Scheme Amendment C90 proposed to implement a new planning framework for the centre, introducing centre-wide planning controls. The amendment was abandoned in 2010, leaving Footscray without overarching planning guidance.

This Structure Plan has been prepared by the City of Maribyrnong. It utilises the numerous studies and strategies that have been prepared for Footscray, in particular Amendment C90 and the Footscray City Edge Masterplan, as its basis.

The purpose of the Structure Plan is to guide change within the Footscray CAA. The plan outlines a vision for the centre and provides objectives and strategies to achieve

this vision. The plan provides guidance on land uses within the different precincts, services and infrastructure required, and the appropriate character and scale of new development. The plan also provides the policy basis for the changes to be incorporated into the Maribyrnong Planning Scheme.

Using the Structure Plan

The Structure Plan is supported by the Footscray Structure Plan Background Report 2012 and a number of key documents including: Footscray City Edge Masterplan 2012, Footscray Skyline Study Review 2012, and Footscray CAA Car Parking Study 2013.

The Structure Plan is divided into four sections:

1. Introduction and Background
2. Key Issues and Strategic Response
3. Framework Plan
4. Precinct Plans

Study Area

The Footscray CAA boundary was determined in 2010 as part of Amendment C90. The boundary is identified in figure 1. The CAA is bounded by the Maribyrnong River to the east and the major arterial connections of Geelong Road to the west and Ballarat Road to the north.

Footscray CAA covers just under 5 km² while the municipality of Maribyrnong is approximately 31 km² in total. The boundary is recognised in the Maribyrnong Planning Scheme.

The Footscray CAA includes eight precincts some of which are identified as transformational change precincts, some as limited change precincts of established low-scale residential homes, and some as medium scale change.

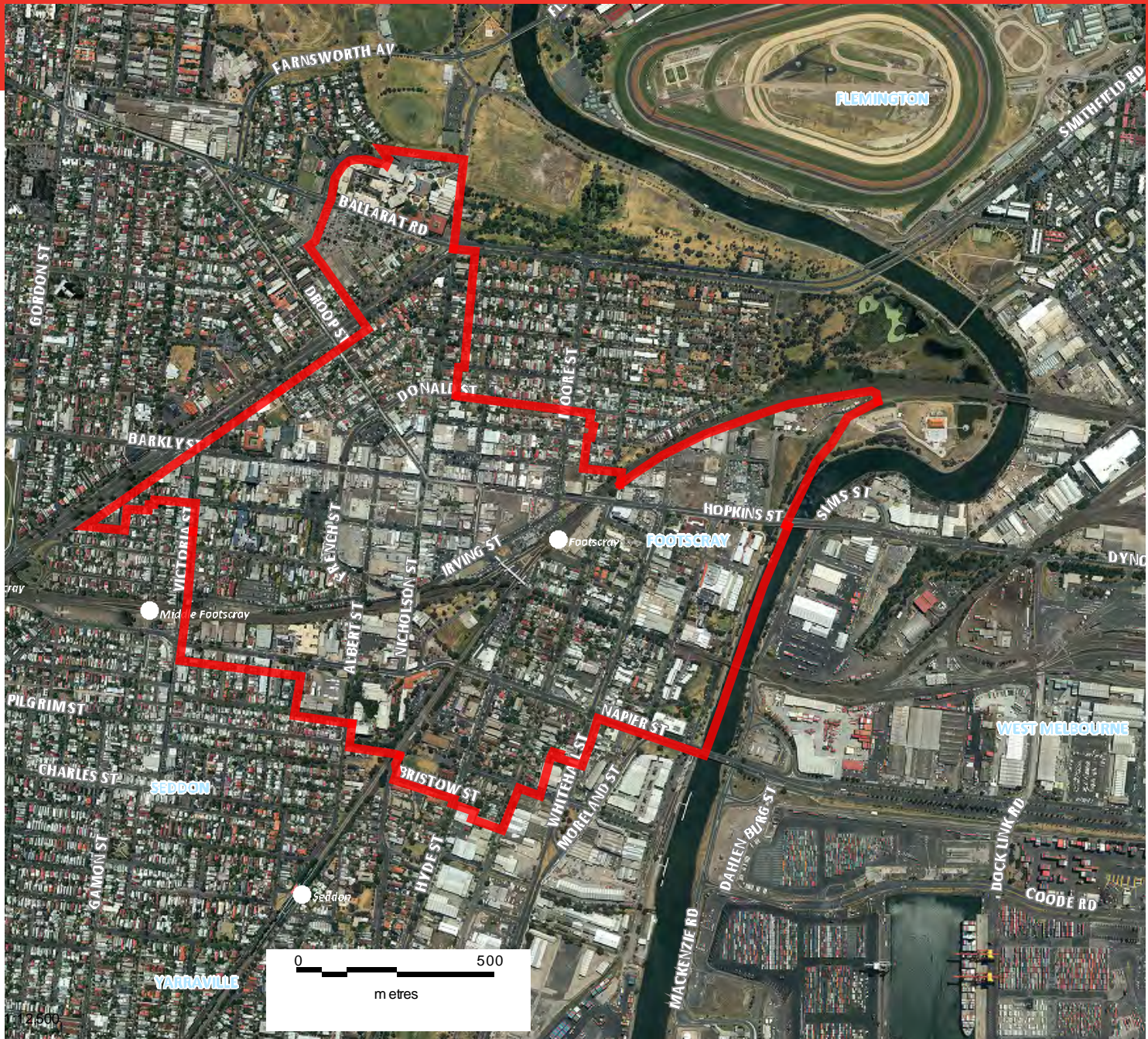


Figure 1: Footscray Central Activities Area Structure Plan – Study Area

Footscray in the future

Footscray remains a place of possibilities and discovery. The cultural diversity that has long been a feature of Footscray continues contributing to the variety of experiences on offer. The streets in Footscray prioritise pedestrians encouraging workers, residents and visitors to roam and explore. The university and its students are an integral part of the centre contributing to the liveliness and 24 hour activation of the centre.

By 2031 the vibrant mixed use centre offers diverse residential, employment and recreation options and is accessible via varied transport methods. An upgraded Footscray Train Station forms the heart of a well connected transport interchange. The core of the centre offers a diverse retail selection that meets the everyday needs of locals and continues to attract regional shoppers.

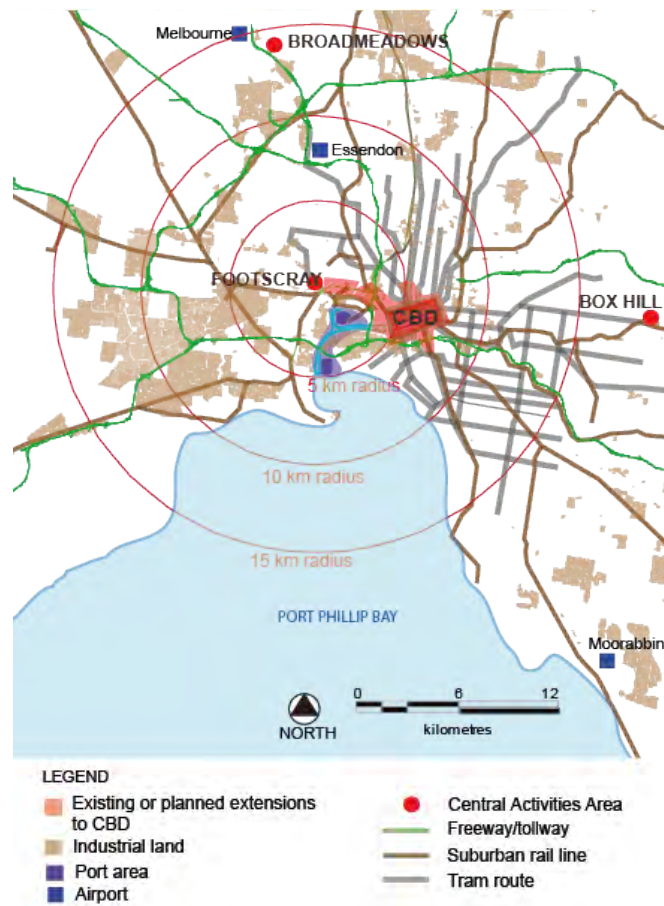
The built heritage and traditional street character fit well with new and innovative architecture that incorporates leading Environmentally Sustainable Design (ESD). The Joseph Road and Station precincts have been transformed and accommodate high density mixed use developments. Neighbourhood precincts within the centre retain their established low scale built form and predominant residential use.

The river and its green spaces are a key attraction, providing enhanced recreational and conservation opportunities. These spaces, along with additional pocket park spaces, meet the needs of the future population. The centre is 'green' with large established street trees and high quality public realm environments.

Footscray's creative heart is on display and is celebrated making it one of the most liveable and exciting centres in Melbourne.

Metropolitan and Regional Context

Footscray has a metropolitan role as the only activity centre which is close to the major industrial nodes of the city and the Port of Melbourne, while near enough to the Melbourne CBD to embrace its higher level administrative functions.



Footscray's potential to become the western arm of the Melbourne CBD, extending both the employment and residential capacity of the city's heart, is based on its key strategic location.

Footscray CAA's close proximity to Melbourne's key economic and transport assets is a key benefit for the centre. It is the only suburban CAA on the western edge of Melbourne, and is the best served of the seven CAAs by rail, tram and road links. The other CAAs are Broadmeadows, Box Hill, Dandenong, Frankston, Ringwood, and Geelong.

Key features of Footscray's location within metropolitan Melbourne are its location:

- ▶ Only 5km from Melbourne CBD, comparable to the other main business precincts of Melbourne outside the CBD which are St Kilda Rd, Docklands, Richmond, South Yarra and Carlton
- ▶ A major public transport hub, bringing together around 14 bus routes, a tram, three suburban rail routes and three country rail routes
- ▶ Close to two key roads to the west of Victoria, the Western and Princes Highways
- ▶ At the city end of the Werribee population and employment growth corridor

- ▶ As the best located inner city precinct in regard to three airports - Melbourne's international airport, Melbourne's second domestic airport at Avalon and the main business-related airport at Essendon
- ▶ As the closest major centre to Melbourne's (and Victoria's) main port, which is also the main container port for Australia
- ▶ As the home of two campuses of Victoria University, one of seven universities across Melbourne, and the only one in the west
- ▶ Close to major recreational and sporting venues for Melbourne including Flemington Racecourse, Maribyrnong River, Docklands Stadium, and the statewide Docklands Ice Hockey Stadium
- ▶ A regional destination as a vibrant multicultural shopping hub, including the famous Footscray Market

Footscray is the last remaining inner city area within very close proximity of the Melbourne CBD that still has major potential for expansion of city related functions such as higher order administration and research, entertainment and hospitality, and intensive living.

Figure 2: Metropolitan Context of Footscray CAA

Community engagement

Over the past decade consultation with the local community has been central to Council's planning for Footscray and has revealed strong support for Footscray's revitalisation.

Four key consultation phases, outlined below, continue to inform planning for Footscray CAA. They have guided the preparation of this structure plan and new planning controls for the centre.

(Re)visioning Footscray 2005

Revisoning Footscray set out a plan for higher density development in central Footscray and around Footscray Station, and emphasised Footscray's role as a multi-modal transport interchange. Through the project the community prepared a vision, detailed in figure 3 that has been used to guide planning and development of Footscray CAA.

Footscray Renewal Community Engagement 2010

Following Footscray's designation as a CAA the Footscray Renewal project gave new impetus and direction to future planning of the centre. A key component in reconnecting with the community and stakeholders was to validate the 2005 vision for Footscray as well as obtain feedback on recent improvements across the centre and the 2010 draft planning proposals.

The Footscray Renewal Stakeholder and Community Engagement Report (2010) outlined the revitalisation of Footscray CAA and was generally well supported with

the opportunities for new development recognised. The community provided additional feedback including:

- ▶ Higher density developments that are well considered and appropriately located could help revitalise the centre. However, guidelines for the design of these higher density developments were considered important. There was some concern that the 25 storey building height was too tall for Footscray CAA.
- ▶ The community wanted to be further informed of the impacts (both positive and negative) that higher density development would have on Footscray, especially existing residential areas, including local traffic, transport and accessibility, and the provision of open space.
- ▶ Ecologically Sustainable Development (ESD) was identified as a key requirement for future development with suggestions for minimum standards and more specific guidelines incorporated from the earliest planning stages.
- ▶ Protection of both architectural and community heritage was identified as important. In particular, the need to retain significant building characteristics and the fine grain elements of existing heritage (including industrial heritage).
- ▶ Increasing 'green' open space in Footscray CAA was considered very important.
- ▶ Improved safety was needed through passive surveillance, increased lighting, appropriate facilities and safe and appropriate planning.

- ▶ Community spaces should be provided for a diverse range of users.
- ▶ Greater support should be provided for affordable housing, and social housing.

The people of Footscray, through their professional and community involvement in the (re)visioning Footscray processes in 2004, expressed a preferred future for Footscray which was described as follows:

The Footscray of 2030 will be accessible via varied transport methods including walking, public transportation, car and bicycle. Special care will have been taken in upgrading Footscray Train Station while preserving heritage and in addressing parking and traffic 'hotspots' and all transport modes will be well connected.

The Footscray of 2030 will be creative and a home for artists. Footscray will encourage artistic talent, professional and amateur alike, and the 'business' of arts and culture.

The Footscray of 2030 will be developing according to a strategic set of precincts that have developed organically around existing land-use patterns and an interest in increased mixed-use development. There will be more medium and higher density housing options which will have been established in a manner sensitive to location and design. New housing will have 'recycled' buildings where possible (e.g., existing industrial buildings) and will include mixed-use and mixed affordability.

The Footscray of 2030 will have better integrated the university campuses and their students into daily life in Footscray and will be responding to the learning needs of the community, particularly newly-arrived community members. There will be more entertainment activities, particularly at night and these in turn will have improved community safety/perception of safety.

The Footscray of 2030 will have varied retail opportunities and a diversity of shopping experiences. Footscray will have remained a retail environment in which new businesses can establish and flourish. Retail areas will be clean and inviting.

Overall, the Footscray of 2030 is safe, artsy, edgy, affordable, regional, diverse/mixed and multicultural. These qualities of Footscray will have been polished and promoted effectively.

Figure 3: Extract from (re)visioning Footscray, 2005

Planning Scheme Amendment C90

In 2010, proposed new planning controls for Footscray CAA were publicly exhibited through Amendment C90, with almost 100 submissions received. Although Amendment C90 was subsequently abandoned, these submissions raised a number of key points about the future development of the centre:

- ▶ There were concerns regarding the proposed increase in building heights, overall building shape and the impact on sunlight. The unease about high-rise development was compounded for many stakeholders by the removal of notification and appeal rights in the proposed planning controls.
- ▶ The community's direction on ESD was re-affirmed. Stakeholders objected to the removal of ESD objectives and standards from the proposed planning controls.
- ▶ Stakeholders objected to the lack of heritage objectives and controls and the lack of environmental audit (EAO) requirements for potentially contaminated land.
- ▶ There were concerns from some stakeholders about the social impacts of more intensive development such as the loss of social diversity and housing affordability. There were also concerns about safety, crime and ongoing community amenity.
- ▶ A number of stakeholders expressed a need for more parks and open space.
- ▶ Some stakeholders felt residential areas of Footscray CAA needed to be protected from inappropriate development through the designation of 'limited change' areas. A number of submissions raised concerns about the level of change allowed in the proposed controls for specific areas across the centre.
- ▶ There were concerns regarding the impact of revitalisation on movement and access through Footscray CAA and the impact of increased development on car parking, public transport, traffic flow and congestion.

Footscray City Edge Masterplan

The Masterplan brings together current strategic ideas about the future of the FCAA and presents a vision of what the centre will look like in the future. Many of the proposals in the Masterplan address concerns or respond to ideas from earlier consultation phases such as 'greening' the centre and providing additional open space and community facilities.

Overall community consultation strongly supported the Masterplan. Change was seen as inevitable but was not supported at the expense of what makes Footscray unique and appealing. The community wanted to see improvements to Footscray CAA's image and retailing mix and for the centre to become a more attractive and busier place. Other community expectations included better public transport, links to the river, more green spaces, and family-friendly attractions in parks and open spaces.

Proposed Community Engagement

Public consultation on the structure plan will be undertaken concurrently with the planning controls to implement the structure plan. This will ensure a streamlined process, and provide an opportunity for people to have their say.

The key aim of the consultation is to ensure all affected and interested residents and stakeholders have an opportunity to make an informed submission. Key engagement activities will include:

- ▶ Direct notification to affected residents and businesses
- ▶ Webpage and Community Information Boards
- ▶ Community Information Sessions

All submitters would also be provided an opportunity to present their submission to an independent planning panel if the amendment is considered by a panel.

Issues and Opportunities

Despite its key strategic location, Footscray has yet to see the level of redevelopment and revitalisation that was envisaged in the 1990s. Recent development such as the McNab Ave development appear set to change this. Nevertheless there are still a number of issues in attracting and successfully accommodating development.

The issues include:

- ▶ **Adverse traffic impacts.** Footscray plays an ongoing role as a main through route for passenger vehicle and freight traffic. The impacts include noise and air pollution, pedestrian and cycle safety concerns, fragmentation of shopping and residential areas by major roads, and traffic blight on some areas.
- ▶ **Fragmentation of the centre.** The rail routes are a significant asset to Footscray however, they also divide the centre into two. The Regional Rail Link project will widen the rail corridor, but the associated improvements to the station can help to knit the station to the centre.
- ▶ **Land Utilisation.** Inner urban activity centres like Footscray are ideally suited to become compact locations where a large range of activities can be accessed in the one place. By clustering activities close together and combining housing and common destinations such as shops and jobs, sustainable travel modes of walking and cycling are encouraged. Parts of Footscray could be more intensively developed to realise the benefits of a compact centre.
- ▶ **Variable quality of the public realm.** The quality of the public realm varies across the centre. Poor walking conditions such as narrow footpaths and inadequate shade

trees or awnings, road crossings not prioritising pedestrians, and blank facades create poor pedestrian amenity and safety in some areas. Disincentives to cycling exist with some existing on-road cycle paths poorly protected from traffic and 'gaps' in cycling routes through the centre. There is also an uneven provision of public open space across the centre. New plazas and playgrounds, identified in the Footscray City Edge Masterplan, will help fill these open space gaps and create meeting places at important nodes in a revitalised centre.

- ▶ **Retail prosperity and jobs diversity.** The retail sector of Footscray is currently underperforming, with Footscray CAA capturing only 52% of trade from its main trade area. However the centre captures twice as much as the average centre from its secondary trade area. Essentially, many residents who live locally do not do their shopping in Footscray, possibly because they work elsewhere. Conversely, greater numbers of people from outside the area come to Footscray to do their main shopping. Competition comes from nearby centres such as the Melbourne CBD, Highpoint and Moonee Ponds, but Footscray has a strong food offer with key attractors such as Footscray and Little Saigon markets. A greater diversity of jobs in the centre would broaden the customer base for shops and services.
- ▶ **Sustainability challenges.** Footscray's industrial past has not always created the most suitable environment for new development. Contaminated land, noise and air pollution from traffic and industrial uses and dispersed land uses that discourage walking and cycling, are some of the challenges to creating a more environmentally sustainable centre.

The Structure Plan, in conjunction with the FCAA City Edge Masterplan, aims to address these issues. The centre has many assets that will help in the process of redevelopment and improvement, including:

- ▶ Growing recognition of Footscray as a key inner west suburban destination.
- ▶ Growing appreciation of the benefits of living and working in a compact and transport rich mixed use activity centre.
- ▶ Proximity to the Melbourne CBD.
- ▶ Significant heritage places that are highly valued by the community.
- ▶ Many attractive wide streets, with diverse building styles and lot sizes, and successful mixing of uses.
- ▶ The Maribyrnong River and the many attributes of waterfront activities and living.
- ▶ Planned and recent growth in nearby suburbs such as Seddon, Maribyrnong, Kensington and Williamstown, which is generating keen interest in the inner west as a whole as a highly accessible and attractive place to live.
- ▶ Numerous development sites in the one location, such as at Joseph Road Precinct.
- ▶ Key transport infrastructure with upgraded train services and the transport interchanges that will follow completion of the Regional Rail Link.
- ▶ Incorporation of Victoria University into the centre through the creation of a University Town.
- ▶ Growth in the arts facilities across Footscray, in particular within the riverside precinct.
- ▶ Enhancement of key attractors including the Footscray and Little Saigon Markets.
- ▶ A growing arts and creative community, and cultural diversity.

Issues and Strategic Responses

Issue	Response
Traffic impacts	Local traffic calming Redirection of traffic to nominated main roads Encourage a shift to the use of sustainable transport modes Advocacy to State Government on traffic action plan and alternative traffic routes (e.g. East-West link)
Fragmentation	Promote more compact, mixed use development Reduction of space taken by at grade parking Discourage gaps in facades caused by crossovers Encourage active facades with frequent window and door openings to provide surveillance of the street Public transport interchange in Irving Street Maintain a strong central retail and services core
Land utilisation	Promote more intensive redevelopment of underused land in appropriate precincts Encourage compact, mixed use development Discourage underdevelopment of sites Encourage a diverse range of housing across the centre
Variable public realm	Improve pedestrian and cycle conditions and links to open spaces Require new development to contribute to streetscapes Protect sunlight and daylight access to key portions of south sides of streets Advocate for safer, better connected and clearer treatments for onroad bike routes
Quality of public realm – open space	Creation of new plazas and open spaces (as per Masterplan) Require development contributions to open space Encourage improved pedestrian and cycle access to existing open space assets
Retail prosperity & jobs diversity	Encourage more compact, mixed use development in close proximity to commercial and retail activities Encourage a broader mix of services, facilities and jobs in new development Enhance the public realm in and around the retail core Improve connections between public transport nodes and retail and services precincts Concentrate retail and commercial in the core
Sustainability challenges	Contaminated land audits on susceptible sites Energy conservation measures through design of new development Noise attenuation measures for new developments on main roads Encourage energy efficient and low pollution transport modes (walking, cycling and public transport) and decrease over reliance on vehicle travel

Land Use

Footscray CAA comprises a range of residential, retail, commercial, education, health and civic uses serving a broad catchment of Maribyrnong's community.

Housing

In 2011 approximately 14,100 people called the suburb of Footscray home, an increase of approximately 2000 people from 2006. Projections indicate this increase is likely to continue. By 2031 it is estimated 30,500 people will be living in Footscray with a substantial proportion of this increase occurring in higher density residential developments within Footscray CAA (Source: id consulting population forecasts).

Projections for population and household composition in the City of Maribyrnong forecast approximately 15,800 new dwellings will be required across the municipality by 2031. It is expected that around 7,000 new dwellings will be located in Footscray.

The gentrification of the municipality's housing stock is having an impact on housing affordability and is beginning to affect socio demographic diversity. Council policy supports increased housing affordability and encourages community housing to locate in Footscray. Housing diversity in regards to dwelling size, typology and tenure is also important, contributing to a diverse community.

Housing Objectives

- ▶ To facilitate a significant proportion of the new housing required to meet the projected population growth to be developed within FCAA.
- ▶ To encourage housing to locate above commercial uses to create a mix of land uses.
- ▶ To support increased residential densities in line with the precincts identified level of change.
- ▶ To encourage housing intensification in areas with the greatest capacity for change
- ▶ To provide for housing growth by providing a mix of housing types that includes medium to higher density housing in appropriate locations.
- ▶ To provide a diversity of dwelling types, sizes and tenures across the FCAA.
- ▶ To encourage appropriate student housing in FCAA.
- ▶ To encourage affordable housing, including social housing, in the FCAA.
- ▶ To ensure new housing developments address potential amenity impacts including noise, vibration and emissions and implement measures to attenuate any adverse impacts for future residents.
- ▶ To ensure housing is adequately serviced by physical and community infrastructure.
- ▶ To improve the environmental performance of new dwellings.
- ▶ To encourage high quality design outcomes that will provide high internal and external amenity for future residents.

Housing Strategies

- ▶ Support different densities of development in different precincts in line with nominated development influences outlined in the Skyline Study.
- ▶ In larger developments ensure a range of dwelling types, sizes and tenures including affordable housing are provided.
- ▶ Support affordable housing applications, including social housing to address the supply and distribution of social housing across the municipality.
- ▶ New development should provide space for planting, communal spaces and rooftop gardens to improve the amenity and liveability of dwellings.
- ▶ Develop a funding strategy for the delivery of hard and soft infrastructure needed to support future housing growth.
- ▶ Ensure student housing is appropriately designed and modelled with a range of apartment sizes, shared facilities and supporting services.



Economic Development

RETAIL

Footscray has 77,000sqm of retail floor space, and is a major retailing centre for the region, with fresh food and restaurants one of its key strengths. The centre has a strong food offer with key attractions such as Footscray and Little Saigon markets.

Footscray CAA mostly comprises smaller independent businesses employing four employees or less, across a variety of traditional retail categories. The centre has a notable absence of national chains, with Kmart the only department store represented. There is also limited grocery retailing, and an oversupply of low-cost stores.

Generally, activity centres capture between 70 and 95% of trade from the main trade area (MTA). Footscray CAA is capturing only 52% of its trade from the MTA. Footscray CAA is, however, capturing twice as much as the average centre from the secondary trade area (STA). In essence this means residents tend not to shop locally, whilst many people from outside the area come to shop, attracted by the markets, and mostly coming by car. Relying on trade from the STA is not sustainable in the long term.

Creating a sustainable retail future for the centre will depend on a clear process of reinvestment and revitalisation, a policy of concentration of retail within the core, and the development of a defined 'niche' that is required by residents in the MTA. The recommended niche outlined in the Footscray Retail study is food, groceries and liquor sales, convenience household goods and retail services. The study recommends building on the centre's retail strengths and concentrating the retail offer in the Footscray CAA core of Nicholson, Paisley and Barkly streets.

CREATIVE INDUSTRIES

Footscray CAA is rich with arts and culture and creative industries. Footscray is described as having a high creativity index in Richard Florida's 2003 book, *The Rise of the Creative Class*. Fostering creative industries helps regions survive and prosper. The preface to the Australian edition of Florida's book applies this approach to Australia's regions, and shows Melbourne's inner suburbs (including the City of Maribyrnong) have a high Creativity index. The number of creative enterprises in the City of Maribyrnong has been growing in recent years, currently at just under 0.4% per annum.

EDUCATION, HEALTH AND COMMUNITY SERVICES

Victoria University (VU) is a major educational provider, with two campuses, located at the northern and southern boundaries of Footscray CAA, that consistently draw people into the centre. Students and staff contribute to retail spending and the demand for local products and services. Many students also live in the City of Maribyrnong, providing additional demand for housing and other residential services.

Increasing VU's presence within Footscray CAA has been a long held goal. Most recently Council and VU supported the concept of Footscray becoming a 'university town' and are exploring ways of making university and student life more integrated with the centre.

The west end of Paisley Street functions as a medical precinct with many health services and medical centres capitalising on the proximity of local transport services and the co-location of similar services. The area also includes many community services which are also evident along the north side of Pickett Street.

OFFICE

An objective of Footscray's designation as a CAA is to increase its share of professional, CBD-type jobs. A key part of achieving this will be attracting new office and commercial development to the centre. Under Council's planning policies, Footscray CAA is identified as a preferred office location. The CAA's office market may need to compete with future development of the Dynon Road Precinct in the City of Melbourne and development further west in the Werribee Employment Precinct.

There is currently a mismatch between the resident workforce and local jobs, with large numbers of residents leaving the municipality every day to go to work. This is balanced by an almost equal number of people entering the municipality for work every day. The ongoing gentrification of the municipality and the growing number of skilled residents will become increasingly attractive to businesses and developers. There is a real opportunity for Footscray to increase local job supply to better match the local skills profile.

Economic Development Objectives

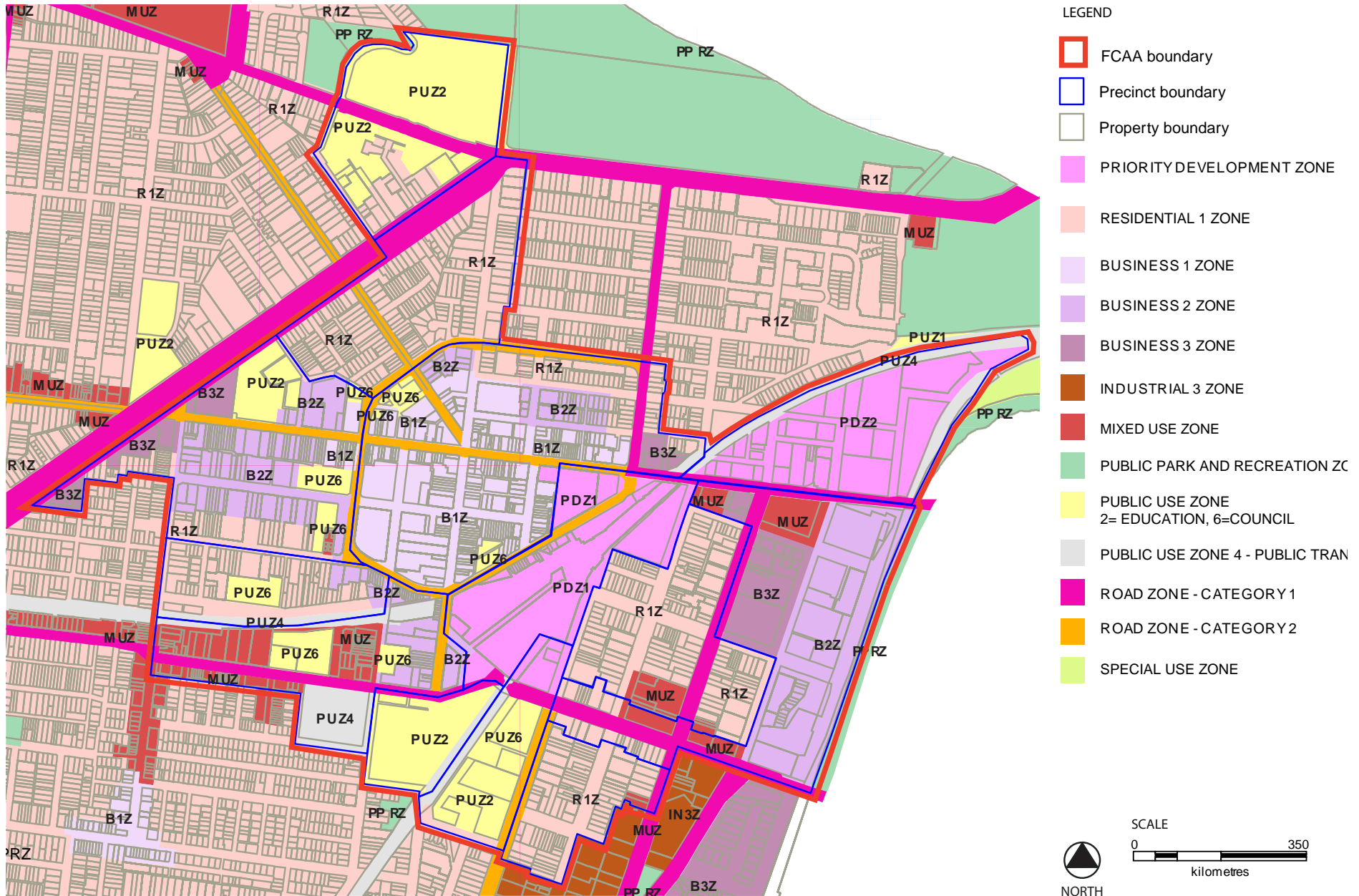
- ▶ To attract a broad mix of employment uses that will improve the centre's economic diversity, vitality and sustainability consistent with the role of Footscray as a CAA.
- ▶ To create a sustainable retail and services centre that meets the needs of local residents and workers, whilst also being a drawcard for shoppers from the secondary trade area.
- ▶ To focus and strengthen retail activity within the core of the centre (Precinct 1 and Footscray Market Site) and avoid further dispersal of key shopping facilities into other precincts.
- ▶ To ensure that retail uses outside of Precinct 1 and the Footscray Market site do not compete with but serve to complement the centre's core.
- ▶ To ensure large format retail uses are integrated into development and provide active street frontages.
- ▶ To increase the supply and variety of office space, suitable for a range of businesses, including the provision of affordable floor space for community-based organisations, and direct larger offices to locations close to public transport and away from neighbourhood precincts.
- ▶ To encourage greater integration of university campuses and students into daily life within the centre.
- ▶ To support the expansion of the medical precinct along Paisley Street.
- ▶ To encourage the co-location of health and community services and facilities, and to encourage child care services to be co-located with employment and services.
- ▶ To support development that allows for a flexible use of space.
- ▶ To ensure gaming machines are not located in areas that will facilitate convenience gambling.
- ▶ To encourage creative industries within the FCAA in particular within the Riverside Precinct.
- ▶ To provide a suitable environment for accommodating the projected additional 3,400 jobs and 102,000 square metres of employment floorspace.

Economic Development Strategies

- ▶ Support retail developments within the core central precinct.
- ▶ Support Footscray as the preferred office location within the municipality.
- ▶ Promote Footscray as a centre of learning.
- ▶ Support development of a Creative Industries Incubator in the Riverside Precinct.
- ▶ Support the provision of student services and facilities within Footscray's core activity area facilitating the centre as a University Town.
- ▶ Rezone current mixture of zones to the Activity Centre Zone to encourage a greater mix of complementary uses to support jobs and housing diversity.



Land Use



LEGEND

- FCAA boundary
- Precinct boundary
- Property boundary
- PRIORITY DEVELOPMENT ZONE
- RESIDENTIAL 1 ZONE
- BUSINESS 1 ZONE
- BUSINESS 2 ZONE
- BUSINESS 3 ZONE
- INDUSTRIAL 3 ZONE
- MIXED USE ZONE
- PUBLIC PARK AND RECREATION ZC
- PUBLIC USE ZONE
2= EDUCATION, 6=COUNCIL
- PUBLIC USE ZONE 4 - PUBLIC TRAN
- ROAD ZONE - CATEGORY 1
- ROAD ZONE - CATEGORY 2
- SPECIAL USE ZONE

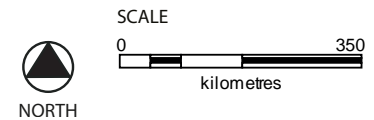


Figure 4: Existing Zoning

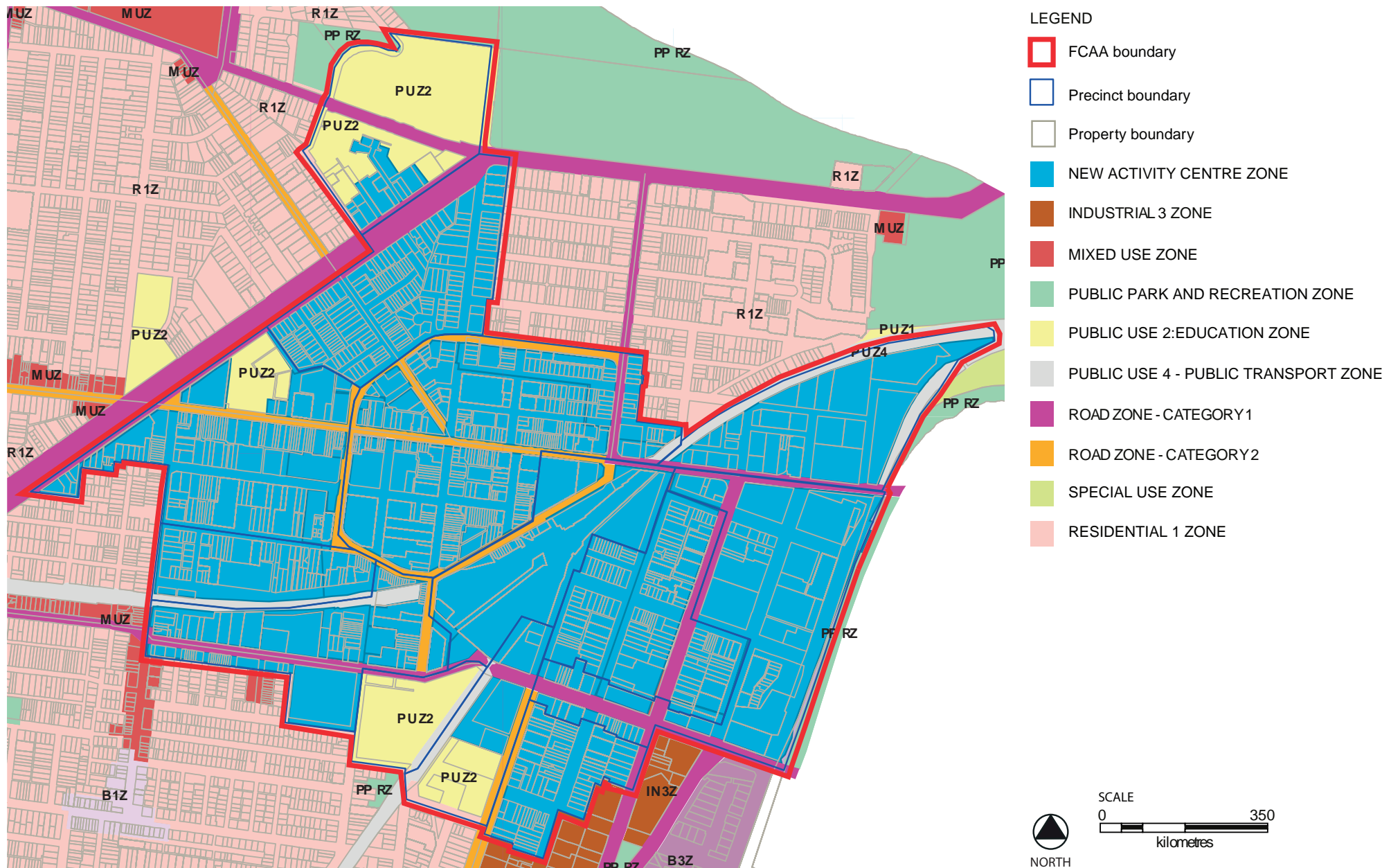


Figure 5: Proposed Activity Centre Zone

Built Form

The built environment across Footscray CAA is undergoing major change. Council and State Government planning policies support Footscray CAA's transformation as a key residential and commercial centre for Melbourne's west. Recent development is changing Footscray's built form and skyline, with several apartment buildings now completed.

As the City of Maribyrnong's highest order activity centre, Footscray CAA is expected to accommodate much of the municipality's anticipated population growth, and provide a more diverse and accessible range of jobs and services. The extent of redevelopment occurring presents many opportunities for improving the overall image of the centre and strengthening its economy.

Many built form elements in Footscray are highly valued by the community including the individual buildings, streetscapes and residential precincts of heritage value; the intimate feel of the streets; and the diverse and interesting shopfronts. The local community also supports opportunities to improve Footscray's built form through further integration with the Maribyrnong River; improved pedestrian environment; enhancing traditional strip shopping areas; and improving the quality and amenity of the shopfronts and streetscapes.

Footscray CAA is divided into precincts based on development influences (figure 6) with precincts identified as having different levels of change ranging from minimal to transformational. The Footscray Skyline Study outlines preferred height ranges across the CAA, indicated in figure 7. Built form is discussed in detail on a precinct by precinct basis in Section 4. (1)

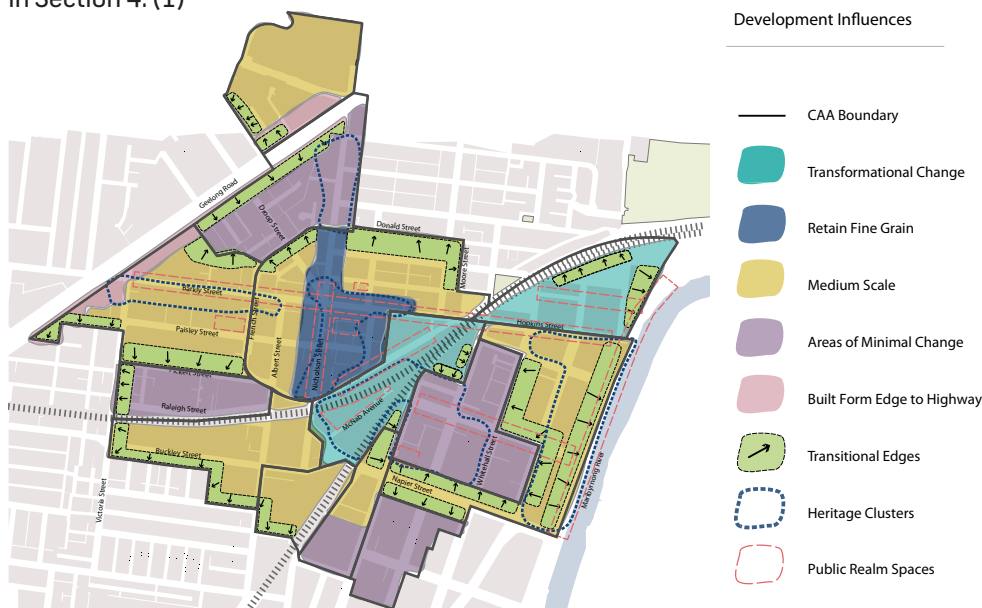


Figure 6: Development Influences (Extract from the Footscray Skyline Study)

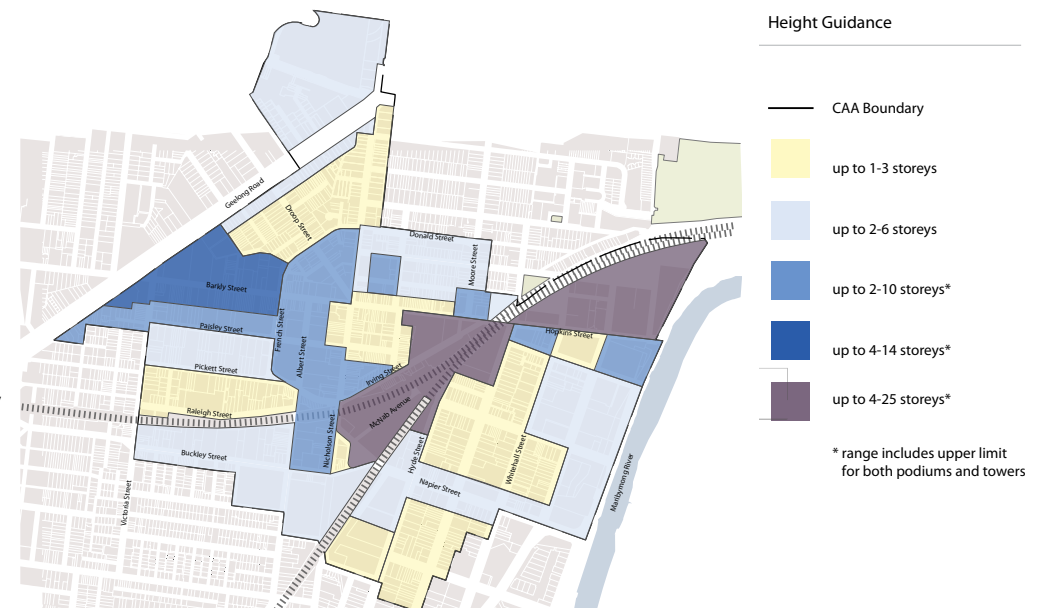


Figure 7: Height Plan (Extract from the Footscray Skyline Study)

Note 1: The preferred height ranges in the Skyline Study maps indicate generally to which locations they apply. The Structure Plan maps and the relevant schedules in the planning scheme indicate more precisely which properties are subject to each height range.

Heritage

Prior to European settlement the Footscray area was occupied by people of the Woiwurrung and Bunwurrung language groups. The Maribyrnong River valley was environmentally rich and provided important resources for Aboriginal people. The local area along the Maribyrnong River is within an area of cultural heritage sensitivity. However, changes over time have reduced the possibility of pre-contact archaeological places remaining.

Many layers of European history are evident in Footscray CAA. The centre has several individually listed commercial, industrial, civic and residential heritage places and three heritage precincts or parts thereof, which contribute to its overall image and appeal.

Post-contact Aboriginal history is important within Footscray with a number of places identified as significant. The recent naming of the Footscray Station footbridge as the William Cooper Bridge honours former Yorta Yorta descendent, William Cooper, who lived in Footscray during the mid to late 1930s. Cooper was a prominent activist for Aboriginal citizenship rights and secretary of the Australian Aborigines' League.

Many areas in Footscray CAA are protected by Heritage Overlays including the Footscray Commercial Area, Old Township Area, Civic Precinct, Riverfront Precinct and Footscray Station.

The local community highly values Footscray's heritage, and expressed this in a number of recent consultation processes. The community wants the heritage and character of the centre to be protected and enhanced. Submissions to Amendment C90 raised the potential conflict between heritage protection and redevelopment in the CAA. Recent development examples such as the Barkly Hotel and Barkly Theatre demonstrate how heritage places can be successfully reused and redeveloped whilst protecting the significant building elements and streetscapes.

A recent heritage study of the CAA area identified potential gaps in the heritage protection. The review identified a number of additional places that may be of heritage value and significance along with thematic gaps such as 20th Century architecture. Before considering planning protection for these sites and themes, further examination will be required to establish their heritage status and allow for public consultation. Once this additional research is conducted a separate heritage amendment can be considered by Council. Sites that were identified in the gap study which already had assessments prepared will be included in the amendment to introduce this plan and new planning controls for the centre. The study also recommended the strengthening of heritage policy in future planning controls for the centre.

Environmentally Sustainable Development

Council is committed to environmentally sustainable development (ESD). Locating new infill development within Footscray CAA that capitalises on the proximity to existing services and public transport infrastructure is a key component of delivering sustainable urban forms. Planning policies require a sustainable design assessment to be undertaken for developments of five or more dwellings, multi-storey residential buildings, and all new commercial developments.

Built Form Objectives

- ▶ To ensure redevelopment contributes to the revitalisation and transformation of Footscray CAA into a vibrant residential, employment and recreation centre.
- ▶ To ensure new development is of high architectural and urban design quality.
- ▶ To direct site responsive and sensitively designed higher density development and taller built form to strategically appropriate locations within the centre such as Precincts 2 and 5 (designated as Transformational Change precincts).
- ▶ To ensure new development is sensitive to the height, scale, character and proportions of existing valued buildings.

Built Form

- ▶ To provide sufficient separation between buildings above podium heights to ensure access to daylight and sunlight for internal spaces while maintaining visual privacy and a view to the sky.
- ▶ To ensure new buildings, particularly podiums, align to the street pattern and respect the continuity of street facades and solar access to public spaces.
- ▶ To enhance key views and vistas along the Maribyrnong River environs and capitalise on views from the public realm to natural and physical landmarks, including the Melbourne CBD skyline.
- ▶ To encourage the development of buildings with flexible floor spaces that can accommodate a range of uses over time.
- ▶ To ensure development addresses sensitive interfaces through transitional built form envelopes and maintains reasonable solar access to key pedestrian routes and recreational areas, including the Maribyrnong River foreshore.
- ▶ To ensure the design of taller built form considers and ameliorates any adverse wind climate conditions.
- ▶ To ensure new development does not overshadow existing or proposed open space or key pedestrian routes between the hours of 10am and 3pm at the equinox.

Heritage Objectives:

- ▶ To recognise, conserve and enhance elements of Aboriginal and post-settlement historical significance.
- ▶ To ensure new development appropriately considers and references elements of cultural heritage significance.
- ▶ To ensure development adjoining or nearby heritage buildings has regard to the height, scale, rhythm and proportions of the heritage buildings, including characteristic fine grain frontage widths.

- ▶ To ensure built form respects the heritage context and maintains heritage prominence.

Environmentally Sustainable Design Objectives:

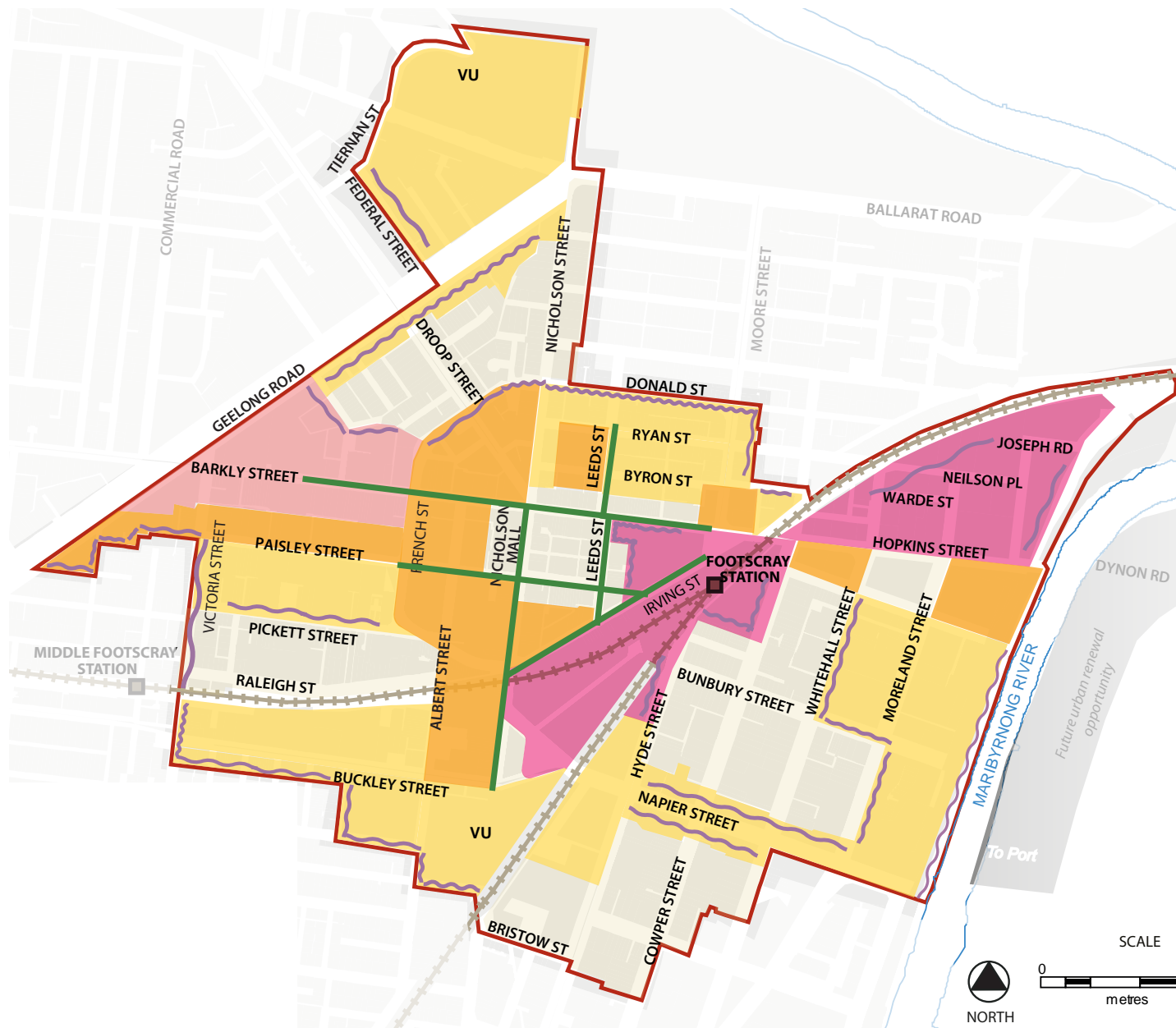
- ▶ To integrate best practice ESD principles into new development at every opportunity, including building energy management, water sensitive urban design, construction materials, indoor environment quality, waste management, transport, and demolition and construction
- ▶ To support development that reduces and manages energy consumption and greenhouse gas emissions, and employs active systems for ESD performance that contribute in a significant way to local, national and international efforts to reduce energy usage and greenhouse gas emissions.
- ▶ To encourage water conservation, ensuring that water resources are managed in a sustainable way.
- ▶ To encourage the provision of landscaping that considers the provision of habitat, green spaces, green roofs and roof top gardens climate control and reduces the 'urban heat island' effect.

Built Form Strategies:

- ▶ Safety should be a key priority in the design and development of urban spaces and buildings in Footscray.
- ▶ Development should demonstrate effective, considered materials selection and configurations, for aesthetic quality, durability and contextual response.
- ▶ The overall improvement in appearance of shopfronts, especially within the centre's core, is encouraged.
- ▶ The bulk and scale of new development should consider the potential future built form and land use on adjacent sites.
- ▶ New lower level built form façade treatments should

provide a pedestrian environment that has visual interest and activates the street.

- ▶ Tower forms above podiums, or upper level built form, should generally be setback by 5 metres from the streetscape to reduce visual bulk, achieve generous spacing between buildings, views to the sky and daylight access to the public realm.
- ▶ Built form frontages should seek to reinforce the existing strongly defined pattern of streets and lanes by building up to street frontages, except where this would be inconsistent with the established rhythm of street setbacks.
- ▶ New development should reinforce existing fine grain built form.
- ▶ Activation from upper levels should be maximised, including residential or commercial spaces which have visible windows and balconies to facilitate visual interaction, as well as appropriate privacy.
- ▶ Building frontages should seek to enhance existing adjoining streets and be designed to be visually interactive, with passive surveillance opportunities, and be visually interesting and engaging through use of contemporary, durable materials.
- ▶ New built form frontages should seek to provide articulation and detail in frontage facades, especially in 'long' or significant new development.
- ▶ New development should seek to provide active frontages which 'wrap' or conceal any proposed car parking, especially at the ground level.
- ▶ Car parking access to built form should be consolidated at one entry point, and carefully located away from areas with a pedestrian focus.
- ▶ Ongoing monitoring and post occupancy assessment of ESD measures is encouraged.
- ▶ New built form in transition areas should provide a transition in scale from larger buildings to adjacent areas with smaller scale built form.
- ▶ Ensure heights of buildings located within transition areas are at the lower end of the preferred height ranges.



LEGEND

- FCAA Boundary
- Passenger Rail

Proposed height ranges (storeys)

- 1 - 3
- 2 - 6
- 2 - 10 *
- 4 - 14 *
- 4 - 25 *

* Range includes upper limit for both podiums and towers

- Areas of Transition to Lower Heights
- Pedestrian Priority Route

SCALE

0

 350

metres

NORTH

Figure 8: Key Elements of Future Built Form

Movement and Transport

Footscray CAA acts as a gateway to western Melbourne, with linkages to Melbourne's CBD, Geelong, Ballarat and Bendigo. The centre is well served by a range of local and regional rail, tram and bus services centred around Footscray Station – the sixth busiest transport interchange in Melbourne.

This diversity of convenient transport options and links along with its proximity to the Melbourne CBD makes Footscray CAA a prime location for more intensive development and more sustainable forms of transport to reduce dependency on private vehicles.

Pedestrian Network

Footscray CAA is designated as a pedestrian priority area under the Footscray Access and Mobility Strategy 2011 (FAMS) which also identifies key pedestrian routes to, from and within the centre, as indicated on Figure 9. A number of key issues affect the pedestrian experience in the CAA including: barriers within the centre (railway line and major road); lack of footpath space in some areas; prioritisation of cars over pedestrians in street layout and signal timing sequences.

The CAA's location and transport rich infrastructure provides an opportunity to create a highly sustainable centre where walking is the transport of choice. The number of residents and workers within the centre is envisioned to grow dramatically, and to ensure a high quality urban environment walking must be actively encouraged and supported.

Cycling network

The relatively flat topography around Footscray CAA and the close proximity to Melbourne's CBD makes cycling an attractive, low cost and sustainable transport mode. Footscray CAA includes key, well utilised, commuter routes linking the centre to Melbourne CBD. Across the CAA a number of issues affect the cycling network including, discontinuity in the Barkly/Hopkins on road path; poor cycling connections in some areas; poor amenity and crossing points; and potential conflict with high levels of traffic along some of the key cycle routes.

New developments are required to provide cycling facilities to provide opportunities for workers and residents to consider cycling as a transport option. The provision of additional on-street cycle lanes, as identified in Figure 9, will improve ease of cycling through and in Footscray.

Public Transport

Footscray Station is the busiest non CBD railway station in Melbourne and the sixth busiest overall. The station is the junction for the Sydenham and Werribee lines, and also accommodates the Williamstown line and V/Line

services. The Regional Rail Link project will significantly transform Footscray Station, introducing two new dedicated regional rail tracks to enable increases in service capacity and patronage for both regional and suburban services.

Currently over 2,300 bus trips operate via Footscray each week with 13 bus routes servicing Footscray CAA. Bus stops are located in four main areas in Footscray: Paisley Street; Leeds Street; and Irving Street and French Street. Not all of the bus routes currently pass Footscray Station. Bus operations are currently being reviewed to improve transport connections and integrate with the design of the new Footscray Station building and forecourt on Irving Street.

Trams also service Footscray CAA with the No.82 route linking Moonee Ponds and Footscray via Highpoint and the Maribyrnong Defence Site.

This tram route is likely to become more important with the future development of sites along the tram corridor such as the Maribyrnong Defence Site, Kinnears, Victoria University and Highpoint Activity Centre. In the long term there is the potential for new tram services linking Footscray to Melbourne's CBD. Options include a tram link along Hopkins Street/Dynon Road and Footscray Road.

Taxi zones exist throughout Footscray CAA although better visibility and potential relocation could improve existing conditions.

To ensure sustainable travel is considered large scale developments (between 60 and 200 dwellings) require preparation of a Green Travel Plans, and significant developments (more than 200 dwellings, and large commercial or retail developments) require preparation of an Integrated Transport Plan.

Traffic and Freight

Whilst Footscray CAA's location provides significant opportunities it also creates traffic problems. The proximity to the Port is a great asset however, the associated heavy vehicle traffic has a range of adverse impacts on the centre. The forecasted increase in Port container trade coupled with future residential and industrial growth in the west will increase the amount of traffic moving through the area. Significant improvements are needed to the transport network to ensure the future development of Footscray CAA is sustainable. Sustainable and active modes of transport will depend on reduction of freight and vehicle traffic, especially in areas likely to be more intensively used in the future. A number of large scale, long term projects such as the Melbourne Metro, WestLink and Truck Action Plan, are under consideration which would reduce the impact of traffic.

Redirection of traffic to the Footscray Ring Road would discourage excessive use of Droop, Barkly and Hopkins Streets and is seen as a short to medium term traffic management initiative. The Ring Road's function is to accommodate both through traffic and local trips where



the final destination is car parking in the CAA. Key issues facing the traffic and freight network in Footscray CAA include:

- ▶ Moore Street serving as the primary freight route to the Port
- ▶ Congestion – in particular Barkly/Hopkins Streets (nearly nine out of 10 trips are through trips) and Napier/Buckley streets.
- ▶ Poor linkages between key destinations in the CAA
- ▶ Use of the Ring Road is not optimised.

Parking

Car parking demand is increasing in Footscray CAA as the centre continues to develop. Conflicts can arise between the parking needs of businesses, residents, commuters and visitors. Supply and demand surveys of car parking across the centre indicate Footscray is well supplied for car parking and this will continue with future development. Parking Rates have been developed for the

centre in line with parking objectives which are summarised as follows:

- ▶ Manage parking demand and supply to ensure the ongoing viability of the CAA.
- ▶ Recognise the role that the provision of car parking has in generating vehicle trips:
- ▶ Minimise as appropriate the provision of car parking as a mechanism to reduce vehicle trips
- ▶ Manage car parking appropriately to minimise vehicle circulation trying to find a car parking space
- ▶ In line with the Maribyrnong Integrated Transport Strategy encourage the increased use of sustainable transport options, including active and public transport modes ahead of the private vehicle travel, to reduce vehicle congestion and air pollution, and increase safety.
- ▶ Improve general amenity for pedestrians within the CAA to increase the willingness for visitors to walk to and within the CAA to their destination.

Movement and Transport

Movement and Transport Objectives:

- ▶ To facilitate a balanced, sustainable, efficient and safe transport network within Footscray that encourages walking, cycling and public transport over motorised vehicles.
- ▶ To create a truly 'walkable' centre improving overall pedestrian safety, mobility and access.
- ▶ To create a 'pedestrian priority zone' in the core of the centre, including continuous weather protection and activation along frontages to designated pedestrian priority routes.
- ▶ To complete missing links on significant cycle corridors to and through the CAA.
- ▶ To improve connectivity and access to regional walking and cycling trails, key open space, recreation and entertainment facilities.
- ▶ To provide improved capacity and safer access to public transport, including upgraded interchanges and stops.
- ▶ To ensure integration of public transport services.
- ▶ To prioritise public transport on roads where the road is shared with other vehicles.
- ▶ To avoid through traffic within the centre and encourage freight movement onto the existing arterial road network.
- ▶ To recognise the particular parking requirements of the Footscray CAA by providing an appropriate supply of car parking within the centre that addresses the needs of all users.



Movement and Transport Strategies:

- ▶ Support improvements to pedestrian amenity including:
 - ▶ Reduction in traffic volumes and introduction of slower speeds within the CAA.
 - ▶ Reallocation of excessive road spaces to footpath widening.
 - ▶ Provision of additional and/or improved road crossings.
 - ▶ Provision of continuous shelter on key pedestrian routes, and additional and updated wayfinding signage.
- ▶ Promote cycling for both recreational and commuting purposes through improved infrastructure, including on and off road paths, bicycle racks, secure bicycle storage, and end of trip shower/change facilities.
- ▶ Establish a train/bus/tram interchange at Footscray Station.
- ▶ Support gateway treatments that signal Barkly/Hopkins Streets as local pedestrian and activity space rather than as a primary thoroughfare to Melbourne's CBD.
- ▶ Support signage and road treatments that promote the Ring Road as a preferred route.
- ▶ Ensure new developments provide sufficient car parking to meet its own demands, having regard to its location and proximity to public transport and the need to reduce non essential use of private vehicles.
- ▶ Consolidate car parking within the centre, and encourage the provision of multi-purpose parking areas at strategic locations.
- ▶ Ensure that multi-level car parking is appropriately designed and articulated such that it does not detrimentally impact upon the public realm.
- ▶ Encourage the integration of car parking into buildings, including providing undercroft and basement parking as opposed to at grade car parks.

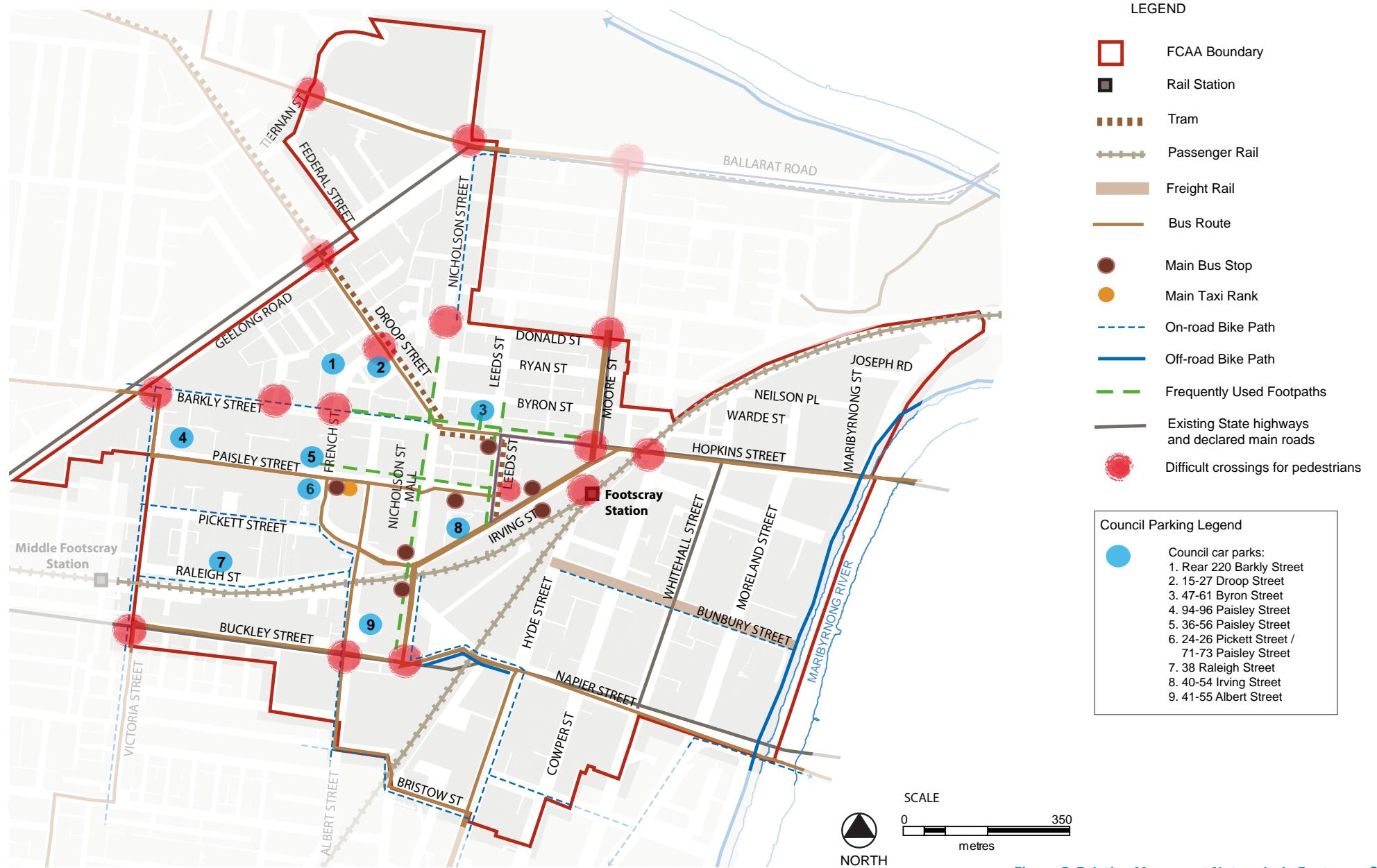
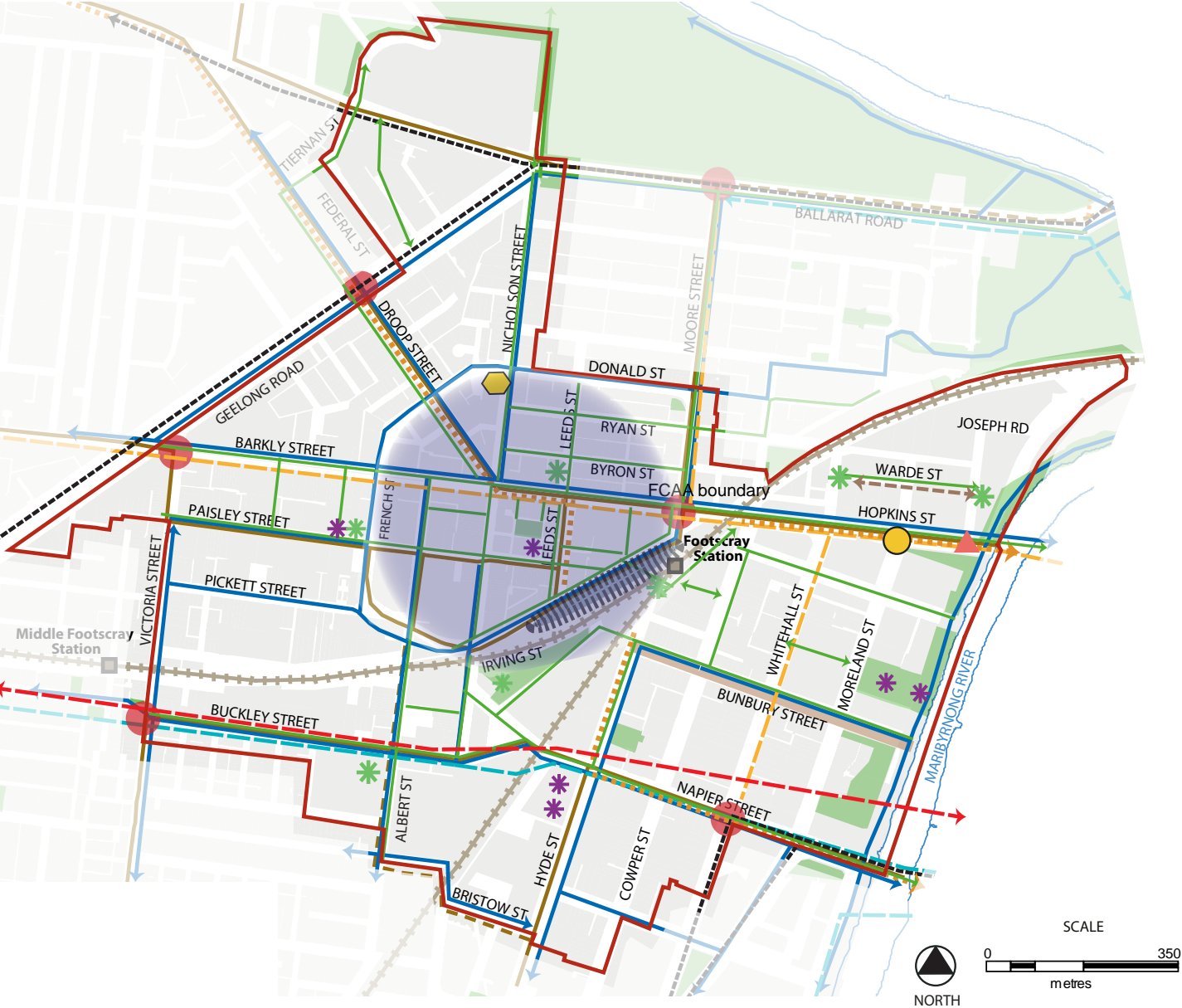


Figure 9: Existing Movement Networks in Footscray CAA

Movement and Transport



LEGEND

- FCAA Boundary
- Passenger Rail
- Freight Rail
- Existing & proposed pedestrian network
- Existing & proposed cycling network
- Existing & proposed tram network
- Existing & proposed bus network
- Proposed pedestrian crossing signals
- Potential to minimise through traffic to centre
- Park
- Core pedestrian area
- * Existing or planned community facility
- * Potential plaza
- New modal interchange
- Planned through traffic reduction (long term)
- Westlink tunnel to take freight and through traffic (long term)
- VicRoads future preferred heavy traffic route
- Potential to concentrate heavy vehicles on major arterials
- Proposed new primary access to precinct (signalised)
- ▲ Left in/left out access only

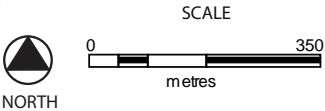


Figure 10: Future Movement Network Plans

Community Infrastructure, Open Space, Recreation, Arts and Culture

Community infrastructure is an essential component of what makes a great place to live, work, play and visit. It provides places, spaces and a range of services to the local and broader community.

Community Infrastructure

Footscray has an existing community infrastructure network that encompasses a broad range of services. A key example is the Footscray Library which is well utilised by the local community and provides a focal point for many community groups. As Footscray CAA continues to develop, new community infrastructure will be required to meet the needs of people coming to live, work and visit the centre. A significant increase in housing will put pressure on a range of existing facilities and services.

Likely future community needs were identified in the Footscray Community Infrastructure Plan 2010 and the Maribyrnong Community Infrastructure Plan 2011. Key priorities for the centre include a community hub; an early years hub; public meeting spaces and facilities; and an arts facility. The City Edge Masterplan also outlines a number of opportunities for improving other community infrastructure such as play spaces, open space, public art and streetscapes.

New and enhanced community infrastructure could help enhance Footscray's image and strengthen its role as a centre for the arts and a place of learning by embracing its connection with Victoria University and its potential as a 'university town'.

Council expects developers to contribute towards the cost of providing new facilities and services in Footscray CAA. Currently, Council collects contributions through a development contribution plan, which covers the CAA. However, this needs updating to reflect current priorities and to increase the amount of contributions. Preparation of a new development contribution plan is underway and will be introduced into the planning scheme. In the meantime Council is collecting contributions under the existing

scheme and, where possible, negotiating with developers on further contributions towards new infrastructure priorities.

Given the extent and type of development occurring across the CAA there are also opportunities for developments to include community infrastructure within the developments. This infrastructure, such as recreational (gyms pools etc) and service (crèches etc) can service both the residents and the wider community. The four community infrastructure priorities are:

▶ Community hub

There is a demand for a large flexible community space that offers a broad range of services such as community information points, learning space, community office space and recreation and open space. The proposed location, adjacent to the existing Footscray Library, capitalises on this existing well utilised community asset and is centrally located and easily accessible.

▶ Early years hub

Early years services are fragmented and dispersed across the CAA, and will increase in demand. An integrated early years hub is required that incorporates maternal and child health services and learning and play spaces for 0-5 year olds, and kinder spaces. The proposed location, near the Town Hall, capitalises on the proximity to existing services and Primary School.

▶ Public meeting spaces and facilities

There is a lack of multipurpose, shared, flexible community meeting spaces, with demand likely to increase. A flexible space that offers meeting rooms to the public is required. The proposed location, Footscray Town Hall, is easily accessible and utilises an existing public asset with a long history of community use.

▶ Arts facility

The arts is a key strength and attractor for the FCAA. There is a high demand for additional spaces for arts and cultural programs and activities. A flexible multipurpose arts and cultural space is required. The facility should include presentation, performance, live music, exhibition, gallery, studio and workshop space.

Community Infrastructure Objectives:

- ▶ To increase the provision and range of community infrastructure to meet the present and future demands of the community.
- ▶ To provide four new community infrastructure projects:
 - ▶ A community hub.
 - ▶ An early years hub.
 - ▶ Public meeting spaces and facilities.
 - ▶ An Arts facility.
- ▶ To ensure large developments provide some community infrastructure within the development.
- ▶ To ensure developers contribute to the provision of community infrastructure.

Community Infrastructure Strategies:

- ▶ Within large developments encourage developers to include some community infrastructure such as private gyms, communal meeting spaces, roof gardens to meet the needs of future residents.
- ▶ Encourage the creation of formal and informal community meeting places throughout the centre.
- ▶ Collect Developer Contributions under the existing DCP and implement a revised updated DCP.
- ▶ Negotiate with developers of large sites to contribute to community infrastructure.



Open Space and Recreation

The areas of open space along the Maribyrnong River form a key element of the open space network within Footscray CAA. In addition there are five established open space reserves: Footscray Community Arts Centre reserve; Railway Reserve; Maddern Square; Grimes Reserve; and Ercildoune Reserve. Significant areas of open space are located within walking distance of the CAA including Footscray Park and Newell's Paddock. Paved open space, such as the Nicholson Street Mall and station forecourts, also contribute to the provision of public space within Footscray CAA.

In addition to public open spaces, Footscray CAA has a number of recreational facilities, anchored by the Victoria University Aquatic and Fitness Centre at the Footscray Park campus. Facilities at this centre include a gymnasium, swimming pool and sports courts. The Phoenix Youth Centre has an auditorium, rehearsal space, gallery space and a small outdoor recreation space including a half size basketball court.

As more people live and work within the activity centre there will be increased demand for centrally located outdoor and recreational spaces that cater for a range of functions and activities. New open and recreational spaces must also address the changing demographics of the area, and cater to the needs of different cultural groups and users.

The extent of development envisioned within Footscray CAA creates a need to encourage developers to incorporate publicly accessible facilities such as swimming pools and gymnasiums into larger developments to address Footscray CAA's current lack of sporting and recreational facilities. It may also be necessary to require additional open space in some new developments in the form of local parks, forecourts and squares.

Another important consideration is the need to protect amenity and solar access for future open space opportunities. New development should not adversely overshadow existing or proposed open space or limit people's access to sunlight. Good access to open space is an essential part of making sure Footscray CAA is a highly liveable, healthy community for many decades to come.

Community Infrastructure, Open Space, Recreation, Arts and Culture

The Footscray City Edge Masterplan includes a range of improvements to ensure the community's diverse needs are met including:

- ▶ Develop additional and diverse open space opportunities on Council owned land such as the Byron Street and Paisley Street car parks.
- ▶ Improve existing open spaces, focusing on the Maribyrnong River and Railway Reserve.
- ▶ Encourage major land owners to improve underutilised frontages, including the Victoria University Nicholson Street campus forecourt.
- ▶ Refurbish Nicholson Street Mall to provide a focal point for community gatherings.
- ▶ Require new open space in major renewal precincts such as Joseph Road Precinct.
- ▶ Strengthen the connections from central Footscray to major areas of open space and key shared path networks.
- ▶ Provision of small pocket parks.

Open Space and Recreation Objectives:

- ▶ To ensure Footscray's residents, workers and visitors are well served by usable, functional and high quality areas of public open space.
- ▶ To ensure new developments contribute to the creation and/or enhancement of public open spaces and the public realm.
- ▶ To encourage greater access and connectivity to public open spaces, especially along the Maribyrnong River.

- ▶ To ensure new public open space is clearly identifiable for public use when provided in new developments.
- ▶ To provide for a greater amount and range of informal recreation activities that are integrated with other residential, retail and office developments within the CAA to provide opportunities for social interaction and meet the needs of different community members.
- ▶ To encourage the provision of sports facilities catering for the diverse needs of the community.
- ▶ To ensure open space is not overshadowed by new development.

Open Space and Recreation Strategies:

- ▶ Improve the useability of open spaces for all ages by providing enhanced facilities including playgrounds and public amenities.
- ▶ Support the provision of 'pocket' parks and playspaces in areas identified as under served in the Footscray Masterplan.
- ▶ Ensure development near existing or future public spaces addresses and activates the public area.
- ▶ Support opportunities to increase the rate of open space contributions where strategically justified.
- ▶ Ensure new development does not overshadow existing or proposed open space between the hours of 10am and 3pm at the equinox.



Community Infrastructure, Open Space, Recreation, Arts and Culture

Arts and Culture

Footscray is rich with arts and culture and creative industries. The community wants to see development that supports and strengthens the arts in Footscray and promotes a community friendly arts scene that encompasses different cultures.

Public art and cultural events play an important role in activating spaces and boosting Footscray's reputation as a centre for the arts and an inviting place to visit. The Footscray Community Arts Centre is a key focal point for arts in the West. Other facilities in Footscray CAA that provide arts services include the Trocadero Arts Space and the Phoenix Youth Centre.

The availability and affordability of creative spaces is a key attraction to Footscray CAA for artists and arts organisations. However, in the future, if rental costs become too expensive some artists may have to relocate. Likewise, although gentrification is increasing local interest in the arts and resulting in larger local audiences who expect a vibrant cultural life, it may threaten the scope and diversity of arts practices. Incorporating the arts into development proposals for Footscray CAA would provide benefits to the local community.

The activation of public spaces in central Footscray is a challenge. Council's Art in Public Spaces Strategy proposes an activation program built around public art and cultural activities based in Footscray CAA. Public art can express community values, tell stories, spark debate, promote interaction, and create unexpected experiences. With its intensively used public spaces, Footscray is an ideal environment for urban art. Priorities for future community arts infrastructure include public art along the Barkly/Hopkins Street corridor, an arts hub in the centre of the CAA, potential for a creative industries incubator, an art walk along Bunbury Street, and other opportunities for gateway public art.

Footscray is home to an ethnically diverse population, having served as a hub for many recently arrived migrant groups. This role continues today, with Footscray CAA home to many significant cultural facilities such as the Heavenly Queen Temple.

Large festivals are attracted to Footscray CAA due to its proximity to the Melbourne CBD and good public transport networks. Events such as the St Jerome's Laneway Festival, East Meets West and The Black Arm Band attract large numbers of people from across Melbourne. Footscray CAA provides the location for many of the festivals which contribute to Council's 'festival city' profile. A number of spaces and facilities within the CAA could host additional festivals and events such as the Riverside Precinct around Footscray Community Arts Centre, Maddern Square, Nicholson Street Mall and Railway Reserve.

Arts and Culture Objectives:

- ▶ To further develop and promote Footscray as a regional focus for arts and cultural activities.
- ▶ To encourage new development to incorporate art in the public domain.

Arts and Culture Strategies:

- ▶ Support an Arts walk along Bunbury Street linking the Arts centre in the Riverside precinct to the FCAA central.
- ▶ Support development that allows for flexible building spaces that can facilitate art and creative industries, in particular in Precinct 4 Riverside.
- ▶ Support an Arts Facility in the central precinct.



Community Infrastructure, Open Space, Recreation, Arts and Culture



Figure 11: Community Infrastructure Priorities (Extract from the Footscray Masterplan)

Footscray is characterised by a gently undulating landscape, which slopes down towards the Maribyrnong River, and is the perfect environment for cycling and walking.

Natural Environment

Although Footscray CAA is predominantly an urban (developed) landscape there are significant areas of open space such as the Maribyrnong River which include a mix of European and Indigenous vegetation. There are also significant heritage listed trees. The Footscray City Edge Masterplan proposes to extend the principles of Council's Greening Footscray strategy to create green corridors linking Footscray CAA to the Maribyrnong River, Footscray Park and Newell's Paddock.

The Maribyrnong River is an historically important waterway with a strong connection to Footscray. It provides significant open space, recreational and tourism benefits for the area. Development close to the river should capitalise on its river views and link to nearby open space. However, it should not excessively overshadow the river corridor, and should enhance the area through increased activation and sensitive interface treatments. The Maribyrnong River Valley Design Guidelines outline a preferred character for the river corridor and provides guidance for adjoining developments.

Amenity Issues

There are a number of key vehicle routes which pass through or link up with Footscray CAA including Geelong Road, Ballarat Road, Napier Street and Moore Street. Within the CAA, the Hopkins/Barkly Street corridor forms a key east west route with the vast majority of transport using the road as a through route. The CAA also has key north south links along Moore Street and Whitehall Street. Commuter and heavy truck traffic on these routes compromises Footscray CAA's air quality, as does general congestion in the area.

Vehicle traffic, particularly from trucks and freight trains, produces a significant noise within Footscray CAA. Footscray Station also contributes to noise within the centre. The Regional Rail Link project is expected to create additional noise across the CAA. New development should consider the impact of noise on future residents.

Physical Infrastructure

Footscray CAA is serviced by a range of key services and utilities however, some infrastructure is ageing and renewal is necessary to support future development. The extent of development envisioned for Footscray CAA will require a variety of upgrades to physical infrastructure across the CAA. The extent of infrastructure improvement required is significant in some larger development sites

and precincts, such as Joseph Road Precinct. The cost of upgrading and replacing facilities will need to be met by developers.

Investigation is underway to assess the electrical capacity thresholds of existing substations. Ultimately underground and overhead power lines, along with a high voltage ring feed to the area, could support future development needs. A high voltage connection is proposed for the Joseph Road Precinct from the south. Some individual developments may require their own substations and there is potential for some developments to consider sustainable energy uses such as tri-generation and local generation.

Currently Footscray is supplied with low and medium pressure gas. No high pressure gas is available. Upgrading Footscray CAA to high pressure gas could take approximately 15 years as the current regulatory framework prohibits bringing forward high pressure gas supply based on development speculation. This is a critical issue for developers wanting to use equipment such as boilers, hydronic heating, large commercial kitchens and cogeneration/tri-generation facilities. As a result new developments may be forced to use only electrically powered cooling, heating, hot water and cooking solutions, which are less desirable energy solutions compared to natural gas. However, any new infrastructure connected into the low or medium pressure network needs to be rated to a high pressure standard to cater for the eventual changeover.

The FCAA is currently serviced by mobile phone towers, with some upgrades currently underway. The roll out of the National Broadband Network to CAAs is seen as a priority to eliminate significant telecommunications black spots and slow zones in the area, improve productivity and encourage knowledge based economic development.

Drainage and flooding

Within the CAA areas around Raleigh and Pickets Street are affected by overland flows from the underground drainage system (Footscray Main Drain), they are identified in the planning scheme through inclusion in a 'Special Building Overlay'.

Areas around Newell's Paddock and the Heavenly Queen Temple on the Maribyrnong River are affected by flooding during storm events, which have a probability of 1% in any one year. These areas are identified in the Land Subject to Inundation Overlay (LSIO). Proposed developments in these areas must take account of the existing flood risk, protect the development from flooding and provide safe access to and around the development, without interfering with the passage and storage of floodwaters.

Sustainable Infrastructure

Opportunities exist for greater use of sustainable design and infrastructure within the FCAA. Improved management of water run off could limit the stress on existing water drainage infrastructure, potentially reduce the need to replace infrastructure as quickly, reduce costs to authorities, and improve the water

quality of local waterways. Opportunities also exist for an increasing number of permeable ground treatments and footpaths, leading to less run off into waterways. Incorporation of water sensitive urban design (WSUD) such as rain gardens into new developments helps to filter water before it flows into existing drainage systems or is used for gardens and vegetation.

Potentially Contaminated Land

A legacy of Maribyrnong's industrial past is that many development sites across the municipality are potentially contaminated, including some within Footscray CAA. Council's Potentially Contaminated Land Policy (adopted in 2011) outlines the preferred method of assessment and management of potentially contaminated land. Rezoning of land from an industrial zone to a zone allowing sensitive uses, such as the Activity Centre Zone, was raised as a significant issue by Council as part of the previous Footscray Amendment C90. In the next Footscray amendment, an Environmental Audit Overlay will be introduced on known potentially contaminated sites.

Environment Objectives:

- ▶ To protect the natural features of the CAA especially along the Maribyrnong River.
- ▶ To provide for the overall 'greening' of Footscray with attractive and consistently landscaped spaces throughout the centre.

- ▶ To ensure developments for sensitive uses incorporate design measures to mitigate amenity impacts associated with the operation of other businesses and activities in the centre.
- ▶ To ensure known potentially contaminated land is covered by an Environmental Audit Overlay (EAO).
- ▶ To encourage developments to incorporate Water Sensitive Urban Design.

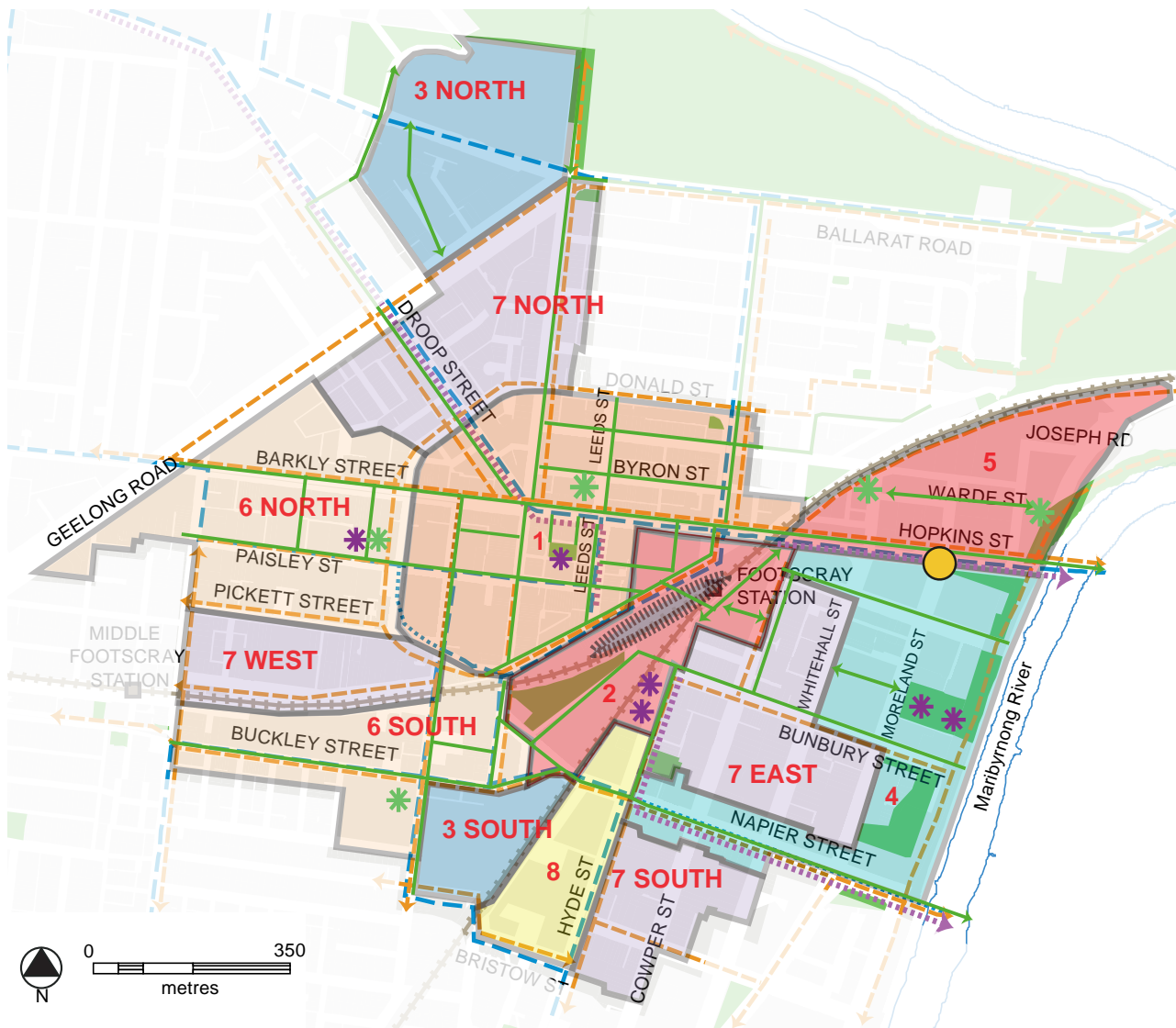
Environment Strategies:

- ▶ Ensure development proposals consider impacts of air quality and noise pollution.
- ▶ Ensure new development proposals incorporate street improvements and tree plantings.
- ▶ Apply an EAO over land that is known to be potentially contaminated and is being rezoned to allow sensitive uses.
- ▶ Ensure development proposals consider the potential impacts associated with adjoining or nearby transport operations.

Framework for Footscray



Figure 12: Existing Conditions, Footscray CAA



LEGEND

- passenger rail line
- existing & proposed pedestrian network
- existing & proposed cycling network
- existing & proposed tram network
- existing & proposed bus network
- new transport modal interchange
- existing park
- existing or planned community facility
- potential plaza
- proposed new primary access to precinct (signalised)

PRECINCT FUTURES

- 1** The Central precinct will stay low scale at the core and develop at moderate heights around it. Land uses will diversify from mainly retail and parking to include more commercial and community services and medium density and shop top housing. It will remain FCAA's key pedestrian precinct.
- 2** Precincts 2 (Station) and 5 (Joseph Road) will be transformed by higher density residential, retail and commercial development, with upgraded public spaces and pedestrian connections to the centre and to a new public transport hub at the Station.
- 3** The two campuses of Victoria University will be better linked to the centre of the FCAA through pedestrian and cycle connections and through shared spaces. Opportunities for redevelopment of underused spaces into complementary uses, such as student accommodation, will be explored.
- 4** The Riverside precinct will continue redeveloping key sites, at moderate heights. It will keep its heritage features and role as a recreational and cultural centre for the wider area, and be linked to the FCAA by attractive pedestrian and bike ways.
- 6** Precinct 6 - Peripheral Activity - has two parts. Both will evolve with a mix of health, retail, hospitality, aged care, small office and other services to support Footscray's core. Development will be at moderate heights and well connected to the centre and Station by street based pedestrian and cycle paths.
- 7** The four parts of the Neighbourhood precinct will retain their low rise, mainly residential character and heritage places.
- 8** The Civic precinct retains its heritage character, low building heights and government, cultural and educational uses. Pedestrian connections to and through the site are improved, and new community facilities enhance its role in the FCAA.

Figure 13 : Footscray CAA Structure Plan

Footscray Central Activities Area Precincts

The Footscray CAA is divided into eight precincts:

- 1 - Central
- 2 - Station
- 3 - University
- 4 - Riverside
- 5 - Joseph Road
- 6 - Peripheral Activity
- 7 - Neighbourhood
- 8 - Civic

Some precincts are divided into sub-precincts which have been planned to have varying built form outcomes.

The following section of the Structure Plan provides detailed guidance for each precinct, including a vision and objectives and strategies to achieve the vision.

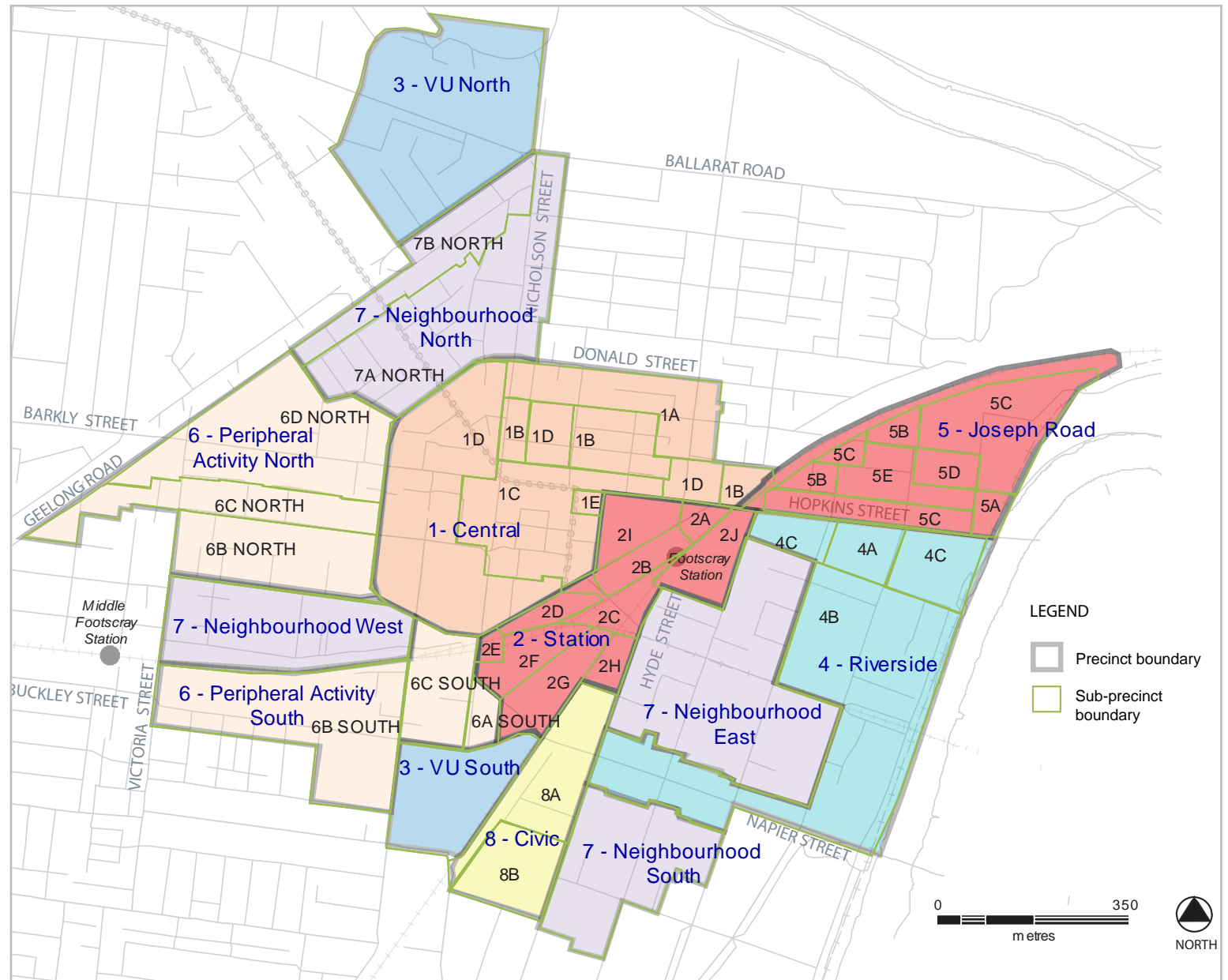


Figure 14 : Footscray CAA Precincts and Sub-Precincts

Precinct 1 – Central Precinct

VISION

The Central Precinct forms the heart of Footscray and is a vibrant mixed use precinct offering a rich, diverse, and busy urban mix of retail, commercial and residential. The area is active 24 hours a day with different facilities and services. The retail offer meets the needs of the local residents and workers and draws in shoppers from the surrounding region. The centre is pedestrian focused with active streets that provide high pedestrian amenity and encourage walking and cycling. In the heart there is a fine grain built form increasing to a medium scale around the edges. Key public realm areas are activated and provide opportunities for social interaction. Heritage streetscapes have been sensitively redeveloped, incorporating heritage buildings alongside new development to create a high quality urban streetscape.



Precinct Objectives:

- ▶ To promote a high quality public realm, good quality urban design, protection of heritage places, and public safety throughout the precinct.
- ▶ To ensure the offer of shops, entertainment and dining meet the needs of the future resident, visitor and worker population.
- ▶ To encourage the provision of further supermarket and department store retail uses.
- ▶ To encourage the development of an evening economy, including restaurants, cafes, arts and entertainment uses.
- ▶ To ensure that retail is concentrated in this precinct and avoids further dispersal of key shopping facilities.
- ▶ To support the establishment of medical facilities along Paisley Street.
- ▶ To encourage the provision of student services and facilities.
- ▶ To support the establishment of an Arts facility.
- ▶ To create dynamic streets and a 'market atmosphere' in the precinct including outdoor eating opportunities and active frontages.
- ▶ To revitalise Madderly Square as an urban plaza with active edges comprising restaurants, speciality stores and services.
- ▶ To promote mixed-use buildings, including higher density housing, affordable housing and office uses at upper floor levels.
- ▶ To encourage a transition to neighbouring residential areas.
- ▶ To emphasise Nicholson Street and Leeds Street as key north/south corridors through the Footscray CAA.
- ▶ To enhance the connectivity of pedestrian routes within the precinct and to other parts of the Footscray CAA, particularly universities and transport facilities.
- ▶ To maximise opportunities to improve public transport connections.
- ▶ To upgrade the pedestrian experience along key pedestrian routes.
- ▶ To enhance the image of Footscray's retail areas through protection of heritage places, improvements to the appearance of the built form and renewal of the public realm.

Precinct 1 – Central Precinct

Design Requirements:

Height Range:

Fine grain centre	1-3 storeys
Northern and Eastern edges	2-6 storeys
Surrounding ring	2-10 storeys
Market site	4-25 storeys

Strategies

- ▶ Maintain the fine grain and heritage streetscapes within identified heritage areas through low rise development outcomes and well articulated facades.
- ▶ Maintain the fine grain urban form by:
 - ▶ reinforcing the historic character of the 5-6 metre wide retail premises;
 - ▶ Including heritage buildings into redevelopment;

and

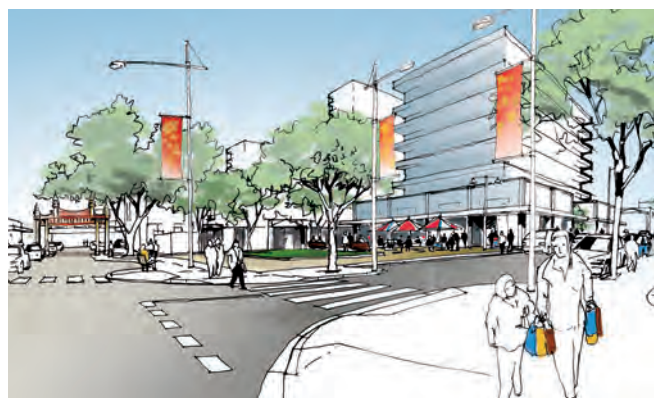
- ▶ providing streets and lanes which create a highly permeable pedestrian environment.
- ▶ Key public realm spaces such as the Nicholson Street Mall and Maddern Square should have good solar access and outlook (between 10am and 3pm at the equinox) to maintain and enhance activity.
- ▶ New built form on the north side of main walking routes should ensure that reasonable sunlight access is maintained on the south side of the street, especially along key streets in the CAA, such as Barkly / Hopkins Street and Paisley Street (between 9am and 3pm at the equinox, September 22).
- ▶ Emphasise the Barkly and Hopkins Street east-west corridor through built form by building to boundaries; providing for passive surveillance; and providing pedestrian weather protection.

- ▶ Buildings in areas identified as transitional areas should be designed to make an appropriate transition in height, scale and built form between the higher scale built form and the sensitive interface with lower scale residential buildings. This also applies to buildings not in a transition area but which abut a heritage overlay.
- ▶ Provide a high quality pedestrian environment through prioritisation of pedestrians; minimising parking access ways; activation of street frontages; and provision of pedestrian protection including awnings, planting and lighting, and including continuous weather protection and activation along frontages to designated pedestrian priority routes.
- ▶ Require noise attenuation measures to be incorporated within new dwellings along the Barkly/ Hopkins Street corridor.
- ▶ Prohibit the use of solid roller doors on shop fronts.



Carpark, Irving Street

Large expanses of parking provide opportunities for activation and redevelopment



Artists Impression, Byron Street

The Byron Street carpark provides an opportunity for redevelopment as a mixed use precinct with public plaza and parking



Leeds Street

Existing buildings combine retail and residential, providing a mixed use model for the future core

Precinct 1 – Existing Conditions and Future Opportunities



Figure 15: Precinct 1 – Commercial Core: Future Plans and Opportunities

Precinct 2 – Station Precinct

VISION

Following substantial change the Station Precinct has transformed into a thriving vibrant mixed use precinct. The station and adjoining bus interchange create a transport heart for the centre, making it a leader in public transport usage. The Footscray Market is a major drawcard to locals and visitors alike. Significant redevelopment has occurred at the McNab Ave, Market and Binks Ford sites, delivering a diverse range of uses and dwellings. Railway Reserve provides a tranquil space for rest and recreation and provides a glimpse into the heritage significance of the station.



Precinct Objectives

- ▶ To facilitate the redevelopment of the station precinct in accordance with the Footscray Station Urban Framework Plan.
- ▶ To create a high quality public transport interchange that integrates with the centre and reinforces Footscray Station as a major regional intermodal transport node.
- ▶ To encourage high quality architecture and urban design that emphasises Footscray Station as a local focus and 'gateway' to the Western region of metropolitan Melbourne.
- ▶ To revitalise and stimulate private sector investment and urban renewal in the area.
- ▶ To enhance amenity and safety of the public realm, and to provide active ground level frontages and opportunities for passive surveillance.
- ▶ To create a socially and economically sustainable mixed use precinct that provides a diverse range of housing, commercial, retail and public recreation opportunities.
- ▶ To ensure that new development is environmentally sustainable, incorporating energy efficiency measures and encouraging sustainable travel patterns.
- ▶ To ensure that development responds to the heritage values of the Footscray Station and precinct.
- ▶ To ensure that environmental conditions of the site, including the effects on a proposed use or development of contamination, noise or vibration, are appropriately considered.

Design Requirements:

Precinct 2A - gateway	15 storeys
Precinct 2B - Irving St north	12 storeys
Precinct 2C - forecourts	no buildings in public open space
Precinct 2D - Irving St south	8 storeys
Precinct 2E - Station/park interface	5 storeys
Precinct 2F - Railway Reserve	3 storeys
Precinct 2G - McNab Ave (former bowls site)	12 storeys on McNab Ave; 14 storeys at Teardrop site
Precinct 2H - Hyde St parking	6 storeys
Precinct 2I - Footscray Market	25 storeys at Footscray Market site; 20 storeys at corner site
Precinct 2J - former Binks Ford site	3 storeys on Talbot St interface; 6 storeys on Cowper St; 10 storeys on railway interface

Strategies

- ▶ Development proposals should contribute to the creation of a socially, culturally and environmentally



Station, Irving Street, Market

Footscray Market and nearby sites are key opportunities to redevelop higher intensity land uses with excellent public transport access

sustainable community, including through the provision of affordable housing.

- ▶ Development should complement the retail function of the core precinct and not compete with or detract from it.
- ▶ Development should accommodate a broad mix of land uses which support daytime and evening activity and be accessible to the whole community.
- ▶ Development should retain the pedestrian focus and space around the station, and strengthen its identity as an oasis within an area of change.
- ▶ New built form should respond to its central and strategic location within the 'transport hub', with iconic or landmark buildings.
- ▶ New built form should minimise impacts of traffic and of the railway corridor interface, such as noise, vibrations and outlook, on amenity within buildings.
- ▶ Development should emphasise station entry points and enable safe and direct access to the station for pedestrians, cyclists and public transport users.
- ▶ New development should enhance the sense of arrival



Irving Street and forecourt to station

Irving Street prior to Regional Rail Link and transport hub redevelopment

into the CAA and reinforce the pedestrian experience, through new built form frontages, land uses and pedestrian space.

- ▶ Buildings located within the Transition Area should provide appropriate reductions in building height and mass toward existing lower scale development at the interface and not exceed 3 storeys.
- ▶ Reduced off street car parking may be considered having regard to the proximity and availability of public transport, and any agreements to implement car parking demand reduction measures.
- ▶ Built form should respect the heritage context allowing for heritage prominence to be maintained and sensitively mitigated.
- ▶ Development should embrace the historical and present day significance of the Footscray Railway Station and adjoining landscaping including the unique 1899 V-junction station that has since served as a major civic building and focal point for Footscray.



Planned Station entry from Irving Street

Access to the station will be upgraded and a public transport Interchange will be created at Irving Street

Precinct 2 – Existing Conditions and Future Opportunities

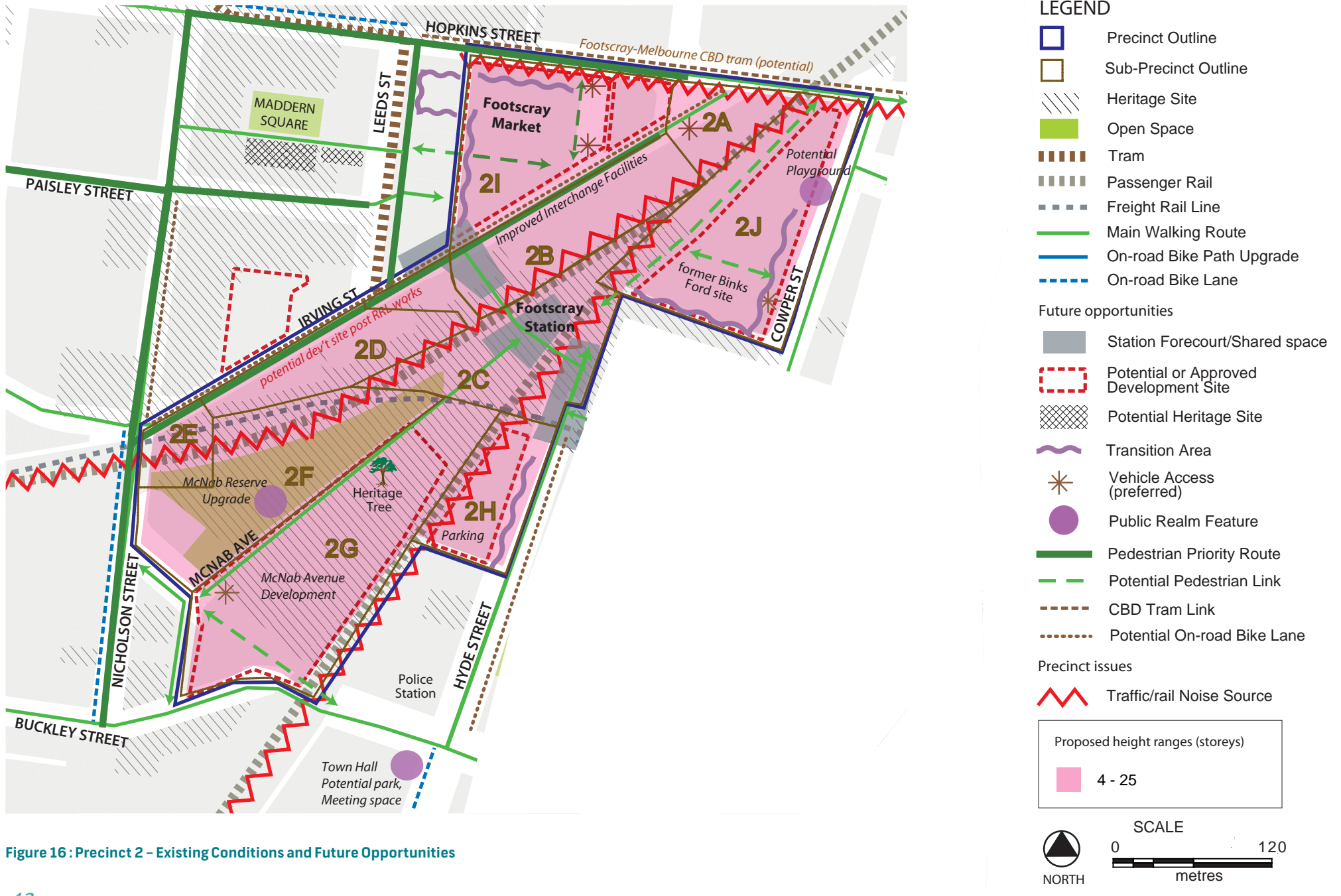


Figure 16 : Precinct 2 – Existing Conditions and Future Opportunities

Precinct 3 – University Precinct

VISION

The University Precinct accommodates the two campuses that provide the basis for University Town - a key theme of the FCAA. The students and staff are key contributors to the liveliness and vibrancy of the FCAA. Although the primary use of the precinct is education, some student accommodation is also provided. The open spaces, pathways and services of the university are accessible to the public, melding the precinct into the broader FCAA.

Precinct Objectives:

- ▶ To support the University's ongoing role in providing regionally significant tertiary education facilities.
- ▶ To provide for uses and developments which support the University needs within the precinct, whilst facilitating university services to locate within the broader FCAA, drawing students and staff into the centre of the CAA.
- ▶ To ensure the University campuses and their students are integrated in the broader Footscray CAA.
- ▶ To discourage commercial and retail uses unless they are associated with the operations of the University or are part of the development of an integrated mixed use education area.
- ▶ To improve pedestrian access and links to the University campuses in particular the key pedestrian link along Nicholson St to the VU South campus.
- ▶ To ensure optimal utilisation of land within the precinct and minimise large expanses of at grade car parking.

Design Requirements:

Height Range:

VU North Campus	2-6 Storeys
VU South Campus	2-6 Storeys



VU North, Ballarat Road

Entrances to the campus and buildings are not clear, and frontages to the streets are often dominated by blank facades



VU North parking area

Parking areas are redevelopment opportunities, for university expansion, student housing, recreation and other uses

Guidelines/ strategies

- ▶ Consideration should be given to locating university uses that would benefit from a wider audience (eg: performing spaces) within the central FCAA precincts.
- ▶ Future redevelopment of the precinct's existing car park sites should create a mixed-use area focussed on education and incorporating student and staff accommodation, teaching, research and conference facilities, and student services and facilities.
- ▶ Street wall heights should generally range between 2 and 4 storeys, other than on major roads such as Ballarat and Geelong roads, where the street wall height may be up to 6 storeys to assist in providing a traffic noise buffer to development behind.
- ▶ Where streetscape context reflects zero front and side setbacks, new built form should maintain this condition, forming a continuous 'street wall'.
- ▶ Buildings located within the Transition Area should provide appropriate reductions in building height and mass toward existing lower scale development at the interface and not exceed 3 storeys.
- ▶ When new development adjoins heritage buildings, the design should have regard to the height, scale, rhythm and proportions of the heritage buildings including characteristic, fine-grain frontage widths.
- ▶ The arrangement of buildings should facilitate pedestrian and cycle access routes into and through the precinct which contribute to the permeability of the wider pedestrian and cycle network.

Precinct 3 – Existing Conditions and Future Opportunities

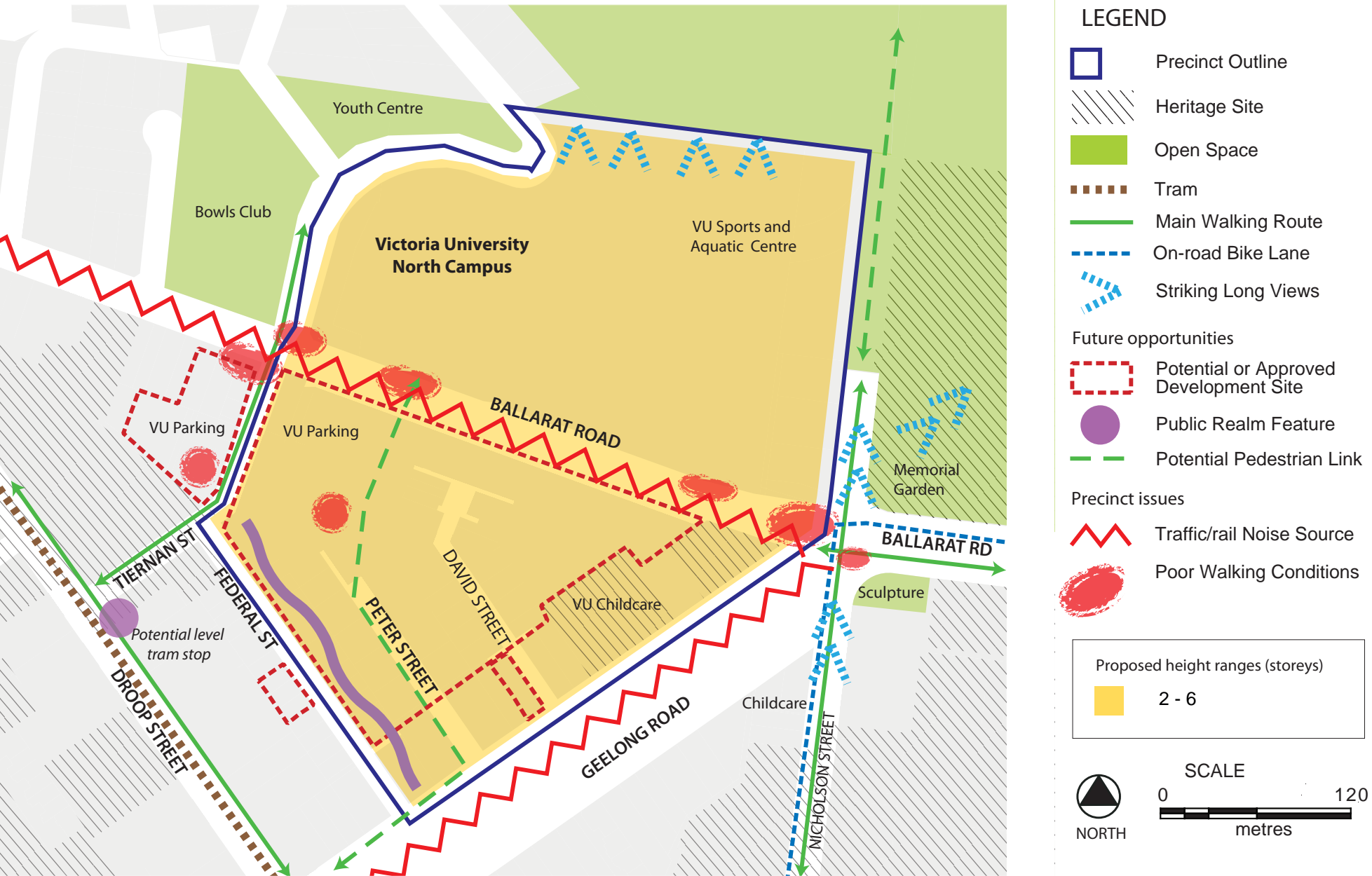


Figure 17: Precinct 3 North: Existing Conditions and Future Opportunities

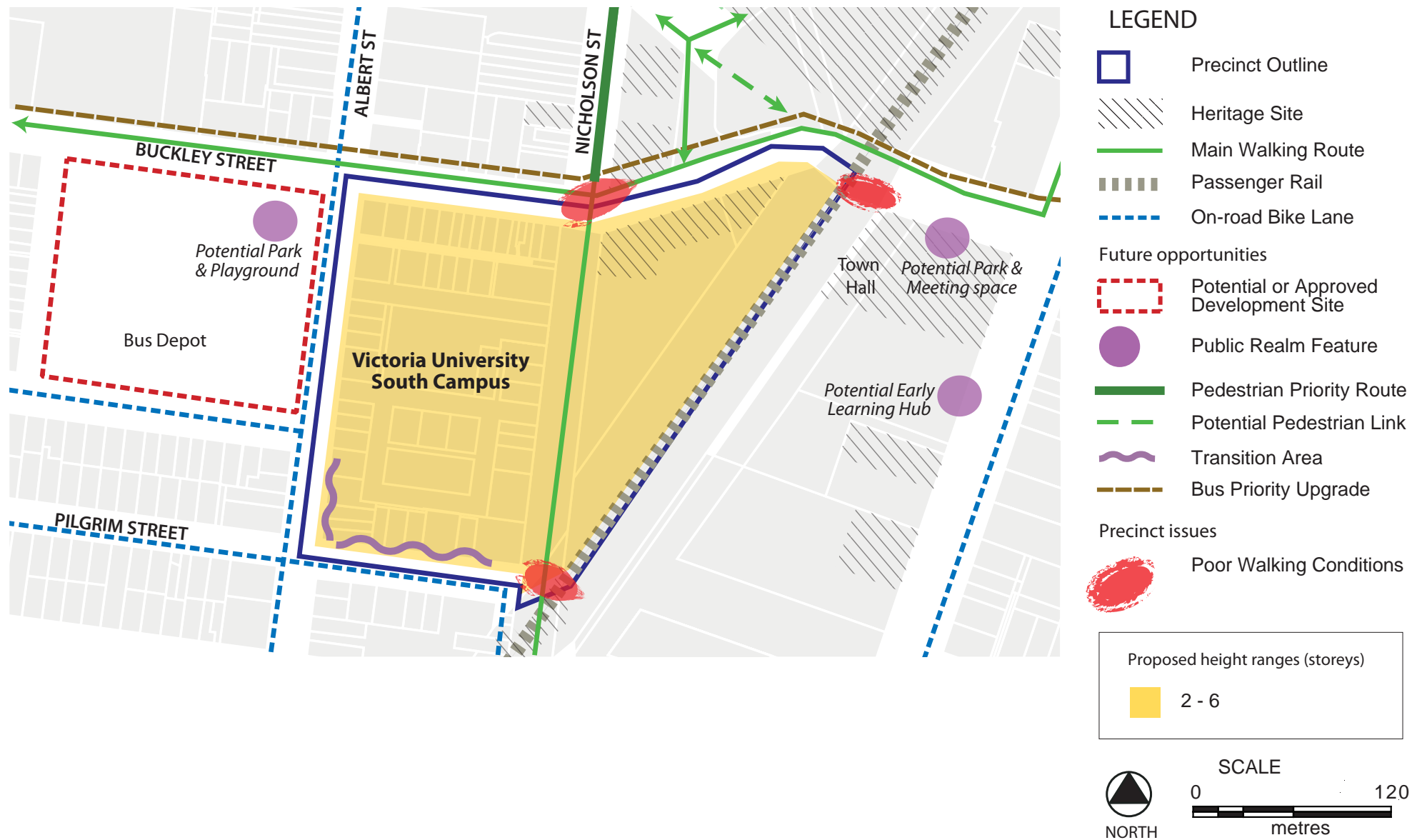


Figure 18: Precinct 3 South: Existing Conditions and Future Opportunities

Precinct 4 – Riverside Precinct

VISION

The Riverside Precinct capitalises on its Maribyrnong River frontage providing multiple access points for people from the wider CAA to access the river. The mixed use precinct offers a range of housing and employment uses, utilising various building and allotment types and sizes, responding to the different urban conditions throughout the precinct. The precinct is the central focus for the arts and creative industries flourishing in Footscray. The aboriginal, archaeological and built heritage is evident and celebrated. Public realm and built form responses minimise the impact of traffic on the residents and deliver high amenity streetscapes.



Precinct Objectives:

- ▶ To maintain and respect the precinct's diversity and historic value.
- ▶ To create a distinct precinct that capitalises on its River frontage and incorporates arts, historical and maritime themes.
- ▶ To encourage a mixed use precinct that provides for local employment and services local needs without compromising the amenity of residential areas.
- ▶ To create multiple walking and cycling linkages to the River, nearby uses and development, and the central and station precincts of the CAA.
- ▶ To ensure development respects the historic nature of buildings and streetscapes within the precinct.
- ▶ To ensure new residential development is well protected from traffic noise and port related activities.
- ▶ To develop the precinct as a focus for the arts and creative industries.
- ▶ To encourage use and activation of the river and riverfront through creation of a distinct, vibrant and active urban edge along the waterfront.
- ▶ To maintain public access to the River and its activities and prevent privatisation of space along the River.
- ▶ To ensure built form transitions to lower heights near the River frontage.

Design Requirements:

Height Range:

Hopkins St Frontage Blocks (2)	2-10 Storeys
St Monica's Block	1-3 Storeys
Remainder of Precinct	2-6 Storeys

Strategies

- ▶ In public realm areas structures and landscape treatments should enhance access to the riverfront.
- ▶ Where development fronts the river it should actively engage with the river frontage.
- ▶ Development should create a lower, human scale form along the riverfront.

- ▶ Opportunities should be maximised for generous planting including canopy trees and other plants of a resilient nature.
- ▶ Encourage taller building forms to front Hopkins Street and transition down to River frontage areas and established residential areas.
- ▶ On larger sites encourage internal access ways which reflect the grid character of surrounding streets. Built form should respond to the internal street environment.
- ▶ Ensure buildings include appropriate building design to mitigate against traffic noise in particular along Hopkins, Whitehall and Napier Streets, and port related activities.
- ▶ Encourage development to capitalise on the precinct being the arts and creative industries focus of the CAA through provision of public art and adaptability of

building forms.

- ▶ Buildings within the Transition Area, in particular along Moreland and Bunbury Streets and along the riverfront should provide appropriate reductions in building height and mass toward the existing lower scale buildings at the interface and not exceed 3 storeys.
- ▶ Built form should respect the heritage context allowing for heritage prominence to be maintained and sensitively mitigated.
- ▶ Development that adjoins heritage buildings should have regard to height, scale, rhythm and proportions of the heritage buildings.
- ▶ The Maribyrnong River Valley Design guidelines should be consulted in regard to building siting, scale and materials for development east of Moreland Street.
- ▶ Support removal of the railway line along the River in the event that it is deemed redundant to Port



Whitehall Street

Potential for mixed use development



Artist's impression, Maribyrnong foreshore

Potential for revitalisation of Maribyrnong River frontage



Artist's impression, Maribyrnong Street

Artist's impression of potential Creative Industries Incubator

Precinct 4 – Existing Conditions and Future Opportunities

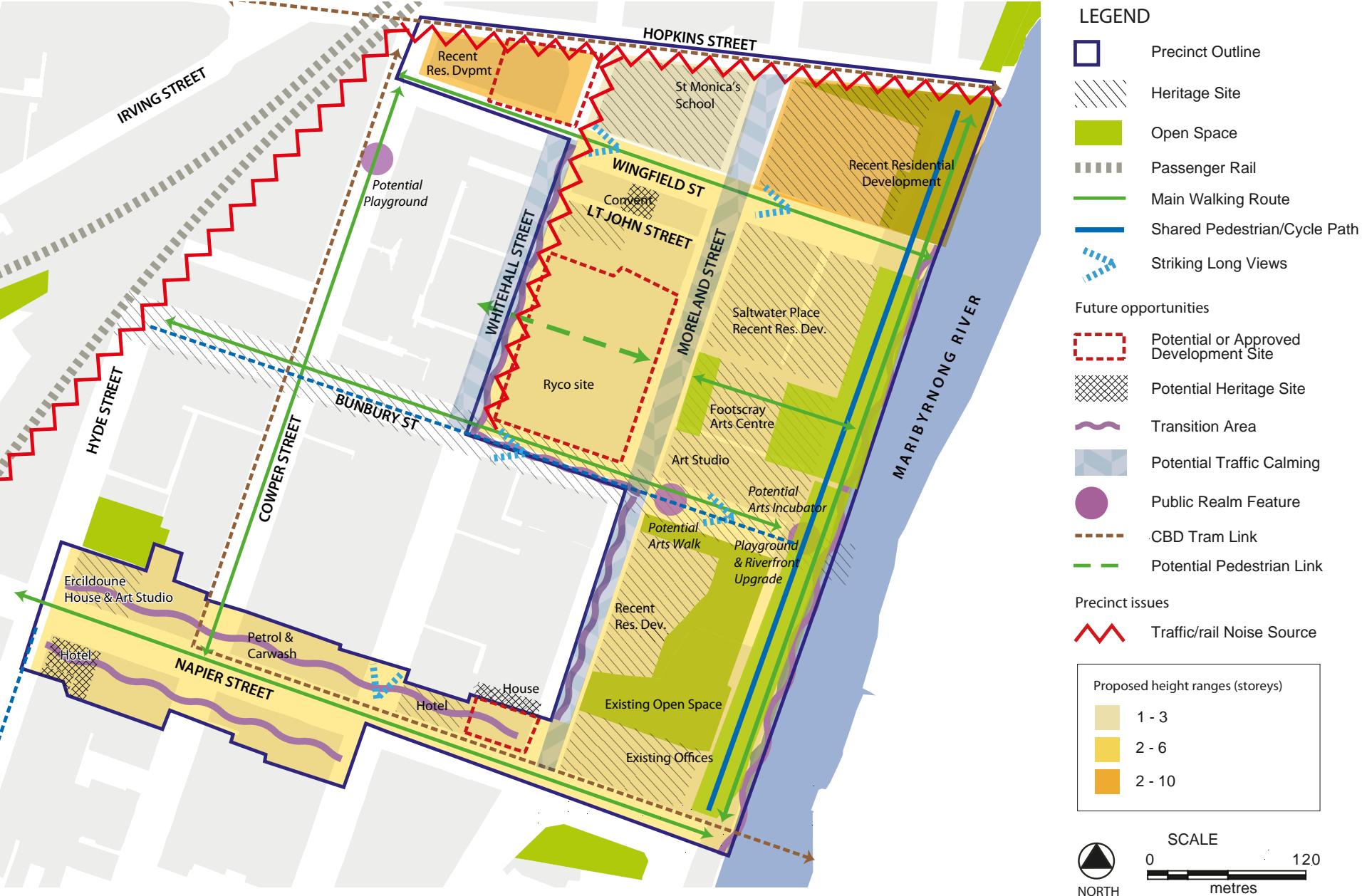


Figure 19: Precinct 4 – Riverside Precinct: Existing Conditions and Future Opportunities

Precinct 5 – Joseph Road Precinct

VISION

The Joseph Road Precinct has been transformed into a thriving vibrant mixed use precinct. The development is of high quality and provides an impressive entrance to the centre. The high quality public areas are inviting to residents, workers and visitors alike. The precinct is home to approximately 4,000 new households who enjoy the proximity and access to the Maribyrnong River, Footscray station and the central precinct.



Precinct Objectives:

- ▶ To create a vibrant, mixed use precinct that complements the role and function of the Footscray Central Activities Area through:
 - ▶ a diverse range of higher-density housing development accommodating approximately 4,000 dwellings
 - ▶ a viable mix of commercial, retail, community, entertainment and recreation land uses
 - ▶ a wide range of employment opportunities to complement the role of central Footscray.
- ▶ To encourage retail, entertainment and recreational uses along the existing and extended Warde Street, and along the riverfront.
- ▶ To encourage the provision of showroom, restricted retail and office uses along the Hopkins Street frontage.
- ▶ To establish a robust urban character with:
 - ▶ high quality architecture and urban design
 - ▶ an active, attractive and accessible riverfront with improved public recreation opportunities and high amenity public spaces and places
 - ▶ an active and improved frontage to Hopkins Street that marks the precinct as a 'gateway' to Footscray.
- ▶ To provide a high amenity, upgraded street and pathway network with improved pedestrian and cyclist connections to areas beyond the precinct.
- ▶ To support the transport function of adjoining rail corridors and the widening of the passenger rail line, by ensuring interface amenity and safety issues are considered.
- ▶ To encourage sustainable development that:
 - ▶ incorporates best practice energy efficiency and water management measures
 - ▶ promotes sustainable travel patterns through an integrated approach to transport planning
 - ▶ supports the inclusion of community facilities and housing affordability.
- ▶ To ensure that development responds to the site features and constraints including heritage features, potential contamination, flooding, and service infrastructure requirements.

Precinct 5 – Joseph Road Precinct

Design Requirements:

Height Range:

Joseph Road Precinct

4–25 Storeys



Hopkins Street

Traffic noise from Hopkins Street may require noise attenuation in new residential development



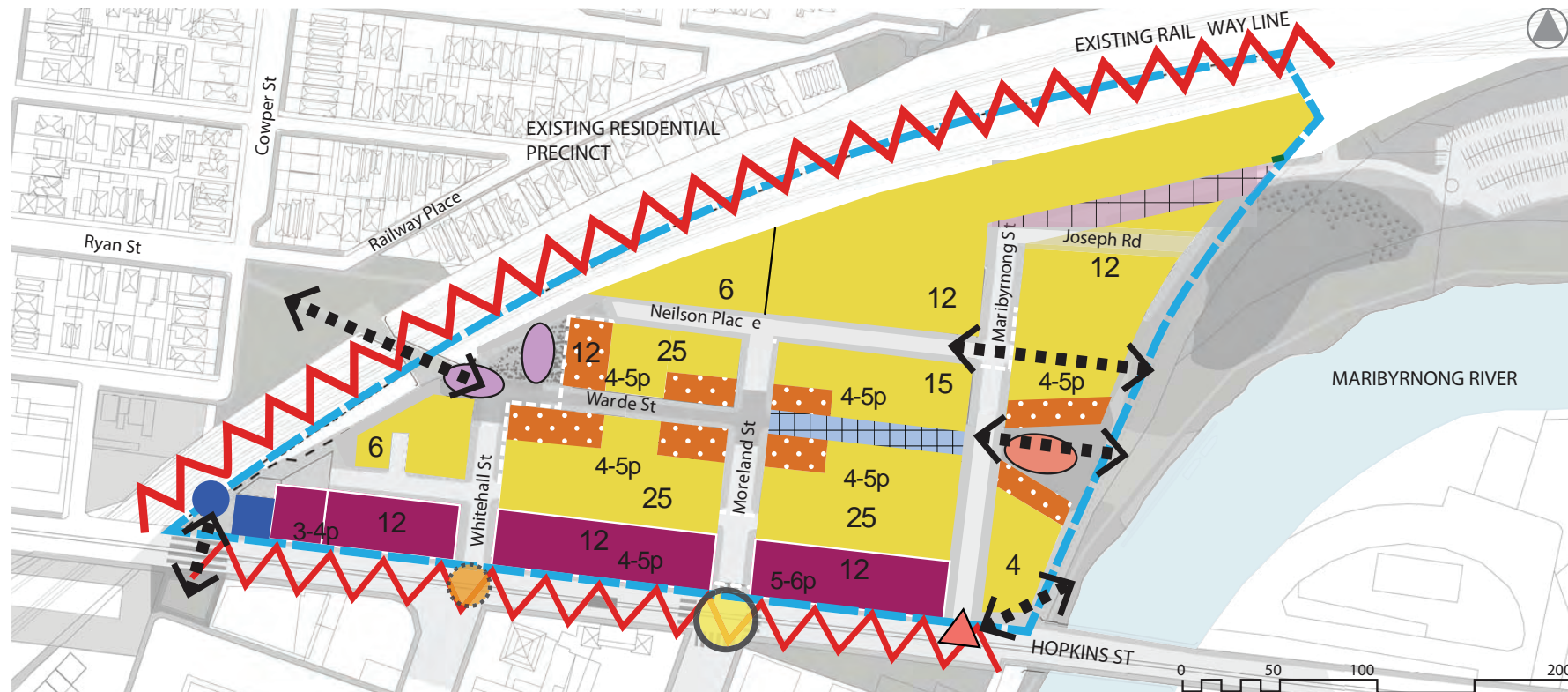
Artist's impression, Hopkins Street

Artist's impression of potential development along Hopkins Street from the railway line to the river, possibly structured around a new tram link to Melbourne CBD

Strategies

- ▶ Development should respond to interfaces with transport corridors. The design and construction of buildings for sensitive uses with interfaces to Hopkins Street or rail infrastructure should ensure that potential noise and vibration impacts generated by heavy vehicles or train movements are addressed.
- ▶ A network of high amenity public places and pedestrian spaces should be provided as shown in the Joseph Road Precinct Urban Framework Plan.
- ▶ Visual and physical connections between the river and the precinct should be provided.
- ▶ Active frontages created by retail, entertainment and recreation uses at ground level are encouraged along the main connections to the river along Warde Street and along Hopkins Street.
- ▶ Development proposals should respect planned pedestrian and cycling networks.
- ▶ Pedestrian/cycle bridges provided across the passenger rail line and crossing points of the freight rail line should be defined by robust landscaping and clear sight lines, and designed to the satisfaction of VicTrack and Department of Transport.
- ▶ Development proposals with river frontage should include opportunities for activation along the riverside.
- ▶ Development should provide a high quality street environment which incorporates footpaths, cycle paths, and on-street car parking, and maximises opportunities for street planting where appropriate.
- ▶ Opportunities should be provided to green the urban environment both in the public realm and as a part of new developments.
- ▶ Taller forms should be generally located towards the centre of the precinct, with a transition to lower forms adjacent to the riverfront and the residential area to the west.
- ▶ Built form should create a robust urban character with minimal boundary setbacks that reinforce the geometry and pattern of the existing road network, except where development should respond to the proposed changes to the existing road network through the construction of proposed new pedestrian and cycle links as shown in the Joseph Road Precinct Urban Framework Plan.
- ▶ The primary vehicle access point to and from the precinct should be via a signalised intersection at the corner of Hopkins Street and Moreland street, with associated intersection treatments. Secondary vehicle access points should be provided at the intersections of Whitehall and Maribyrnong streets, with Hopkins Street.
- ▶ Direct vehicle access from Hopkins Street to development should be avoided. Car parking and service vehicle access for development along Hopkins Street will be provided from the precinct's internal street network.
- ▶ On street car parking should be provided in streets whilst ensuring sufficient width to accommodate parallel car parking spaces as well as bicycle lanes, pedestrian footpaths, and landscaping treatments.

Precinct 5 – Existing Conditions and Future Opportunities



LEGEND

















-  PROPOSED NEW PRIMARY ACCESS TO PRECINCT (SIGNALISED)
-  SECONDARY ACCESS TO PRECINCT (SIGNALISED)
-  ACTIVE FRONTAGE (SHOWROOM AND OFFICE) WITH 3m SETBACK
-  ACTIVE FRONTAGE (RETAIL, ENTERTAINMENT, RECREATION AND COMMUNITY)
-  MIXED USE (PRIMARILY RESIDENTIAL)
-  PROPOSED PUBLIC REALM
-  PROPOSED PUBLIC REALM (REQUIRES FURTHER INVESTIGATION BY DTPLI)
-  PROPOSED NEW STREET
-  HERITAGE OBJECT/PLACE
-  PRECINCT BOUNDARY
-  PEDESTRIAN/BICYCLE CONNECTIONS
-  3-10 PREFERRED MAXIMUM BUILDING HEIGHT
-  3-6p PREFERRED PODIUM HEIGHT
-  NOISE SOURCE
-  LEFT IN/LEFT OUT ACCESS ONLY
-  POTENTIAL STREET REALIGNMENT

Figure 20: Precinct 5 – Joseph Road Precinct Built Form Framework Plan

Precinct 6 – Peripheral Activity Precinct

VISION

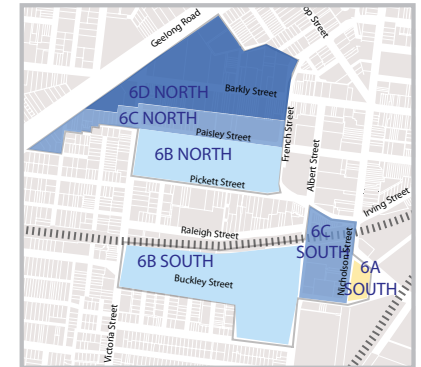
This precinct is a lively mixed use area that includes numerous service, educational, commercial, and accommodation uses. The precinct also includes retail uses which complement the retail within the central precinct. Key assets are the individual heritage places and heritage streetscape along Barkly Street, which through ongoing protection and restoration contribute to the overall diversity of the area. The precinct includes medium scale buildings that provide activation at the ground level providing a high amenity pedestrian experience.

Precinct Objectives:

- ▶ To support the growing mixed use character of the precinct with an emphasis on employment uses, commercial services and small businesses which support the regional role of the CAA.
- ▶ To support development along main street frontages that provides for a variety of activity at ground floor level that can accommodate a range of uses that will activate the street.
- ▶ To encourage shops along Barkly Street that complement the retail core of the CAA.
- ▶ To encourage medical, community and health services in Paisley Street.
- ▶ To encourage employment related uses including offices and small businesses.
- ▶ To encourage residential development which appropriately responds to surrounding land uses and provides good amenity for future residents.'
- ▶ To preserve identified heritage buildings and incorporate into new developments.
- ▶ To ensure that new business activity is compatible with nearby dwellings.
- ▶ To provide additional open space to serve the southern part of the activity centre as part of any redevelopment of the bus depot.
- ▶ To ensure development in areas identified as Transitional Areas is designed to make an appropriate transition in height, scale and built form to adjoining residential areas.
- ▶ To increase pedestrian permeability between Barkly and Paisley streets and investigate related crossings over Paisley Street.
- ▶ To facilitate provision of car parking thus minimising the need within the central precinct whilst ensuring parking provision minimises undesirable impacts on pedestrians caused by blank walls and lack of access ways.

Design Requirements:

Height Range:	Storeys:
6A	1-3
6B	2-6
6C	2-10
6D	4-14



Strategies

- ▶ Require noise attenuation measures for dwellings along Barkly and Buckley Streets and Geelong Road, or where there is adjacent commercial activity that operates late at night.
- ▶ Buildings within the Transition Area should provide appropriate reductions in building height and mass toward the existing lower scale buildings at the interface and not exceed 3 storeys within the transition area.
- ▶ Maintain a low scale residential interface to Walter Street in future development of the Bus Depot site.
- ▶ Emphasise the Barkly St and Nicholson St urban corridors through appropriate built form by building to boundaries, providing for passive surveillance and providing pedestrian protection, including continuous weather protection and activation along frontages to designated pedestrian priority routes.
- ▶ Maintain a distinction between lower order streets and the Barkly Street corridor.
- ▶ Use solid building massing in conjunction with other sound barrier treatments to help reduce the impact of traffic noise from Geelong Road.
- ▶ New built form on the north side of main walking routes should ensure that reasonable sunlight access is maintained on the south side of the street, especially along key streets in the CAA such as Barkly and Paisley Streets (between 9am and 3pm at the equinox, September 22).
- ▶ Prohibit the use of roller shutters for retail premises.
- ▶ Maintain the fine grain and heritage streetscape within the Barkly and Hopkins Street corridor.
- ▶ Retain prominent landmark buildings such as places of worship and civic buildings.
- ▶ Provide improved pedestrian connections between Barkly and Paisley Streets.
- ▶ Street wall heights should generally range between 2 and 3 storeys and respect adjoining heritage buildings and streetscapes where applicable, in particular along Barkly Street.
- ▶ Side setbacks should reflect the existing context within the CAA and should maintain a continuous street wall frontage where appropriate along key streets such as Barkly Street and Buckley Street.
- ▶ Larger sites should accommodate medium density development to maximise land use, whilst maintaining the existing fine grain, active streetscape presentation.
- ▶ New built form should respect and respond to the heritage context of the retail core on Barkly Street, allowing for heritage prominence to be maintained and sensitively managed, with careful consideration of built form massing, articulation, distribution of features and architectural style.
- ▶ When new development adjoins heritage buildings, the design should take into consideration the height, scale, rhythm and proportions of the heritage buildings including characteristic fine grain frontage widths.
- ▶ New development should seek to reflect the minor setback condition of residential streetscapes such as Paisley Street and Buckley Street through landscape treatments or gardens, providing a point of difference between the retail core and peripheral activity precincts.
- ▶ Tower forms at upper levels should be set back from the streetscape at least 5 metres, to reduce visual bulk and the effect of wind downdrafts.



Victoria Street

Interfaces between new development and adjoining residential areas need to be sensitively designed



Paisley Street

Redevelopment of the area around the Footscray Library will provide the opportunity for a new public plaza and playground, in conjunction with a community hub

Precinct 6 – Existing Conditions and Future Opportunities

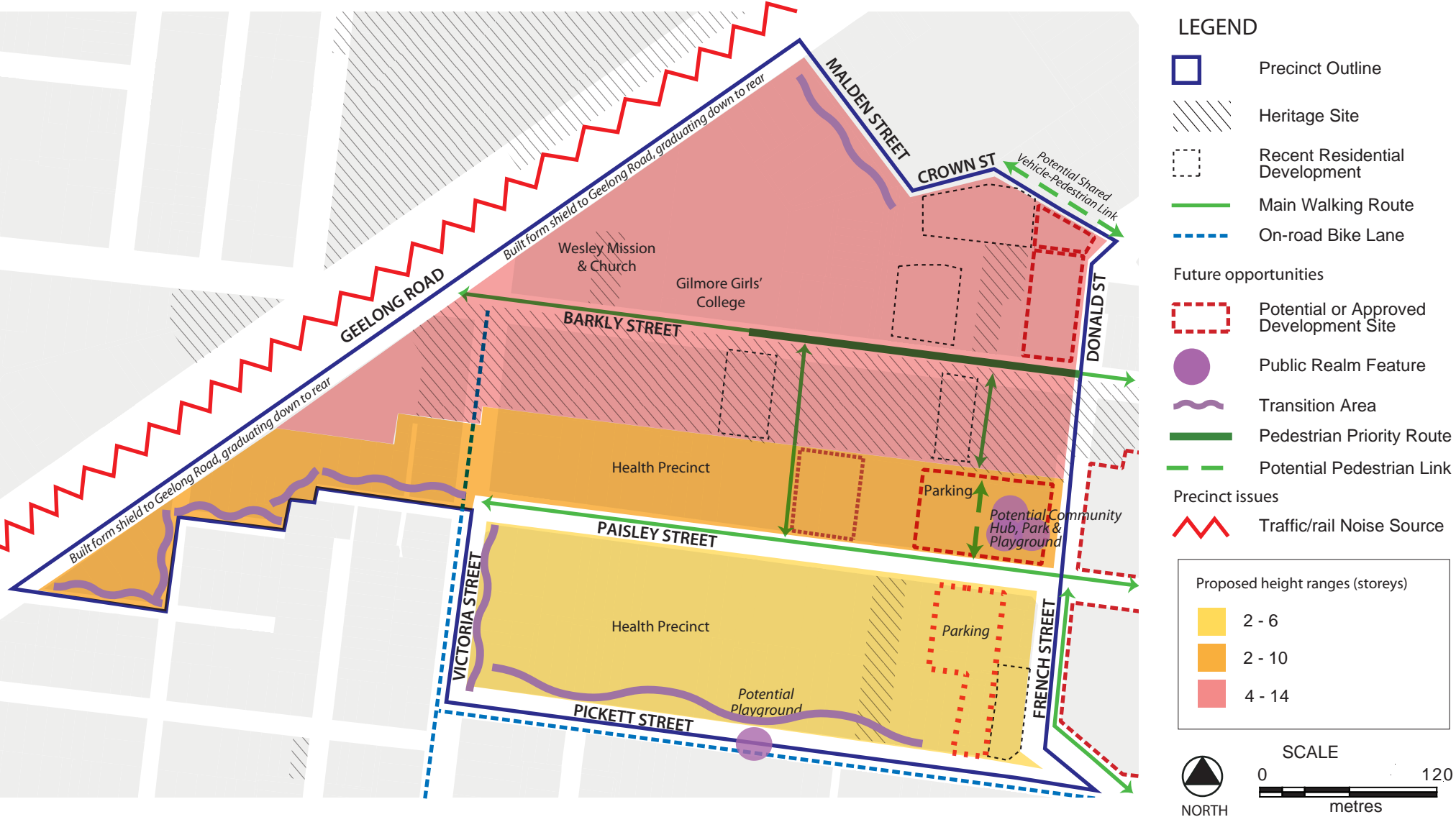


Figure 21: Precinct 6 North – Mixed Use Precinct: Existing Conditions and Future Opportunities



LEGEND

- Precinct Outline
- Recent Residential Development
- Heritage Site
- Passenger Rail
- Main Walking Route
- On-road Bike Lane
- Future opportunities**
- Potential or Approved Development Site
- Potential Heritage Site
- Transition Area
- Public Realm Feature
- Pedestrian Priority Route
- Bus Priority Upgrade
- Potential Bike Path
- Precinct issues**
- Traffic/rail Noise Source
- Poor Walking Conditions

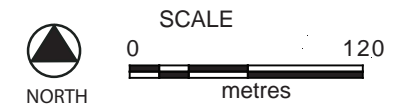
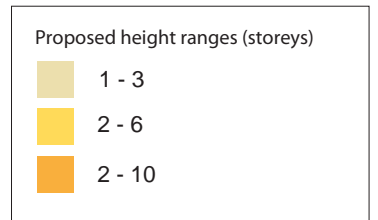


Figure 22: Precinct 6 South – Mixed Use Precinct: Existing Conditions and Future Opportunities

Precinct 7 – Neighbourhood Precincts

VISION

The residential precincts have maintained their established lower scale built form and contribute to the overall diversity of housing within Footscray. The existing high quality neighbourhood character and streetscape qualities have been retained and enhanced. Some small scale service uses are located in the precincts with minimal impacts on adjoining residential uses.

Precinct Objectives:

- ▶ To protect the amenity of established residential precincts within the FCAA.
- ▶ To support limited change and protect high quality streetscapes and identified heritage areas.
- ▶ To protect the existing architectural style, neighbourhood character and streetscape qualities of the precincts.
- ▶ To ensure non residential uses or mixed use developments are located on appropriate sites, particularly along main roads, and are compatible with surrounding residential areas.
- ▶ To encourage improved pedestrian and cycling links through the precincts, to enhance connectivity across the FCAA, in particular between the central precinct and VU precincts.
- ▶ To maintain and respect the precinct's diversity and historic value.
- ▶ To ensure development respects the historic nature of buildings and streetscapes within the precinct.
- ▶ To ensure development along Bunbury Street reinforces heritage values.
- ▶ To maintain and enhance the area's openness, grandeur, street tree planting and garden settings of dwellings.
- ▶ To ensure that new residential development offers protection from the potential amenity impacts of road and rail transport along Geelong Road, Whitehall Road and the railway corridor.

Design Requirements:

Height Range:

Precincts 7A NORTH, WEST, SOUTH, EAST	1-3 Storeys
Precinct 7B GEELONG ROAD	2-6 Storeys



Strategies

- ▶ Ensure existing residential land use focus and built form diversity is maintained as the transitional space within the CAA boundary.
- ▶ Major development should be focussed on large existing lots or consolidated sites.
- ▶ In Precinct 7 west a low scale development interface with existing residential areas to the west, outside of the FCAA, should be provided.
- ▶ Heritage places should be retained and protected.
- ▶ New built form should be respectful and responsive in the heritage context around Bunbury, Cowper and Nicholson streets, allowing for heritage prominence to be maintained and sensitively managed. Built form massing, articulation and distribution of features should be carefully considered.
- ▶ In areas where the Heritage Overlay applies:
 - ▶ New development, including additions to existing buildings, should be distinguishable from the original dwelling stock through the use of innovative and contemporary yet sympathetic architecture.
 - ▶ Articulation and visual interest through colour, building details and architectural reinterpretation is encouraged.
 - ▶ When new development adjoins heritage buildings, the design should have regard to the height, scale, rhythm and proportions of the heritage buildings including characteristic, fine grain frontage widths.
- ▶ Front setbacks to built form are encouraged on local streets to reflect the residential garden character of the streetscapes.
- ▶ Large, established trees should be retained and provision should be made for the planting of new trees where possible.
- ▶ New built form should provide:
 - ▶ Front setback of no less than the average setback of the adjoining two dwellings.
 - ▶ Side setbacks that accord with the predominant setback patterns in the street.
 - ▶ Front fences up to 1 metre in height, or open style front fences up to 1.2 metres in height other than in exceptional circumstances.
 - ▶ Street wall heights of no more than 2 storeys.
 - ▶ Upper level(s) setback from the streetscape to maintain the 2 storey street wall frontage.
 - ▶ Garages and carports located behind the line of the dwelling.
 - ▶ Vehicular access from a rear laneway if available.



Artist's impression, Droop Street

Opportunity for tram route upgrade along Droop Street (Precinct 7A)



Little John Street

There is opportunity for low scale infill housing in laneways.



Cowper Street

Opportunity for pocket playgrounds in medians in wide streets

Precinct 7 – Existing Conditions and Future Opportunities

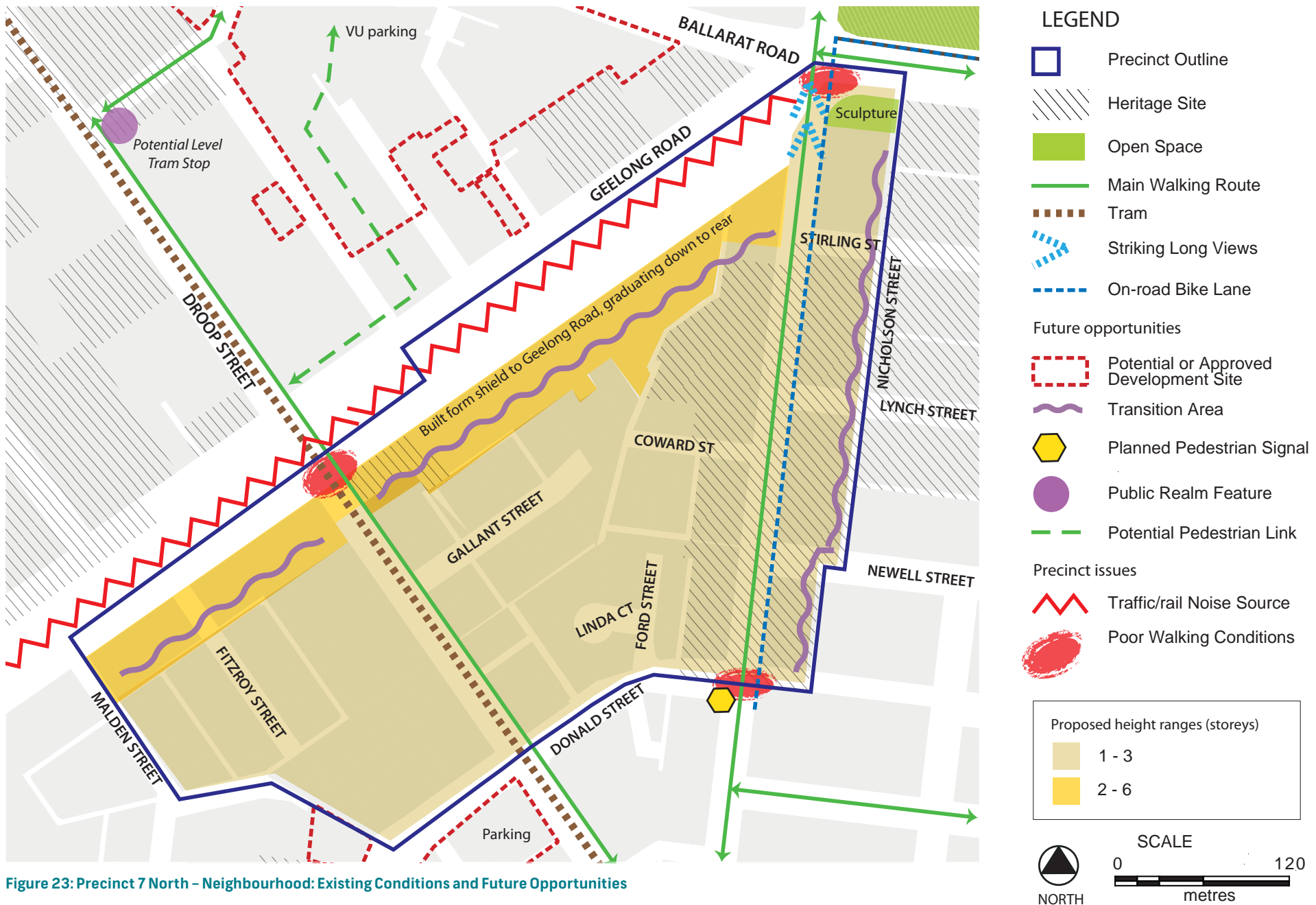


Figure 23: Precinct 7 North – Neighbourhood: Existing Conditions and Future Opportunities



Figure 24: Precinct 7 West - Neighbourhood Existing Conditions and Future Opportunities

Precinct 7 – Existing Conditions and Future Opportunities



Figure 25: Precinct 7 East – Neighbourhood Existing Conditions and Future Opportunities

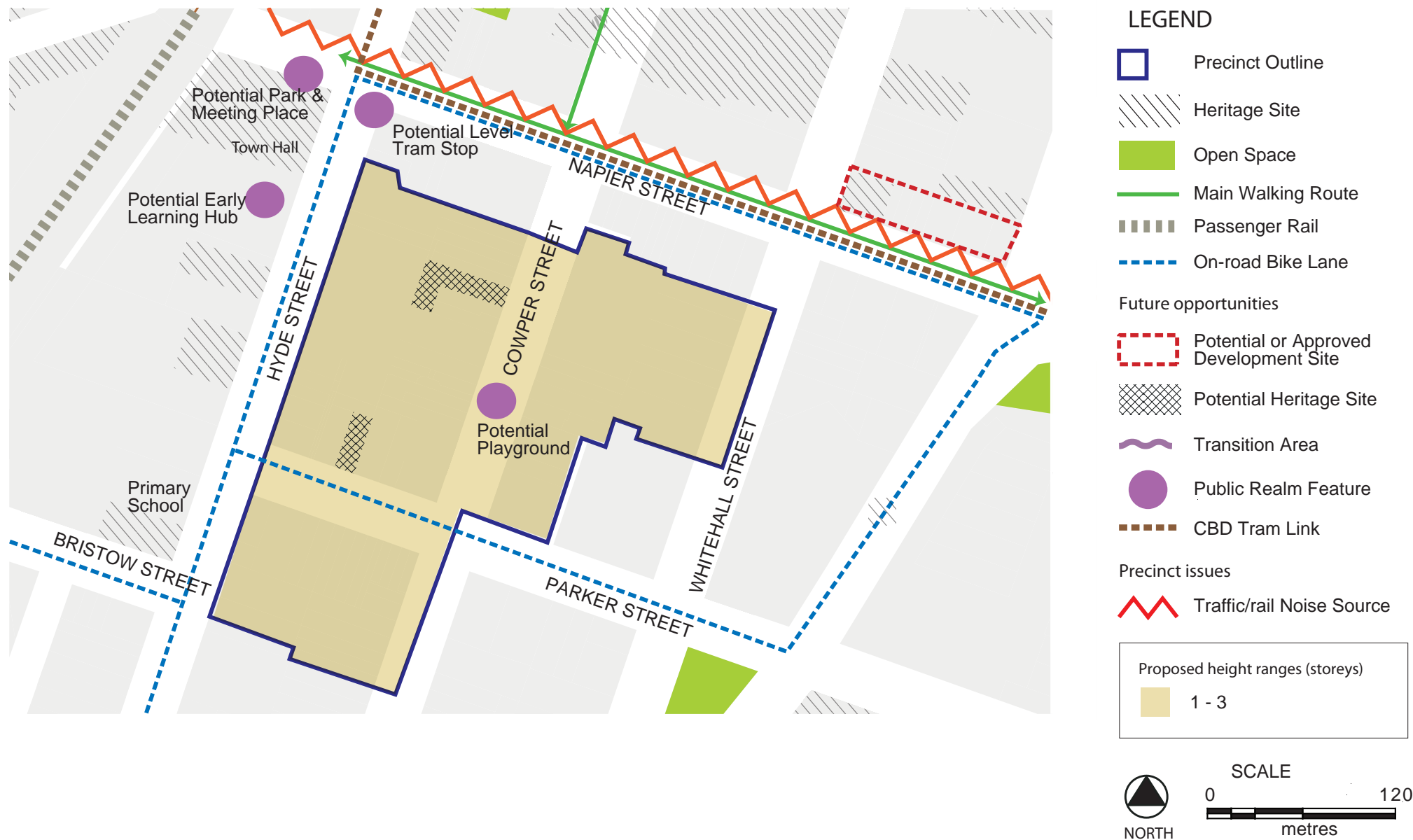


Figure 26: Precinct 7 South – Neighbourhood Existing Conditions and Future Opportunities

Precinct 8 – Civic Precinct

VISION

The Civic Precinct bridges the old and new Footscray with prominent heritage buildings such as the Town Hall, Scout Hall and Footscray City Primary School complemented by modern development such as the Police Station and the more recently completed Early Years Hub. The precinct has a strong community focus providing easily accessible services to all members of the community and capitalising on its proximity to Footscray Station.

Precinct Objectives:

- ▶ To support the precinct's position as the civic centre of Footscray by continued and expanded municipal, community and education uses.
- ▶ To allow for sensitive redevelopment which complements the heritage values of the precinct and adjoining residential area.
- ▶ To improve pedestrian access, amenity and safety through the precinct, particularly to the station and new community meeting spaces.

Design Requirements:

Height Range:

Northern Portion	2-6 Storeys
Southern Portion	1-3 Storeys

Strategies

- ▶ New built form should be respectful and responsive to the heritage context of the precinct allowing for heritage prominence to be maintained and sensitively approached through careful consideration of built form massing, articulation, distribution of features and architectural style.
- ▶ Support increased usage and accessibility of the Town Hall to the community through adaptation of the former Town Hall to a public meeting space and the Town Hall gardens as a public open space.
- ▶ Support development of an Early Years Hub that capitalises on existing community services provision.
- ▶ Enhance pedestrian access, amenity, safety and orientation through provision of safe, walkable connections of high amenity through and around the area with active street frontages, clear signage and the minimisation of potential pedestrian / vehicle conflict areas.



Footscray Town Hall

Opportunity for community meeting spaces and open space



Hyde Street Church

Heritage listed church on Hyde Street provides space for community arts and events

Precinct 8 – Existing Conditions and Future Opportunities

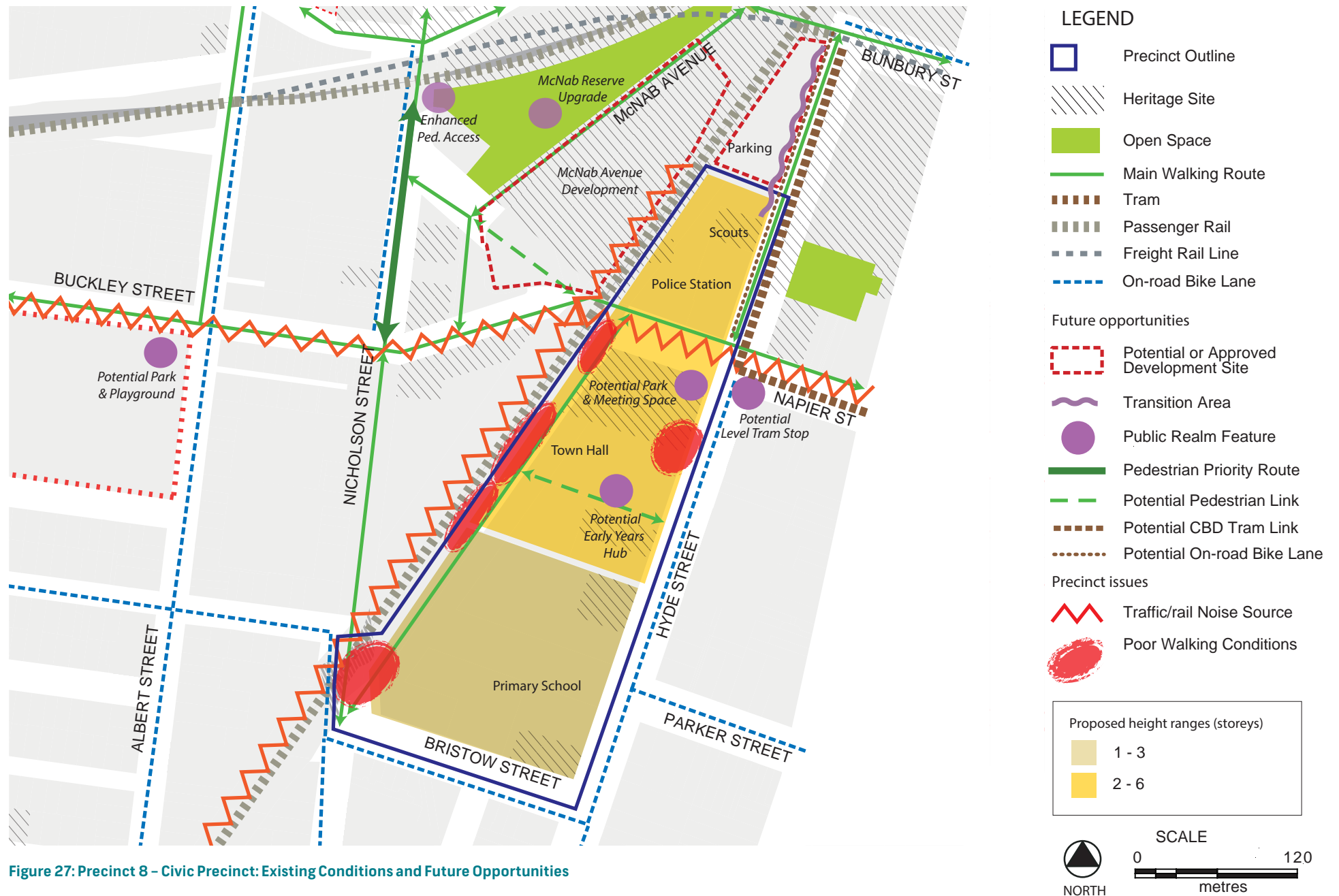


Figure 27: Precinct 8 – Civic Precinct: Existing Conditions and Future Opportunities



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本文件可能包含对你重要的信息。

如果你想进一步了解本文件内容但需要翻译协助，请联系Maribyrnong市政府电话9688 0200，我们会在电话上安排一位翻译员；或者拨打翻译服务处(TIS)电话131 450并请翻译员为你转接市政府电话9688 0200。翻译服务是免费的。

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