



MAIDSTONE HAMPSTEAD ROAD EAST

FRAMEWORK PLAN

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Project Control

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Introduction

BACKGROUND

Planisphere has been commissioned by Maribyrnong City Council to prepare a Framework Plan and supporting planning scheme changes including a local planning policy for the Hampstead Road East precinct located in Maidstone.

The primary purpose of this study is to determine the appropriate land use mix for the precinct, provide the framework for the redevelopment, and support retention and growth in the precinct.

STUDY METHODOLOGY

The approach for this study was undertaken in 3 stages:

- Stage A: Inception
- Stage B: Analysis & Issues
- Stage C: Framework Plan & Policy

Upon completion of the inception meeting, site survey and project plan, a strategic context was developed for the Study Area. This included reviewing relevant background policies and documents.

A detailed analysis of the Study Area was then undertaken to understand the existing conditions of the precinct, including layout, built form and ownership and any planning issues identified, including current planning controls, intended land use and interface issues.

A demographic analysis, residential demand supply analysis and commercial and retail land supply and

demand analysis were undertaken to assist in informing the preferred future direction for the Study Area.

A series of meetings with landowners and business owners were then undertaken to inform the local community of the study, as well as to gain knowledge from the local community regarding existing conditions and issues within the area, and views about future land uses.




Two development options were then prepared and a preferred option chosen to determine the preferred future direction for the precinct.

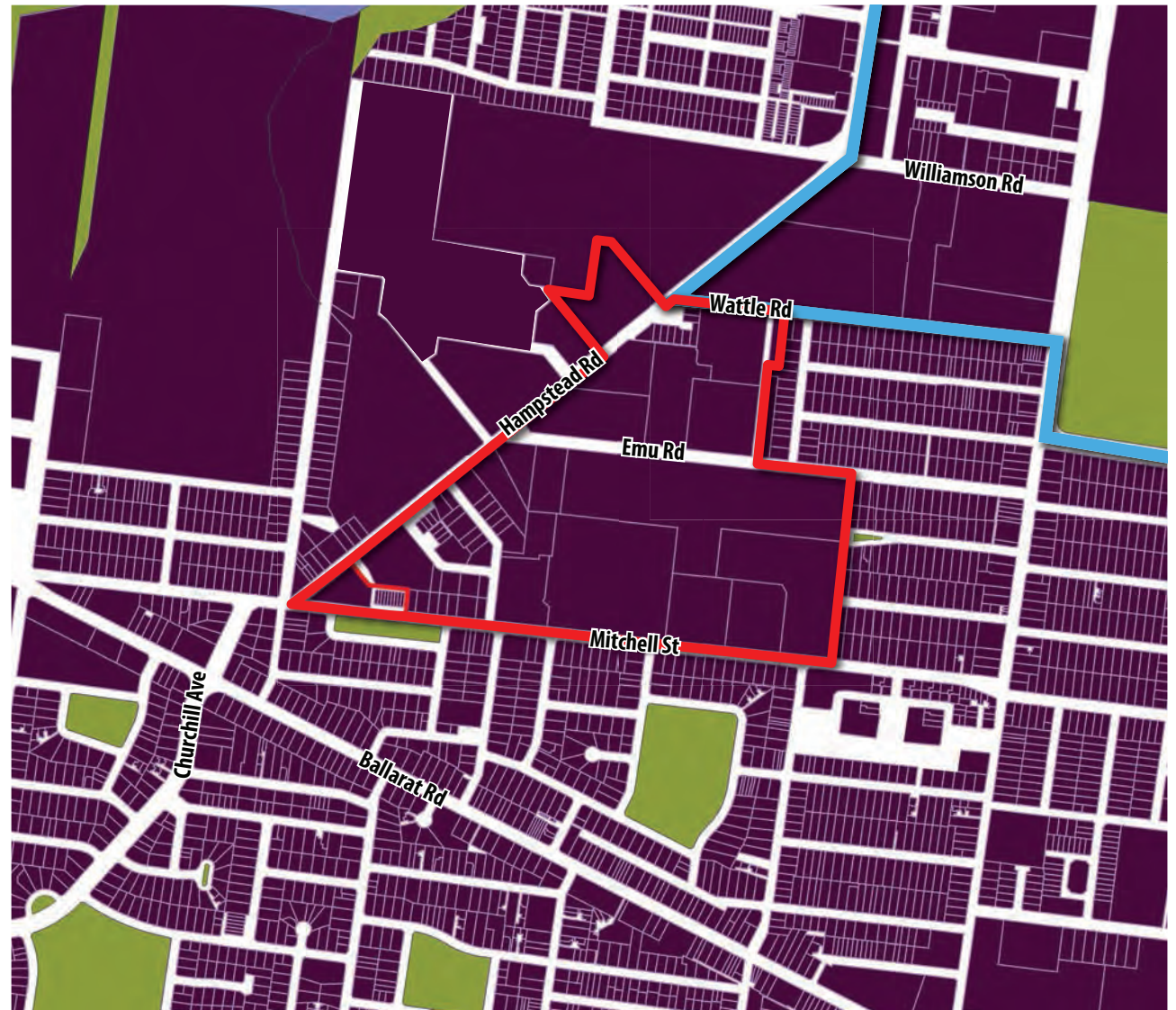
THE STUDY AREA

The study area is an area of IN₃Z land located predominantly to the east of Hampstead Road, Maidstone.

Often referred to as the Hampstead Road East precinct, the area is a large established industrial and commercial precinct surrounded predominantly by residential land to the east, south and west.

The area is largely bound by main roads, aside from the eastern extent which directly adjoins an established residential area. The Highpoint Principal Activity Centre abuts the study area to the north-east.

-  STUDY AREA BOUNDARY
-  HIGHPOINT ACTIVITY CENTRE BOUNDARY
-  GREEN SPACE







A

Part A: Existing Conditions

SURROUNDING CONTEXT

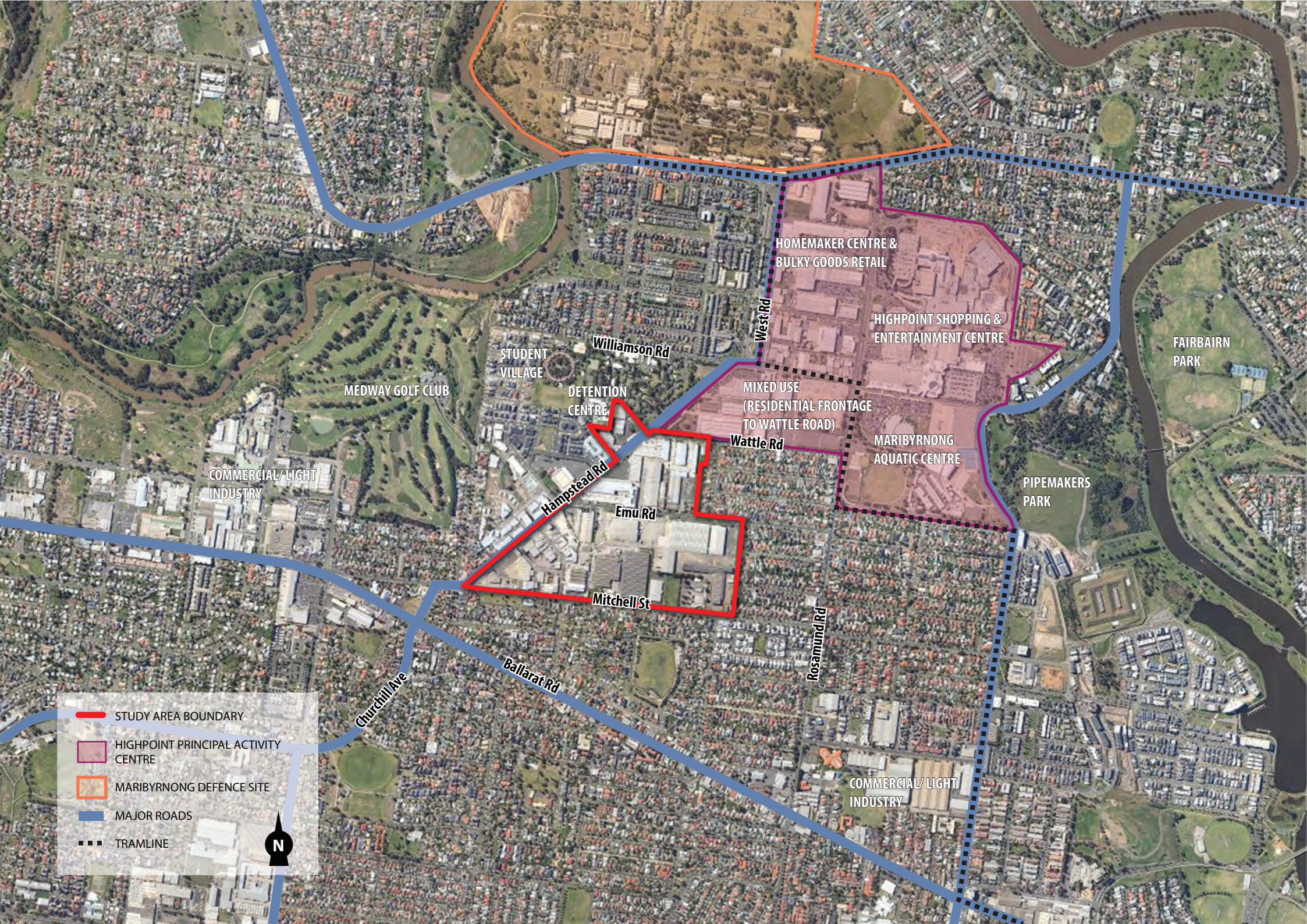
The study area is located within the jurisdiction of Maribyrnong City Council and lies approximately 11 km north west of Melbourne CBD within the suburb of Maidstone.

Often referred to as the Hampstead Road East precinct, the area is a large established industrial and commercial precinct surrounded predominantly by residential land to the east, south and west. A detention centre and student village is located to the north-west, across Hampstead Road.

The precinct is located on Melbourne's Principal Public Transport Network (PPTN) and as such, is well served by public transport including numerous bus services running along Emu and Hampstead Roads, and three tram stops (route 82) located within an 800m radius.

Abutting the study area to the north-east is the Highpoint Principal Activity Centre which is subject to its own Structure Plan and Urban Design Framework.

Further north, the Maribyrnong Defence Site sits adjacent to the Maribyrnong River. In future this large site will offer residential development, open space, community facilities and employment opportunities.



- ▬ STUDY AREA BOUNDARY
- HIGHPOINT PRINCIPAL ACTIVITY CENTRE
- MARIBYRNONG DEFENCE SITE
- MAJOR ROADS
- TRAMLIN



COMMERCIAL/LIGHT INDUSTRY

MEDWAY GOLF CLUB

STUDENT VILLAGE

DETENTION CENTRE

Williamson Rd

HOMEMAHER CENTRE & BULKY GOODS RETAIL

HIGHPOINT SHOPPING & ENTERTAINMENT CENTRE

MIXED USE (RESIDENTIAL FRONTAGE TO WATTLE ROAD)

Wattle Rd

MARIBYRNONG AQUATIC CENTRE

PIPEMAKERS PARK

FAIRBAIRN PARK

Hampstead Rd

Emu Rd

Mitchell St

Rosamund Rd

Ballarat Rd

Churchill Ave

COMMERCIAL/LIGHT INDUSTRY

BACKGROUND CONTEXT

ISSUES

Residential redevelopment in the wider area has led to speculation regarding the future of the Hampstead Road East precinct, including its residential potential. In recent times, the precinct has experienced some commercial redevelopment as well as pressure from landowners for rezoning to enable residential redevelopment.

With the smaller service industries, the question arises whether these uses can be expected to continue and prosper, or should be considered for rezoning. New developments are occurring, and while the quality of these are generally good, they often handle interfaces with other uses poorly. Peripheral retail type uses have been allowed on Hampstead Road as a result of VCAT decisions. Residential redevelopment has occurred extensively on the opposite side of Hampstead Road.

MEIDS

The vision for the economic development of the City of Maribyrnong by 2030, as contained in the Maribyrnong Economic and Industrial Development Strategy (MEIDS), is:

The City of Maribyrnong is a leader in urban economic transition and renewal, embracing its industrial past whilst creating vibrant and successful urban places with excellent business opportunities and meaningful employment.

The MEIDS goals are to:

1. Increase employment
2. Increase investment
3. Increase Gross Regional Product
4. Diversify the local economy
5. Increase incomes

The strategy identifies the Hampstead Road Maidstone Precinct as a Strategic Employment Investigation Area, requiring the preparation of a Framework Plan to investigate and guide its future planning and development.

INDUSTRIAL & COMMERCIAL ACTIVITY IN MARIBYRNONG

The City of Maribyrnong has experienced significant land use changes and population growth over the past ten years. A large part of this change has occurred through the redevelopment of redundant defence industry and industrial land across the city. This has significantly reduced the supply of available industrial and commercial land.

While this study focuses on the opportunities and constraints of the study area and its surrounds, the wider context is that Maribyrnong needs to retain and revitalise its employment-generating land. In essence, the main industrial and commercial precincts play a vital role in providing local employment and broadening the range of job types within the municipality.

However, not all land may be appropriate to continue in industrial and commercial use, and may necessitate change. This study aims to strike a balance between the wider need to retain and develop industrial and commercial land, and the particular drivers of land use suitability within and around the study area itself.

DRIVING LOCAL EMPLOYMENT

It is important that inner and middle suburban employment is not lost. Business adds to the vitality of inner and middle Melbourne and allows people to work close to where they live, it provides other service sectors mid-week demand (such as food and beverage enterprises) and contributes to the local economy.

Land use within the precinct needs to be carefully managed so that the jobs are maintained or even increased with the prospective departure of larger enterprise.

There is opportunity for employment within the precinct to increase with identification of areas which may be suited to service sector employment and smaller service industrial business. With increased density in inner Melbourne, it is essential that the industrial service sector is provided with a home.



IMPLICATIONS FOR THE PRECINCT (BACKGROUND CONTEXT)

- Potentially conflicting land use priorities
- Desire to retain, increase and improve employment land

STRATEGIC CONTEXT

MARIBYRNONG PLANNING SCHEME

The Maribyrnong Planning Scheme and its associated state and local planning policies provide the high level strategic context within which the Hampstead Road East Framework Plan needs to be considered. A summary of the relevant sections is provided below.

STATE PLANNING POLICY FRAMEWORK (SPPF)

The SPPF promotes the development of a compact city. In particular, it encourages urban growth to be located close to transport corridors and services and for activity centres to a focus for investment, employment and a range of activities. Commercial development is encouraged to locate in and at the edge of activity centres. Residential development is encouraged to provide for diversity, including affordable housing, and to have good pedestrian and cyclist access to activity centres, public transport, schools and open space.

In relation to new development, the SPPF aims to ensure land is set aside in residential development areas for local recreational use and for pedestrian and bicycle links to commercial and community facilities. Built form is to be high quality. Urban environments are to be safe, functional and create a sense of place.

Key Clauses in the SPPF that are relevant to the precinct include:

11.01	Activity Centres
11.02	Urban Growth
11.03	Open Space
11.04	Metropolitan Melbourne
13.02	Floodplains
15.01	Urban Environment
15.02	Sustainable Development
16.01	Residential Development
16.02	Housing Form
17.01	Commercial
17.02	Industry
18.01	Integrated Transport
18.02	Movement Networks
19.02	Community Infrastructure
19.03	Development Infrastructure

MUNICIPAL STRATEGIC STATEMENT (MSS)

The MSS identifies Hampstead Road (East) as a Strategic Investigation Area for further investigation to determine its future land use direction. The business zoned land located at the corner of Hampstead Road and Mitchell Street is identified as a Local Activity Centre where a wider business and land-use mix is encouraged.

New development in the municipality needs to be responsive to its context and to support and promote cycling and walking, particularly to activity centres. The MSS also mentions that flood prone areas should be protected from inappropriate development, sustainable building design should be encouraged and contaminated land should be managed.

In term of residential development, developments of more than 60 dwellings must be well served by public transport, the bike/shared path network and cater for potential changes to the public transport network. Applications for developments of more than 300 dwellings and for key strategic redevelopment sites must provide a social impact assessment.

Commercial development is encouraged in activity centres with restricted retail specifically encouraged at Highpoint PAC and office development in Footscray CAD.

Highpoint Principal Activity Centre (PAC) is identified in the MSS as located adjacent to the site. An area identified for substantial change is located opposite the site. The MSS also mentions that the university's student village might close.

The key Clauses in the MSS that are relevant to the site are:

21.04	Settlement
21.06	Built Environment & Heritage
21.07	Housing
21.08	Economic Development
21.09	Transport
21.10	Community & Development
21.11	Local Areas

LOCAL PLANNING POLICY (LPP)

The only local planning policy of relevance to the site is:

22.03 Potentially Contaminated Land

This policy applies to land which has been used in the past for industrial purposes and commercial purposes where petroleum products, solvents, other dangerous chemical products and asbestos products were (or suspected were) stored, dispensed, sold, used or buried. The policy aims to address public health and safety issues and threats to the environment from contaminated land. It requires site testing to occur to EPA requirements prior to the use of any land for any activity involving concentrated numbers and play of young children.

EXISTING PLANNING ZONES

Industrial 3 Zone (IN₃Z)

- covers the majority of the site
- provides for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.

Business 1 Zone (B₁Z)

- covers the south-west corner of the precinct
- to encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

EXISTING PLANNING OVERLAYS

Development Contributions Plan Overlay (DCPO₂)

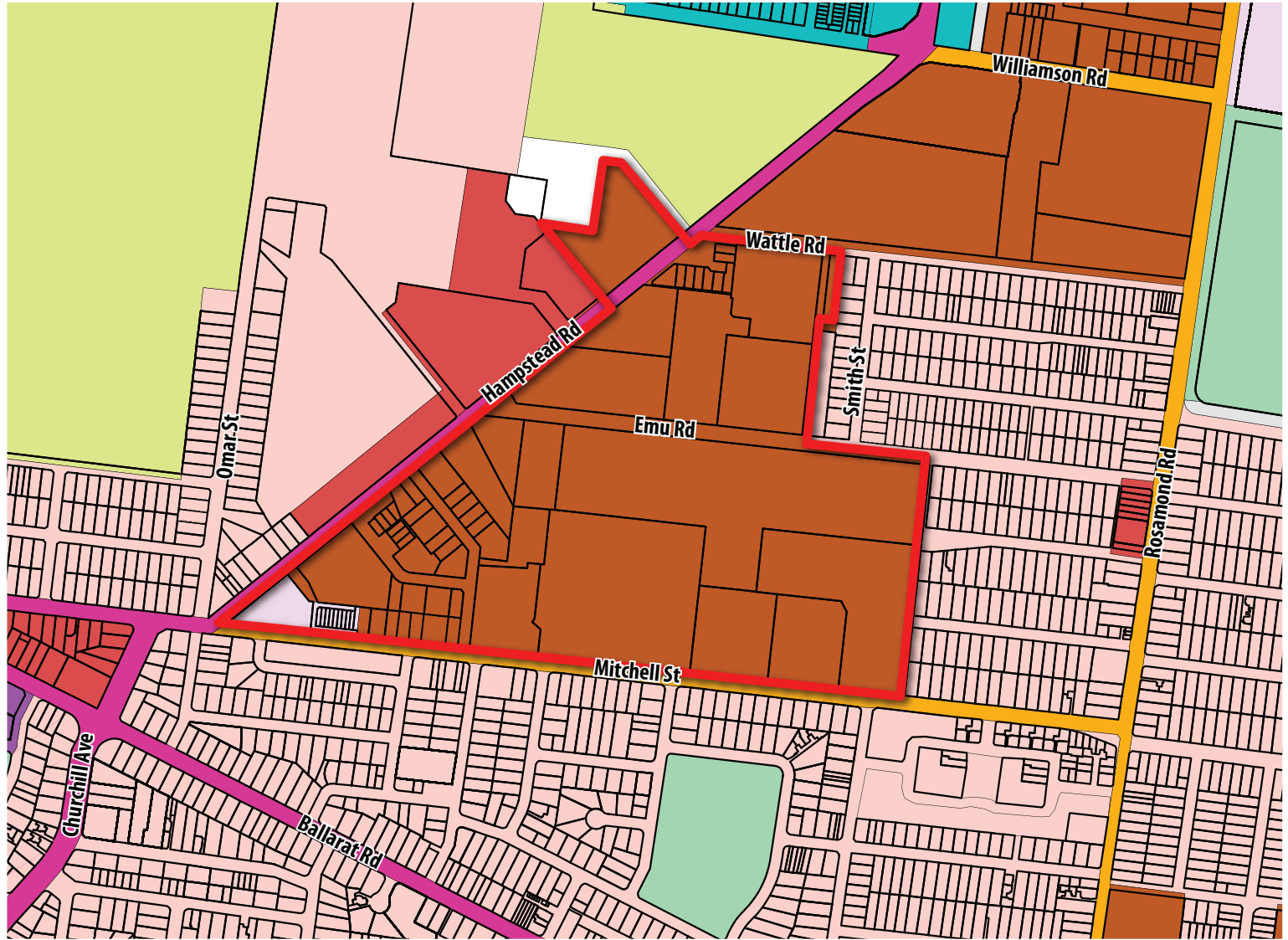
- covers the whole site
- applies to the Maribyrnong, North Maidstone and North Footscray Community Infrastructure Development Contribution Plan area which levies contributions in the case of net new residential development for the provision of community activity centres.

Special Building Overlay (SBO)







- applies to land in urban areas liable to inundation by overland flows from the urban drainage system
- applies to a small area in the vicinity of Keith and Richards Streets

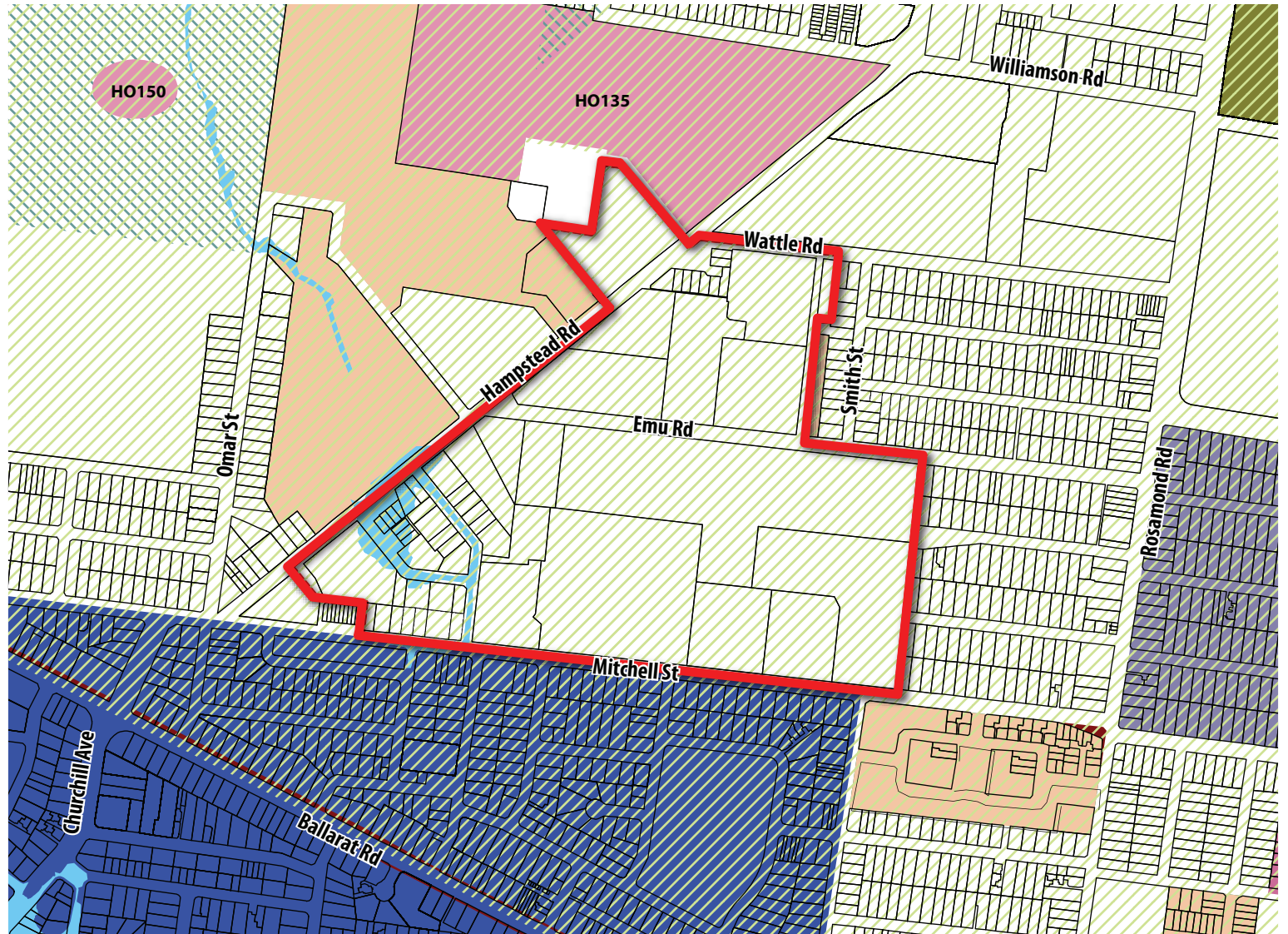
EXISTING ZONES

- STUDY AREA BOUNDARY
- SPECIAL USE ZONE - SCHEDULE 1
- RESIDENTIAL 1 ZONE
- MIXED USE ZONE
- INDUSTRIAL 3 ZONE
- COMPREHENSIVE DEVELOPMENT ZONE - SCHEDULE 2
- PUBLIC PARK AND RECREATION ZONE
- BUSINESS 1 ZONE
- BUSINESS 4 ZONE
- ROAD ZONE - CATEGORY 1
- ROAD ZONE - CATEGORY 2



EXISTING OVERLAYS

-  STUDY AREA BOUNDARY
-  SPECIAL BUILDING OVERLAY
-  ENVIRONMENTAL AUDIT OVERLAY
-  DESIGN AND DEVELOPMENT OVERLAY
-  DEVELOPMENT CONTRIBUTIONS PLAN OVERLAY - SCHEDULE 2
-  HERITAGE OVERLAY
-  PUBLIC ACQUISITION OVERLAY
-  DEVELOPMENT CONTRIBUTIONS PLAN OVERLAY - SCHEDULE 4
-  DEVELOPMENT CONTRIBUTIONS PLAN OVERLAY - SCHEDULE 2
-  INCORPORATED PLAN OVERLAY - SCHEDULE 1



OTHER RELEVANT STRATEGIES

Numerous studies and strategies have been undertaken for the Maribyrnong City Council that are relevant to, and provide a strategic context for, the Hampstead Road East precinct. These strategies include:

MARIBYRNONG HOUSING STRATEGY

The Maribyrnong Housing Strategy was adopted in December 2011 and provides a housing policy statement and a framework for manage future housing growth and change.

The majority of the site is identified as a Strategic Employment Investigation Area, subject to further investigation. It refers to the Maribyrnong Economic and Industrial Development Strategy (MEIDS) for further details.

The area north west of Hampstead Road is identified in an Incremental Change Area. This provides established residential area with some opportunities for housing growth and change which will need to be balanced with the protection of neighbourhood character. Low to medium density housing form is recommended, with medium density located close to transport corridors, and activity centres.

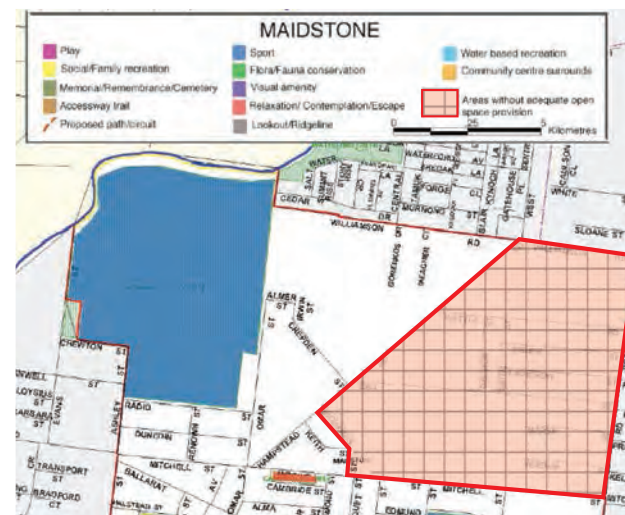
MARIBYRNONG OPEN SPACE STRATEGY

The Maribyrnong Open Space Strategy was adopted in August 2006 and provides a strategic planning framework to guide Council to effectively develop new and existing open space throughout the municipality.

The strategy highlights the area bounded by Mitchell St/ Hampstead Rd/ Williamson Rd and Rosamond Rd as an area without adequate open space provision.

Key actions listed for the suburb of Maidstone include:

Seek a neighbourhood park with a diversity of activities in any new development north of Mitchell St (possibly through a 173 agreement).



The Open Space Strategy highlights the study area as a key area in Maidstone without adequate open space provision

The strategy states that:

The priority for Maidstone is to add a 1ha open space for social/ family recreation and off-road trails to the River north of Mitchell St, and to undertake significant tree planting on all reserves and streetscapes in this suburb.

It suggests that future development in the vicinity of Williamson Road may allow for a good-sized suburban park.

MARIBYRNONG ECONOMIC & INDUSTRIAL DEVELOPMENT STRATEGY (MEIDS)

The Maribyrnong Economic and Industrial Development Strategy was adopted in October 2011 and provides an overall direction for the development of Maribyrnong's economy, particularly the demand and supply of industrial land.

It is recommended that a employment intensification area framework plan is developed for the site to determine its future direction. The strategy categorises the site as a Strategic Employment Investigation Area (SEIA) which is defined as an:

Area which has more significant limitations or issues which require investigation to determine if they can be addressed in order for it to retain or increase its employment role. If these limitations cannot be addressed, the area is determined to be inherently/intrinsically unsuitable for an employment role. SEIAs are considered to be employment

areas until such time as further investigation clearly demonstrates that this is not a viable option.

This is because of the sites:

- close interface with neighbouring residential development
- lack of critical mass as an industrial precinct
- existing restrictions on truck movements
- lack of vacant or underutilised sites

The strategy suggests commercial uses could be developed along Hampstead Road to complement Highpoint Activity Centre. Other areas could be developed according to their surrounding character. The character at the south western corner of the site is peripheral sales/trade supplies and west of Hampstead Road is residential/institutional residential use.

HIGHPOINT ACTIVITY CENTRE STRUCTURE PLAN

The Highpoint Activity Centre Structure Plan was completed in November 2008 and provides future direction for the role and function of Highpoint Principal Activity Centre, which is immediately north of the site.

The plan encourages more office development to compensate for the decline in manufacturing jobs in the area, and a mix of uses including higher density residential. It also aims to create links between Sloane Street and Wattle Road.

GREENING THE WEST

Greening the west is a collaborative program between a number of bodies including Melbourne Water, Maribyrnong City Council, Vic Roads and Parks Victoria. It aims to positively impact the health status, climate and environment of Melbourne's west by increasing the tree canopy cover and vegetation through its suburbs.

Greening the West is facilitated by a Steering Committee and will be supported by a regional strategic plan. The plan will establish criteria for selecting target areas for planting based on health and community needs. It will also determine the best types of vegetation to deliver the required 'ecosystem services' for each site, for example trees to provide shade and reduce airborne pollution, or shrubs to reduce the heat coming from paved surfaces.

Sites for planting may include streetscapes, passive recreational reserves and major arterials. To ensure the long term viability of the new plantings, City West Water will determine the best water solutions for establishment and maintenance which could include recycled water, harvested stormwater or reclaimed water.

TRANSPORT

The Maribyrnong Integrated Transport Strategy (MITS) and North Maribyrnong Integrated Transport Strategy (NMITS) are reviewed under the Movement & Parking chapter below.

IMPLICATIONS FOR THE PRECINCT (STRATEGIC CONTEXT)

- Area around Keith and Richards Streets prone to flooding
- Need to improve pedestrian and cyclist access to nearby transport modes and Highpoint PAC
- Improve open space provision for social/family recreation
- The study area is covered by a Development Contributions Plan overlay (schedule 2)
- Potential for contaminated land
- Interface and traffic issues may limit the retention of large scale industrial uses
- Interface and linkage opportunities with Highpoint Activity Centre to the north
- Ensure cultural and built heritage are considered and responded to by design
- Integrate principles from the 'greening the west' initiative

EXISTING LAND USES

Existing land uses within the study area are primarily commercial with a mix of factoryettes, industrial and retail units.

For the purpose of this study the precinct has been split into six outline areas.

1. INDUSTRIAL

The industrial precinct is primarily used for large scale industrial activities such as cold storage, large warehouse storage (import & export), concrete plant, timber merchants and a coach depot.

To the south of this precinct lies the Australian Christian Church, flanked on either side by industrial warehouses.

2. COMMERCIAL/MIXED

The commercial precinct is an area of multiple uses.

To the north medium box retailers such as a mattress factory, discount carpets and an aquarium alongside a cafe. To the south a large gym, chemist warehouse, nursery, dentist and cafe.

The south-west corner site has an IGA set back from the road with a surface car park covering the corner site. There is a small row of units along the south-west corner of Mitchell Street mostly catering in food retail.

3. FACTORYETTES

To the north of the site is an area of factoryettes which are used for commercial or light industrial activities such as audio visual hire & sales and garden equipment repairs & sales.

4. SMALL UNITS

The commercial precinct is typified by small scale businesses with some larger units. This precinct has a high number of car repair units along with a large clothing outlet and various other general light industrial uses.

5. COMMUNITY

At the corner of Emu Road and Hampstead Road is the Oriana Reception Centre which can be hired out for weddings and other events.

The Christian Life Church is located on the north side of Mitchell Street surrounded mostly by residential land to the south and east, and mixed-use to the west.

PERIPHERAL RESIDENTIAL

The study area abuts residential properties to the east, west and south. To the west development is medium density with a new townhouse development proposed on the site of the post office. To the south and east the majority of dwellings are single storey bungalows.

EXISTING LAND USES

-  STUDY AREA BOUNDARY
-  OUTLINE AREAS
-  COMMERCIAL INDUSTRIAL
-  COMMERCIAL FACTORYETTE
-  COMMERCIAL RETAIL
-  COMMUNITY
-  DEVELOPMENT SITE
-  RESIDENTIAL LOW DENSITY
-  RESIDENTIAL HIGH DENSITY
-  OPEN SPACE



ECONOMIC CONTEXT

This section of the report outlines the findings of the Urban Enterprise *Economic and Business Assessment Report*.

MACRO-ECONOMIC & PROPERTY ASSESSMENT

ECONOMIC DEVELOPMENT IN MARIBYRNONG

The core economic goals for Maribyrnong City Council in terms of economic development as identified in the Economic and Industrial Land Strategy are:

- Increased employment
- Increased investment
- Increased GRP
- Economic diversification
- Decreased socio-economic disadvantage
- Cohesive community

The Maribyrnong Planning Scheme and Municipal Strategic Statement (MSS) identify three core industrial precincts in the municipality at:

- Yarraville Port Industrial;
- Tottenham (with a small area in south-west Yarraville); and
- West Footscray Sunshine Road.

The MSS notes that the core industrial precincts remain viable and present opportunities for future industrial and commercial redevelopment that can contribute to local employment growth. By comparison the role of some of the smaller industrial precincts in Maribyrnong is uncertain.

This study provides an opportunity to identify the role of the Hampstead Road East precinct in terms of the broader regional context of employment land delivery.

INDUSTRIAL PROPERTY COMPOSITION

Hampstead Road Industrial Precinct is composed of a range of small, medium and large industrial sites suited to a range of business types including manufacturing, service industrial, office, wholesale/retail and storage.

Sites in the Hampstead Road Industrial Precinct can be generally described within the following categories:

- Small new industrial sites: less than 400m² in size and constructed with the past 10 years.
- Small old industrial sites: between 400m²-1000m² in size and usually over 20 years in age;
- Medium industrial sites: between 1000 and 4000m² in size;
- Large industrial sites: sites over 4000m², but usually over 10,000m².

OUTCOMES FROM THE ECONOMIC & PROPERTY ASSESSMENT

The property market assessment highlights that there is a significant amount of aged industrial stock with low capital improved value. In the case of the medium and larger sites, the average capital improved value is less than the average site value.

An assessment of building approvals data highlights that the majority of investment in the Hampstead Road Industrial Precinct is attributed to smaller industrial sites. This investment is linked to greater demand for smaller sites within the precinct as demonstrated by the significantly higher lease rates for small industrial than larger industrial sites when compared with the average for the Western Melbourne Region.

CONSUMPTION OF BROWNFIELD INDUSTRIAL LAND

Within the past ten years the Hampstead Road Industrial Precinct has shown a demand for brownfield site redevelopment. This is demonstrated through building approvals for new smaller tenancies on large brownfield sites within the precinct.

Over the period 2005-2012, 55 new tenancies were developed within the Hampstead Road Industrial Precinct, with a total gross land area of 28,260m². These tenancies varied significantly, however most would be described as office, retail and wholesale trade.

The redevelopment of the large sites on the corner of Emu Road has demonstrated a strong appetite for retail; however the function of the industrial precinct is to provide jobs for industries other than retail. When it is considered that there is extensive amount of land zoned for retail within the Highpoint Activity Centre, further retail development in the Hampstead Road East precinct could dilute the role of the Highpoint Activity Centre Precinct.

If the retail and community uses are stripped from the recent tenancy development in Emu Road, consumption of appropriate industrial and business uses in the precinct is estimated at around 40 tenancies over a six year period, equating to consumption of around 7 tenancies per year at an average of 513m² per tenancy (including parking). Projecting this forward with a 15 year planning horizon, 53,865m² of land would be required to maintain the historical level of industrial brownfield redevelopment. Should this rate of development occur this would provide employment for an estimated 315 jobs.

EMPLOYMENT

The City of Maribyrnong has undergone a significant amount of gentrification over the past 15 years with residents in the City being increasingly employed in professional, management and service sector work.

Currently job containment in the City of Maribyrnong is only 12%, with a significant proportion (37%) of the

working residential population travelling to the City of Melbourne for work. The trend of low job containment is shared with many other inner and middle Melbourne municipalities.

There are social, economic and environmental benefits to encouraging higher levels of job containment, some of these include:

- Social benefits derived from reduction in travel time, allowing workers to spend more time with families and in their local community;
- Economic benefits are derived from stimulating greater levels of daytime activity in the City of Maribyrnong and the flow on effects to other service businesses;
- Environmental benefits are derived from less car dependent travel.

In order to maintain and promote higher levels of job containment in Maribyrnong it will be critical for the City to develop service industry jobs in replacement of traditional blue collar employment opportunities.

The assessment has found that the Hampstead Road Industrial Precinct provides an estimated 536 jobs, around 5.7% of the total employment within Maribyrnong City Council. Small and medium sized industrial businesses provide the majority of employment in the precinct.

The assessment has found that decline in the manufacturing, transport and logistics industries have

led to low employment and a number of vacancies within large industrial lots.

In order to maintain and develop a higher level of job containment within Maribyrnong, jobs within the precinct should be focused towards service sector industries such as small professional offices, wholesale and secondly construction and trades.

The decline in jobs within the larger storage and logistics businesses in the precinct will need to be offset by the development of smaller service sector and service industrial jobs. The precinct should provide flexibility for a mix of business types, with the defining characteristics being small and medium sized businesses.

IMPLICATIONS FOR THE PRECINCT (ECONOMIC CONTEXT)

- Much of the existing industrial stock is old, with the average capital improved value less than the average site value
- There is a greater demand for small to medium sites, rather than large sites
- Job containment in Maribyrnong is low - an increase in service industry jobs would create a higher job containment
- The precinct should provide flexibility for a mix of business types

CONSULTATION

OUTCOMES FROM CONSULTATION

Businesses highlighted that key drivers of growth will be small-to-medium size industrial developments that will attract small scale wholesalers, industrial services, small office and new start-up businesses.

In particular, the availability of affordable land and proximity to activity centres and residential areas are key strength that will support development into these industries.

Consultation has found that the precinct does not support the development of large industrial activities (heavy manufacturing, transports and logistics). These larger businesses are likely to continue to exit the precinct with preference for Derrimut and Laverton North.

The consultation confirms the outcomes from the property and demographic analysis which shows new development in the precinct has been directed towards small to medium size businesses providing service sector jobs.

BUSINESS INTENTIONS OF SMALL-TO-MEDIUM SIZED BUSINESSES

Service industrial businesses generally hold a positive outlook for future growth, with plans to increase employment and business capacity or to remain the

same. However, a lack of available medium size parcels is currently limiting expansion; these businesses intend to purchase adjoining small industrial parcels to form medium sized lots.

Small manufacturers owners do not intend to remain in the precinct as the location is considered to be inaccessible for customers and transporters; these businesses intend to relocate to nearby industrial areas (e.g. Braybrook) where small industrial lots are available and roads are more accessible.

The precinct also attracts a number of start-up companies, in particular small wholesale businesses and online retailers. Consultations suggest that the relative affordability of the properties have attracted these new businesses.

BUSINESS INTENTIONS OF LARGE BUSINESSES

Large businesses generally hold a consistent sentiment that the industrial precinct was no longer an appropriate location to sustain operations. All businesses consulted intend to relocate, highlighting that the new locations provide the necessary accessible transport linkages.

Large wholesalers and importers noted that the dislocation from supply chains and business clusters means that clients and logistics companies bear additional transportation costs to travel to the Maidstone Precinct; this has limited business potential and impacted the

viability of on-going operations of these businesses. As such, major wholesalers and importers intended to relocate to Laverton North and Derrimut, where business clusters and major logistic transport nodes are located.

BUSINESS INTENTIONS OF LAND OWNERS AND OWNER OCCUPIERS

Owner occupiers of smaller parcels note a lack of available medium sized parcels; as such, these businesses intend to purchase adjoining small parcels or new industrial lots within Maidstone.

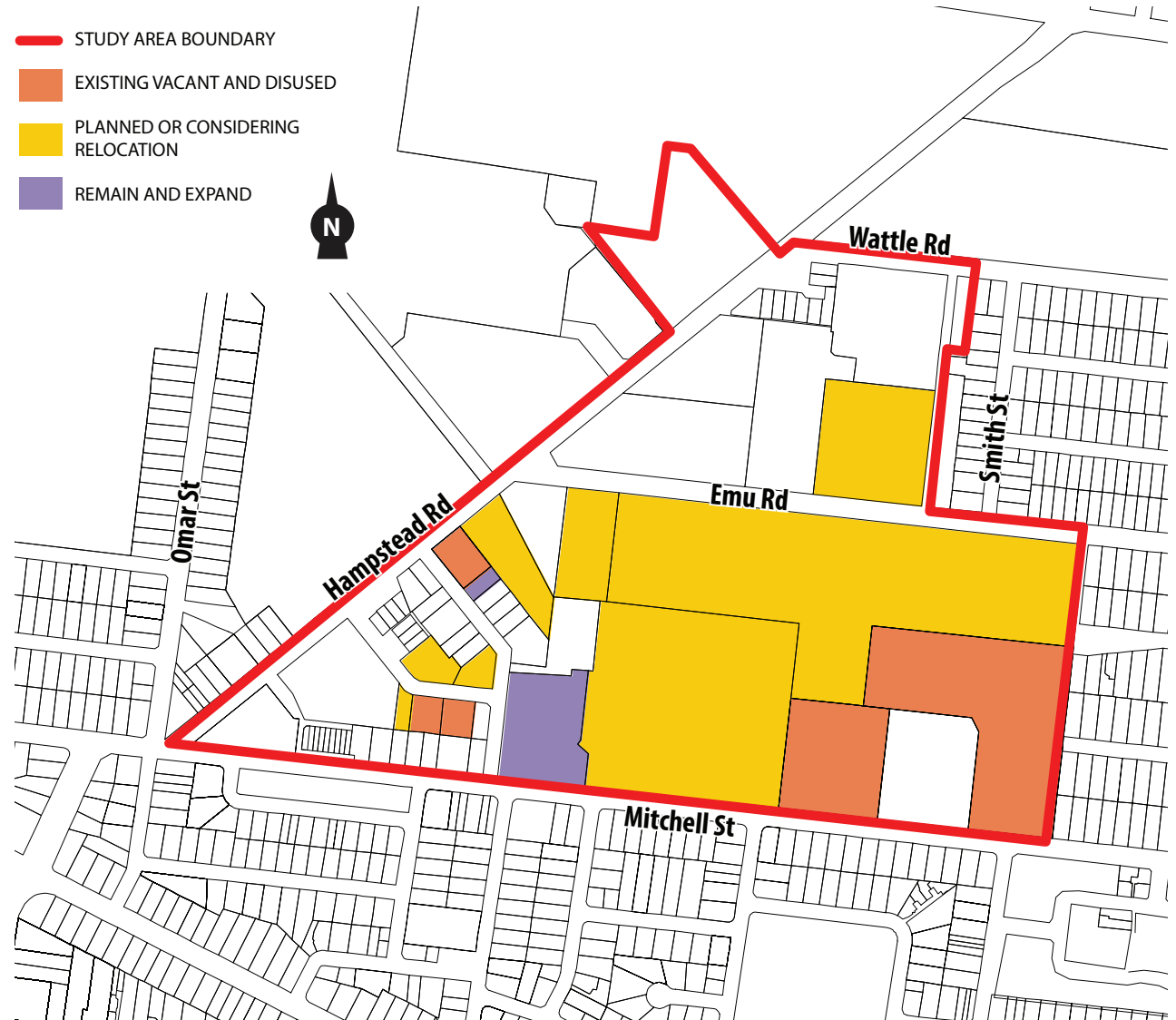
A number of land owners of properties with ageing plant and machineries on-site note difficulty in leasing the property, with a large proportion of these lots currently vacant. Land owners note that redevelopment and renewal of use away from heavy factory uses was necessary.

Land owners of large parcels stress difficulty in maintaining long-term leasing agreements as the precinct is no longer suitable for large and heavy industrial uses.

EXISTING LANDOWNER INTENTIONS

IMPLICATIONS FOR THE PRECINCT (CONSULTATION)

- Land owners with large industrial land holdings have expressed a desire to relocate
- Logistics and transport companies have expressed a desire to relocate due to difficulty with transport linkages
- Service industrial businesses intend to remain, while small manufacturers intend to relocate
- There is a lack of available medium sized land parcels
- Key drivers of growth are likely to be small to medium sized businesses including small wholesale, online retailers and start ups
- Low rents have attracted existing businesses



DIRECTIONS FOR THE PRECINCT

ROLE OF THE PRECINCT

Maribyrnong City Council has extensive areas of industrial land, particularly to the south of the municipality which are better placed in terms of access to the port and transport linkages. There are also smaller industrial precincts throughout Maribyrnong that have a strong service industrial function.

Given the Hampstead Road East precinct's proximity to High Point Activity Centre and high exposure along Hampstead Road, there is opportunity for the precinct to transform into a higher order employment precinct, with a greater level of office jobs, whilst also maintaining higher quality service industrial tenancy space.

A greater level of office jobs in the precinct should be supported as they:

- Link to the gentrification of Maribyrnong and will promote greater levels of job containment;
- Interface with residential development which surrounds the precinct better than industrial jobs;
- Provide a complimentary role to High Point Activity Centre, where retail and large wholesale trade would dilute the role of High Point;
- Provide a complimentary role to the larger industrial precincts to the South which are predominantly used for large industrial and the smaller periphery industrial precincts which are predominantly used for service industrial.

OPPORTUNITY FOR REDEVELOPMENT

The analysis above highlights the need for the Hampstead Road Employment Precinct to focus on the delivery of land for small and medium size enterprise (high quality service industrial and office use). For service industrial specifically this means land parcels of 400m² - 1000m² (small enterprise) and land parcels of 1000m² - 4000m² (medium enterprise). Offices can be delivered as small standalone tenancies or larger office buildings with multiple tenants.

There is a significant amount of redevelopment opportunity with the Hampstead Road Industrial Precinct if larger storage and logistics businesses did not operate in the precinct in the long term.

The larger potential redevelopment sites would provide 180,125m² of industrial land. The assessment of historical land supply shows that 53,000m² of industrial land is required to maintain recent historical rates of land consumption in the precinct. Based on historical consumption rates 180,000m² of industrial land for small office and service industrial businesses would provide around 50 years supply.

Clearly this is an oversupply of land for service industrial sector and small office employment, it is therefore recommended that around 80,000m² of larger industrial zoned sites be maintained for industrial and employment uses be maintained with the excess land used for residential development.

This will provide adequate land stocks for the following uses within the precinct:

- Medium service industrial sites (1000m²-4000m²);
- Small service industrial sites (400m²-1000m²);
- Small office suites (less than 400m²).

Offices could be delivered multi-storey buildings; this would provide greater employment densities in the precinct.

There is opportunity for the residential area to utilise the Mixed Use Zoning to allow for both residential and office uses. University Hill, Mill Park provides a good case study for the effective use of Mixed Use Zoning, where by the development will be led by market demand.

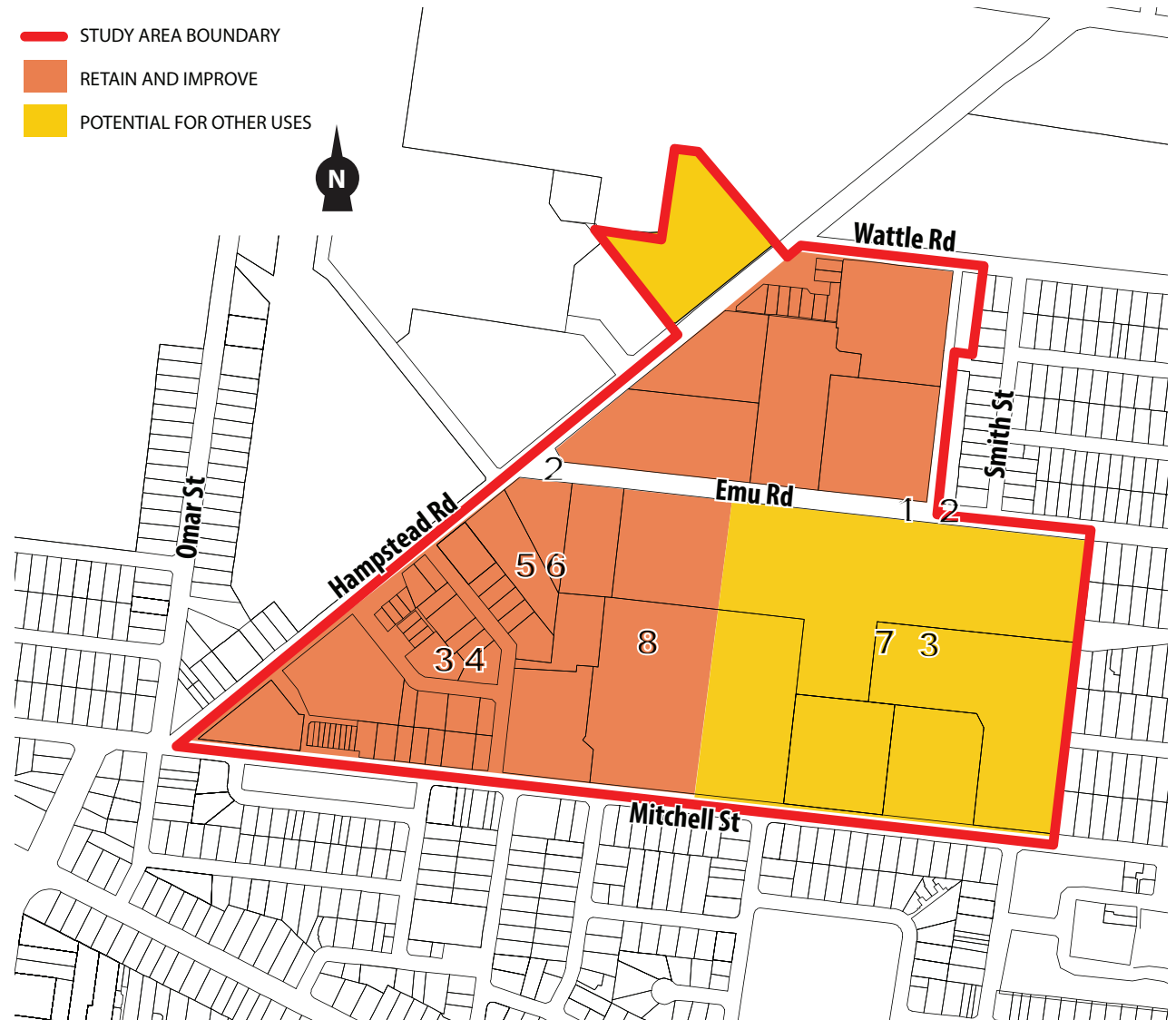
KEY DIRECTION

Based on the above analysis and discussion, it is recommended that of the 80,000m² of brownfield sites to be retained for employment use. These should be redeveloped in the following way:

- 50% for high quality small multi-purpose service industrial (sites of 400m²-1000m²);
- 20% for high quality medium sized service industrial (sites of 1000m²-4000m²);
- 30% be dedicated to a range of employment generating uses including but not limited to office development with a mix of micro (less than 100m²), small (100m²-400m²) and medium (400-1000m²) sized tenancies. These can be delivered in larger building footprints.

ISSUES AND OPPORTUNITIES

1	Heavy vehicle access restricted by shared use with nearby residential areas (especially during peak hours).
2	Difficulty with heavy vehicle manoeuvring.
3	Low demand for large scale transport and logistics sites.
4	Presentation of street leads to low property values.
5	Opportunity for large under-developed sites to be redeveloped for small and medium sized enterprises.
6	Longer term demand for small scale industrial service provides and small offices.
7	Potential oversupply of industrial land; opportunity for residential development.
8	Opportunity for business expansion.



MOVEMENT & PARKING

Successful places depend on good access and connections. The connections between a site and its surroundings can influence the success of businesses and have a dramatic effect on perception of place.

A summary of the key transport strategies relevant to the Hampstead Road East precinct follows.

MARIBYRNONG INTEGRATED TRANSPORT STRATEGY 2012

The Maribyrnong Integrated Transport Strategy was adopted in April 2012 and provides a long term plan for the direction of the transport system within the City of Maribyrnong for the next 10 years.

The Strategy provides recommendations on policies to improve the use of sustainable transport across the municipality to reduce the dependence on private vehicle use. It also identifies and supports major infrastructure projects to assist in reducing the congestion on the arterial road network and improve public transport services.

One project that relates to the suburb of Maidstone is to evaluate the extension of tram services along Hampstead Road linking Sunshine with Highpoint, which will provide additional capacity for the population growth that has been occurring in this area.

NORTHERN MARIBYRNONG INTEGRATED TRANSPORT STRATEGY 2012

The Northern Maribyrnong Integrated Transport Strategy was adopted in April 2012 and performs an assessment of the future Highpoint Activity Centre, identifying the existing deficiencies in the transport network and providing mitigating measures.

The Strategy identifies the upgrade of Hampstead Road using funding obtained through the contributions provided to Council through developers (S173 Agreements), but to be delivered by VicRoads.

The proposed upgrade of Hampstead Road will include formalisation of line marking and intersection treatments including the upgrade of the Hampstead Road and Williamson Road intersection.














COMMUNICATION FROM VIC ROADS

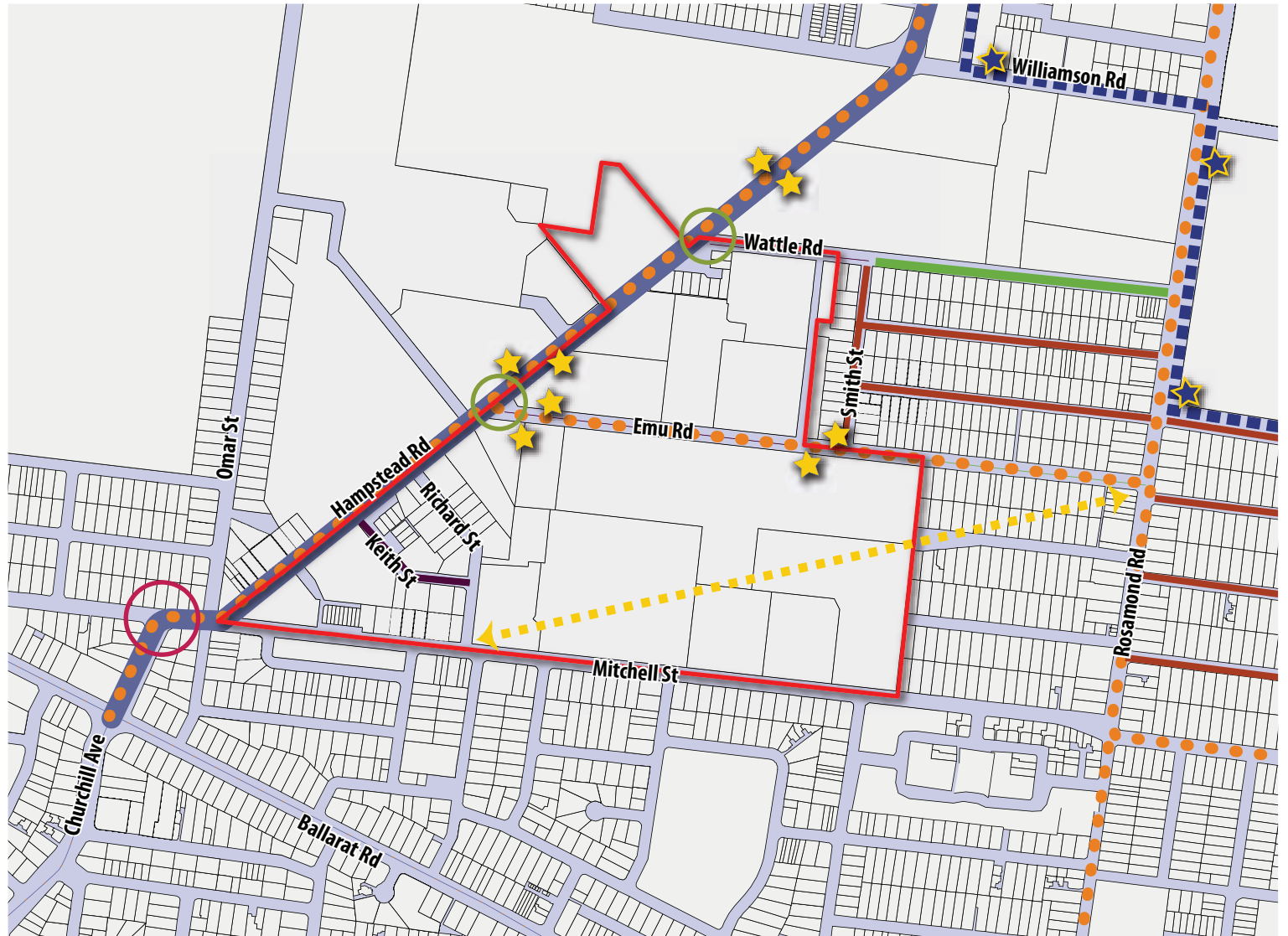
VicRoads in the past has developed proposals to widen and upgrade Hampstead Road with the inclusion of two signalised intersections. These proposals are still current, however they are subject to further assessment and modification in respect of local developments such as the Hampstead Road East Precinct, the AV Jennings development and the Australia Post site.

Hampstead Road is a vital north-south link that provides one of the very few arterial crossings of the Maribyrnong River. Hampstead Road is congested, particularly at the intersection of Hampstead Road and Mitchell Street. It is anticipated that traffic growth in the area will be higher than the metropolitan average, given that Hampstead Road serves the Highpoint Principal Activity Area and that there are many former industrial sites in the vicinity that will transition into commercial, residential and possibly revamped industrial uses.

Development proposals for this site should include layout designs for the alignment of new roads, a Traffic Impact Assessment including SIDRA analysis of the intersections and a Network Fit Assessment in accordance with SmartRoads to be undertaken as requested by VicRoads.

**EXISTING CONDITIONS:
MOVEMENT & PARKING**

-  STUDY AREA BOUNDARY
-  MAJOR ROADS (B DOUBLE APPROVED)
-  MINOR ROADS
-  BUS ROUTES
-  BUS STOPS
-  TRAM ROUTES
-  TRAM STOPS
-  CONGESTED INTERSECTIONS AT PEAK PERIODS
-  HEAVY VEHICLE ACCESS PROBLEMS
-  HEAVY VEHICLE /RESIDENTIAL INTERFACE ISSUES
-  FULL TIME TRUCK RESTRICTIONS ON LOCAL ROADS
-  ON STREET PARKING RESTRICTIONS
-  LACK OF PEDESTRIAN PERMEABILITY



TRAFFIC

- The Hampstead Road East precinct is situated between a number of key arterial roads that are currently operating close to capacity.
- Ballarat Road provides an east-west connection to the city while Hampstead Road links to Raleigh Road and provides access to Highpoint Shopping Centre.
- Both Ballarat Road and Raleigh Road cross the Maribyrnong River, providing for two of the five river crossings from the west.
- The limited number of crossings funnels traffic onto these roads, increasing congestion and delays with little opportunity for widening of these roads due to a lack of available land.

PUBLIC TRANSPORT

- The study area is well served by public transport with numerous bus routes passing through, and adjacent to the site.
- The number 82 tram travels up Rosamond Road and Williamson Road to the north and east of the study area.

PARKING

- Car parking within the precinct is typically provided off-street within private developments with on-street restrictions along most of the roads in the industrial areas.



New factoryettes are designed to be accessed by car

- Richards Street is a narrow two-way street. Indented on-street parking has been provided in an attempt to keep the road clear for through traffic. However on-street parking still occurs outside of the indented bays, reducing the effective width of Richards Street to a single lane.
- On-street parking is prohibited along Keith Street, however vehicles park on the nature strip to avoid this restriction. Keith Street is also a one-way street which may have been imposed due to its narrow width and previously permitted on-street parking.
- A lack of consistency of parking restrictions exists in the precinct. On-street parking is restricted along Emu Road between Hampstead Road and Smith Street due to the abutting industrial/commercial land use, however on-street parking is provided along the northern side of Mitchell Street which also abuts industrial/commercial developments.

No vehicles were observed to be parking on the northern side of Mitchell Street during the site inspection.

PEDESTRIAN MOVEMENT

- With large subdivisions and large building footprints the study area does not offer a high degree of permeability. Access to individual plots is directly from the adjacent roads of Wattle, Emu, Hampstead, Richards, Keith and Mitchell Streets.
- Pedestrian footpaths are generally narrow, asphalt surfaced and separated from roadsides by grass verges. Buildings are designed to be accessed by car, fronting onto large car parks with a lack of pedestrian paths.
- In some locations footpaths are only located on one side of the road.



Poor pedestrian access and a lack of footpaths on Keith Street

CYCLING

- An on-road cycle lane is provided along Mitchell Street in both directions.

ISSUES

- Major arterial roads such as Ballarat Road and Hampstead Road are operating at or near capacity in the peak periods resulting in queuing and delays. There is limited opportunity to provide additional capacity along roads such as Ballarat Road.
- Current residential development on the western side of Hampstead Road will place additional pressure on the arterial road network.
- Heavy vehicles can find it difficult to turn out onto arterial roads in the peak periods due to heavy traffic volumes.
- Richards Street is a narrow two-way street. Indented on-street parking has been provided in an attempt to keep the road clear for through traffic. However on-street parking still occurs outside of the indented bays, reducing the effective width of Richards Street to a single lane.
- On-street parking is banned along Keith Street, however vehicles park on the nature strip to avoid this restriction. Keith Street is also a one-way street which may have been imposed due to its narrow width and previously permitted on-street parking.
- Off-street parking is typically provided within each private development. However some sites have an oversupply of parking that is underutilised, impacting the visual amenity of the precinct.
- A lack of consistency of parking restrictions exists in the precinct. On-street parking is restricted along Emu Road between Hampstead Road and Smith

Street due to the abutting industrial/commercial land use, however on-street parking is provided along the northern side of Mitchell Street which also abuts industrial/commercial developments. No vehicles were observed to be parking on the northern side of Mitchell Street during the site inspection.

- Lack of bicycle facilities provided within the area. An on-road cycle lane along Mitchell Street is the only formal facility provided.
- Lack of pedestrian permeability through the site from Mitchell Street to Rosamond Road.
- If land use is intensified within the study area (either industrial or residential), it could be expected that there would be an increase in traffic volumes which could have an impact on the operation of the surrounding road network, resulting in queuing at intersections and additional delays for all road users.

OPPORTUNITIES

- Convert Keith Street to two-way traffic to improve access, while maintaining on-street parking restrictions.
- Provide new on-road bicycle lanes to link the precinct to surrounding destinations.
- Provide a new north-south connection between Mitchell Street and Emu Road to provide greater permeability through the precinct.
- B-double trucks currently access the precinct to support the size of some industrial developments. If

the development size was reduced or the industrial use ceased within the precinct, B-doubles may no longer be required to service parts of the precinct having a positive impact on the surrounding road network.

- Review parking rates for industrial land uses across the precinct to avoid an oversupply of parking in the area. Considering introducing a maximum parking provision rate.

IMPLICATIONS FOR THE PRECINCT (MOVEMENT & PARKING)

- Heavy traffic accessing industrial units causes interface issues with adjacent residential
- Richards Street and Keith Street are littered with cars parked on median strips
- The large car park at the corner of Emu and Hampstead is often full
- There is a lack of provision for cycling within the area
- The study area is generally impermeable with north to south movement limited by development
- Major arterial roads are at capacity at peak times

BUILT FORM

Buildings are a major factor in an area's character and identity and the relationship of buildings with the streetscape influences whether an area is pleasant to walk around, feels safe and provides for the types of land use appropriate to the locality.

Within the study area a variety of building sizes, heights and building quality occur. The majority of the built form has been purpose built and designed for commercial or industrial activity. While there have been some new developments along Hampstead Road and Wattle Road, overall there are a lack of high quality buildings. Furthermore, there are a number of run down and tired buildings which contribute to a lack of design quality and identity over the study area as a whole.

Overall, the area lacks consistency in built form. Building heights, setbacks, spacing and typologies all vary, failing to create a sense of streetscape definition and strong image and identity. The design quality of many buildings is of a low standard, with many buildings presenting large blank walls to the street or exposing rear service areas to public view.

The new factoryettes, new mixed use development at the corner of Emu and Hampstead Road and new high density residential development along Hampstead Road are beginning to develop a cohesive design aesthetic. This design style can be built upon to create a distinctive identity for the future. A number of potential

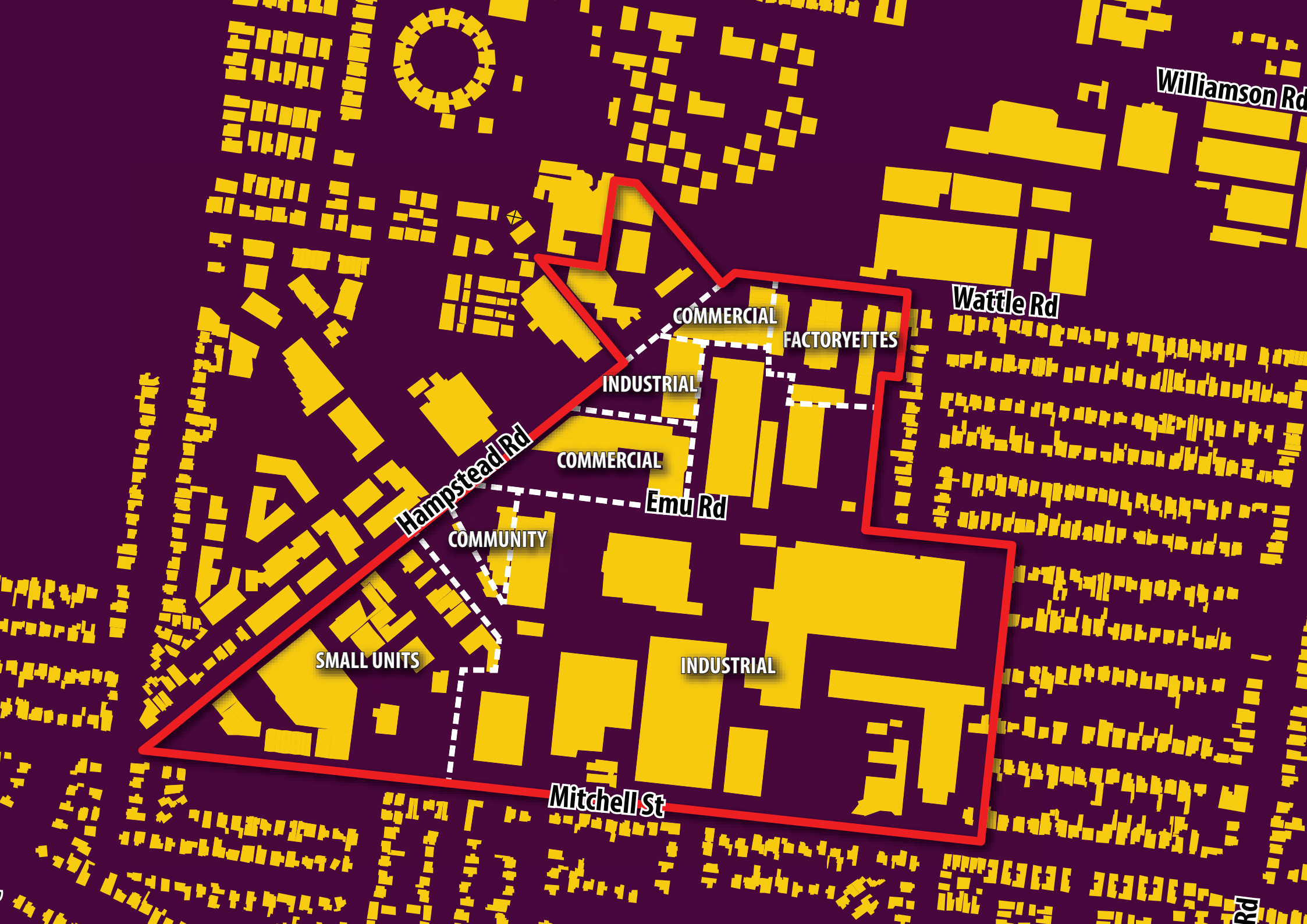
redevelopment sites across the Study Area present opportunities for new, high quality architecture to improve the appearance of the area by 'filling in the gaps', acting as local landmarks and setting a new standard for architectural excellence.

Surrounding the study area are a variety of uses and building types.

To the east and south the site abuts a residential area of traditional bungalows which have been classified as 'Garden Suburban 2' to the east and 'Garden Suburban 8' to the south. This juxtaposition of residential and industrial creates interface issues which will be discussed later.

To the western side of Hampstead Road is a development of high density residential apartments of 4-5 storeys. The design of these new apartments reflects the new commercial and light industrial units with their palette of grey and white cladding and glass.

To the north of the site is the Highpoint Activity Centre and an area of light industrial/commercial units which are due for redevelopment.



Williamson Rd

Wattle Rd

COMMERCIAL
FACTORYETTES

INDUSTRIAL

COMMERCIAL

Emu Rd

COMMUNITY

SMALL UNITS

INDUSTRIAL

Mitchell St

Rd

INDUSTRIAL

Buildings within this precinct have a large footprint and are generally 1/2 storeys. These buildings are purpose built in brick/cladding and range in age. Buildings in this location are often built to property boundaries.

Some buildings have large setbacks while others front onto pavements. Buildings often present large blank walls to the street.



COMMERCIAL/MIXED

The commercial/mixed precinct to the north displays purpose built modern units of 1/3 storeys. Frontages are glass and render with little ornamentation. Buildings in this precinct are set back from the road and front onto large car parks.

To the south west, units are low rise and have a dated appearance. Consistent set backs and on street parking.



FACTORYETTES

The area of factoryettes to the north of the site are purpose built modern units in a similar style to the commercial/mixed precinct.

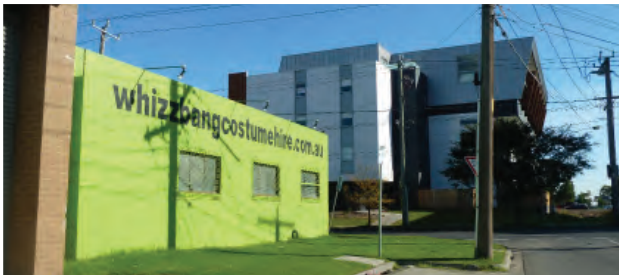
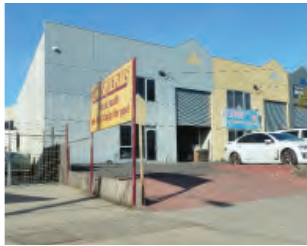
Buildings are set in a courtyard with plenty of parking. Large roller shutters and a lack of landscaping are a prominent feature.



SMALL UNITS

The small units precinct is a mixture of styles and building character. In general buildings are 1/2 storeys and are brick, corrugated iron or rendered in various colours and are generally run down.

Buildings have various different setbacks creating a incoherent feel to the streetscape.



COMMUNITY

The Oriana Reception Centre is a unique building in this location. The cream rendered Arabian influenced building is set within a landscaped parking area.



URBAN DESIGN

Good urban design has the potential to create places which have a unique sense of place, are legible, functional, safe and pleasant.

Overall the urban design of the study area is very poor with a lack of cohesion, unmaintained appearance, lack of identity and lack of amenity.

ENTRANCES



Overall the entrances are currently undefined which has led to legibility issues.

There are two types of approaches to the area, the first is from the west, entering from Hampstead Road. The second is from the east, entering from the adjacent residential area. In this location the approach to the study area is unexpected, the transition from residential to commercial/industrial is sudden and presents interface issues.

Entrance 1



When travelling north west along Hampstead Road the first change from residential to commercial happens at entrance 1.

This is an important gateway marking a significant change in character. Currently this junction presents a poor arrival experience with a large expanse of open car parking and poor signage.

Entrance 2



Entrance 3



Entrances 2 & 3 are the main entrance points into the small units precinct to the south of the study area. Corners are undefined with poor landscaping and edge treatment.

Entrance 4



Entrance 4 at Emu Road presents some sense of arrival with a landscaped edge and new development. Signage exists but does not create an identity for the site as a whole, simply listing the shops and services to be found within one building. The Oriana Reception Centre on the southern corner presents a landscaped edge but does add some confusion as to the land use within the area.

Entrance 5



Entrance 5 will form the main boundary between the Highpoint Activity Centre and the study area. Currently this edge is dominated by ad hoc signage with some landscaping and car parking.

Entrance 6



Entrance 6 marks the transition from residential to light industrial, this edge is understated with a continuation of building setback and frontage.

IDENTITY

Overall there is no cohesive identity to the study area. Buildings, streetscape and signage display an erratic design approach.

BOUNDARY TREATMENTS

Boundary treatments vary across the study area from newly landscaped edges to cyclone fencing.

In some locations building edges create boundaries. These building edges are often blank, degraded and inactive creating a poor quality public realm.



Typical boundary treatments



SIGNAGE

Signage within the study area tends to be specific to individual buildings or businesses, there is no overall site identity to differentiate this industrial character area from adjacent land uses. In some locations signage is cluttered with numerous styles, colours and types. Often it is difficult to locate individual businesses.



Typical existing signage

AMENITY

Amenity within the study area appears to be minimal.

There are a lack of well designed public spaces for workers within the area.

A few cafes were noted but there is little outdoor amenity space.



The area is lacking in quality public spaces

IMPLICATIONS FOR THE PRECINCT (BUILT FORM & URBAN DESIGN)

- Introduce high quality architecture to 'fill in the gaps' and improve the appearance of the area
- Consider the design of entrances to improve legibility
- Create an defined identity for the study area to mark the area as a unique precinct
- Create a cohesive design approach to signage
- Improve building frontages onto Hampstead Road
- Improve boundary treatments across the study area. Avoid inactive facades and poor quality materials
- Introduce amenity areas to improve the sense of place and provide rest areas for local workers.

INTERFACES

The study area is surrounded predominantly by residential land to the east, south and west.

To the south and west the juxtaposition of low rise residential properties sited adjacent to large scale warehouses results in interface issues. These issues are lessened to the west by a new high density residential development which 'holds its own' in terms of scale.

New residential properties are proposed to the north of Wattle Road as part of the Highpoint Activity Centre. These are likely to be medium to high in density.



INTERFACE A

Looking south along Hampstead Road the new medium density residential development sits opposite to the small light industrial units.

Design style and building scale causes less of an interface issue in this location with buildings addressing Hampstead Road and tree planting softening facades.



INTERFACE B

Industrial warehouses line the northern side of Mitchell Street with residential properties to the south.

Industrial buildings in this location are set back from the street and with soft landscape treatment. Fencing and other boundary treatments are softened by tree planting to lessen the effects of the interface between different uses.



INTERFACE C

In this location residential properties back onto an area of derelict land with large industrial sheds as a backdrop. Interface issues in this location are high with a dramatic change in scale.

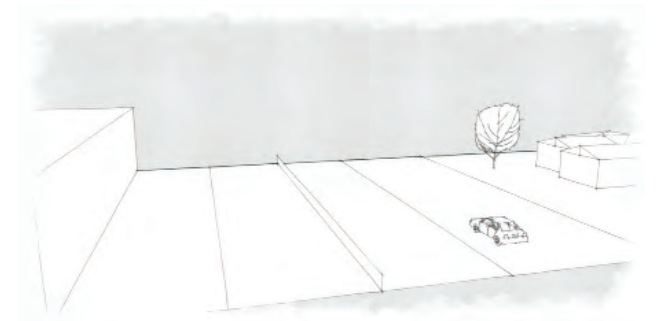
To the north of Emu Road a development of townhouses has been proposed which would help to create a transition in scale easing the dramatic shift from small residential subdivision to large warehouse.



Looking north up Smith Road

INTERFACE D

Looking west along Emu Road there are major interface issues between the expansive blank cold store elevation and the residential properties. This major change in scale and building grain, together with a lack of landscaping, creates an uncomfortable contrast.



Looking west on Verdun Street towards the timber merchant which sits adjacent to low rise residential properties

LANDSCAPE

The landscape elements within the public realm can be divided onto two parts, structure planting and amenity planting. Both of these elements display a lack of cohesive landscape identity and landscaping is generally unmaintained.

The existing large footprint relatively featureless buildings could benefit from a 'big & bold' landscape strategy which would help to create an identity for the area.

An urban boulevard has been proposed along Rosamund Road as part of the Highpoint Urban Design Framework.

The Maribyrnong Open Space Strategy identified the study area as having inadequate open space provision.

STRUCTURE PLANTING

There is little generally low tree cover within the study area. Some large native trees are present along Hampstead Road with smaller exotics elsewhere.

Towards the east of the study area trees are used to screen the large industrial units from adjacent dwellings.



Tree planting within property boundaries along Mitchell Street helps to give an overall greener character to this area, improving interface between industrial and residential.

Overall there is a lack of landscape identity, with no clear structure planting objectives.

AMENITY PLANTING

Amenity planting varies in quality across the study area. The new mixed development at the corner of Emu Road and Hampstead Road displays a considered approach of palm trees and ornamental grasses which echo the landscaping of the Oriana reception centre on the southern corner.



The factoryette development to the north of the study area has minimal landscaping resulting in a bare and cold aesthetic. Grass verges are 2-3m wide with very little planting. Within courtyard areas there are some planted strips but their scale and location do not improve the overall appearance.

Elsewhere landscaping is minimal and grass verges are generally unkempt.



IMPLICATIONS FOR THE PRECINCT (INTERFACES & LANDSCAPE)

- Address interface issues through new built form, planting or boundary treatments
- Create a planting strategy to improve the overall identity of the study area
- Introduce native species to improve biodiversity
- Consider a low maintenance yet bold approach to planting
- Use tree planting to break up large industrial facades and create a more intimate human scale to streetscapes
- Integrate landscape treatment with the proposed Highpoint planting

CONTAMINATION

'Potentially contaminated land' is defined as land used or known to have been used for:

- Industry
- Mining, or
- Storage of chemicals, gas, wastes or liquid fuel (if not ancillary to another use of the land).

The City of Maribyrnong Municipal Strategic Statement recognises the need to deal effectively with potentially contaminated land.



MINISTERIAL DIRECTION NO 1- POTENTIALLY CONTAMINATED LAND

Ministerial Direction No. 1 – Potentially Contaminated Land (Direction No. 1) requires planning authorities when preparing planning scheme amendments, to satisfy themselves that the environmental conditions of land proposed to be used for a sensitive use (defined as residential, child-care centre, pre-school centre or primary school), agriculture or public open space are, or will be, suitable for that use.

In order to satisfy itself that the environmental conditions of the land are suitable for as sensitive use, the planning authority must either:

- Ensure that a certificate of environmental audit is obtained prior to commencement of the use, or
- Ensure that a statement is obtained from a suitably qualified professional that the land is not contaminated.

The planning system is the primary means for regulating land use and approving development, and is an important mechanism for triggering the consideration of potentially contaminated land, as discussed below.

POTENTIALLY CONTAMINATED LAND POLICY

Due to a legacy of long term industrial use the City of Maribyrnong have prepared a potentially contaminated land policy (Clause 22.03).

This policy applies to land which is not included in the Register of Contaminated Land prepared by the Environment Protection Authority and which is not included in the Environmental Audit Overlay, and which has been used in the past for industrial purposes and commercial purposes where petroleum products, solvents, other dangerous chemical products and asbestos products were (or suspected were) stored, dispensed, sold, used or buried.

Under Clause 22.03 it is policy to:

- Encourage owners and developers to test for contamination of soil and ground-water prior to the sale, re-use or redevelopment of all land which is known, or suspected, to have been used for rubbish and waste disposal, or the manufacturing, storage and sale of petroleum products and dangerous chemicals, or manufacturing activity which potentially used such products in their processes.
- Work with land owners and the community to explore the best method for dealing with contamination which has been confirmed by soil testing, including exploring optimum non-sensitive land use options, together with methods of containing or removing contaminated material.

- Require site testing to be carried out to EPA requirements prior to approval of the use of any land for any activity involving concentrated numbers and play of infants and young children.



ENVIRONMENTAL AUDIT OVERLAY

The Environmental Audit Overlay (EAO) is a mechanism provided in the Victoria Planning Provisions and planning schemes to ensure the requirement for an environmental audit under Direction No.1 is met before the commencement of the sensitive use or any buildings and works associated with that use. The application of the overlay, in appropriate circumstances, ensures the requirement will be met in the future but does not prevent the assessment and approval of a planning scheme amendment.

The precinct is not currently subject to an Environmental Audit Overlay but has been in industrial use.

An Environmental Audit Overlay will need to be applied to any sites within the precinct that have been used for industrial purposes in the past, and are proposed to be redeveloped for residential, public open space or educational uses. Application of the overlay will need to occur in conjunction with rezoning.

IMPLICATIONS FOR THE PRECINCT (CONTAMINATION)

- An Environmental Audit Overlay will need to be applied to any sites within the precinct that are proposed to be redeveloped for residential, public open space or educational uses.

OPPORTUNITIES

The study area while presenting a number of issues also gives great opportunities for the local and wider area.

BUSINESS/REDEVELOPMENT

- Encourage innovation and enterprise by providing incubator and start up units
- Provide medium sized units to allow small businesses to grow while remaining within the precinct
- Introduce housing into mixed use development to the edges to the industrial use to improve activity levels and increase passive surveillance
- Opportunities exist to redevelop larger industrial units to the east to residential use

MOVEMENT & PARKING

- Encourage businesses which do not rely upon heavy vehicles to locate within the precinct
- Rationalise car parking
- Improve pedestrian permeability through the site
- Introduce clear and direct pedestrian/ cycle paths which link to the wider area

BUILT FORM

- Introduce high quality architecture to 'fill in the gaps' and improve the appearance of the area

- Improve frontages along Hampstead Road to lift perceptions of the precinct

URBAN DESIGN

- Consider the design of entrances into the study area to improve legibility and appearance
- Introduce a cohesive identity across the site to include signage, landscaping and colour
- Improve boundary treatments and encourage active high quality frontages
- Introduce public spaces throughout the precinct to improve amenity

INTERFACE

- Utilise built form to interface between industrial/ residential uses
- Introduce new streets to provide an interface between different uses
- Provide landscape buffers to soften industrial facades

LANDSCAPE

- Introduce a 'big & bold' landscape approach to improve the overall identity of the area
- Use tree planting to break up blank facades and introduce a human scale
- Introduce native species to improve biodiversity



Darebin Enterprise Centre



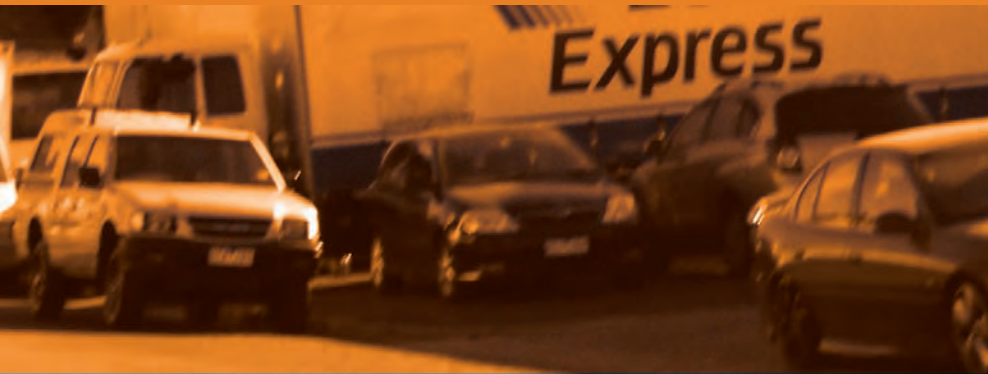
Simple, bold landscape approach

CONSTRAINTS

The existing conditions within the study area present some constraints:

- Ensuring that past land uses do not present an environmental threat to new land uses
- Ensuring that development is appropriate in the local context
- Potential for transition period to disadvantage current and future residents or businesses
- Overcoming interface issues between different land uses
- Heavy vehicles causing interface issues with residential areas





B

Part B: The Framework Plan

DEVELOPMENT OPTIONS

In considering the issues and opportunities that have been identified for the Hampstead Road East precinct, two options have been prepared to guide the future growth and development of the precinct over time.

In consideration of MEIDS, the Framework Plan options address the following aspects:

- Potential land uses and planning scheme controls;
- Mixed use opportunities;
- Vehicular movement/ traffic;
- Pedestrian/ cycle access and connectivity;
- Open space and community uses;
- Interface issues; and
- Urban design and development guidance.

ROLE OF THE PRECINCT

Given the Hampstead Road Industrial Precinct's proximity to Highpoint Activity Centre and high exposure along Hampstead Road, there is opportunity for the precinct to adapt into a higher order employment precinct, with a greater level of office jobs, whilst also maintaining higher quality service industrial tenancy space.

Such a strategy makes sense when the location and attributes of industrial land throughout the municipality

are considered. Maribyrnong City Council has extensive areas of industrial land, particularly to the south of the municipality which are better placed in terms of access to the port and transport linkages. There are also smaller industrial precincts throughout Maribyrnong that have a strong service industrial function.

A greater level of office jobs in the Hampstead Road Precinct has the following benefits:

- Offers the likelihood of more jobs in the long term than industrial use, and jobs that will suit the emerging demographic trends in Maribyrnong;
- Better interface with residential;
- Provides a complimentary role to Highpoint Activity Centre, where retail and large wholesale trade would dilute the role of Highpoint;
- Provides a complimentary role to the larger industrial precincts to the south of Maribyrnong which are predominantly used for large industrial and the smaller periphery industrial precincts which are predominantly used for service industrial;
- Offices support industrial warehousing; and
- Office start up business potential.

A greater range of employment generating uses will be encouraged within the precinct to provide flexibility over time and to increase employment density.



STUDY AREA OBJECTIVES

The study area objectives are to:

- Support employment retention and growth within the Hampstead Road East precinct
- Increase employment numbers
- Encourage higher density, mixed and adaptable use buildings
- Encourage ecologically sustainable development of buildings and spaces
- Allow for growth, development and change in appropriate locations
- Encourage enterprise and innovation
- Ensure a high quality of new architecture and public space design
- Improve open space and amenity
- Improve pedestrian and cycle links
- Improve interface between different uses

OPTION 1:

RETENTION AND IMPROVEMENT OF INDUSTRIAL LAND

DEMAND ANALYSIS

The demand analysis prepared by Urban Enterprise for this study suggests that gradual redevelopment of the entire land to industrial and small office would provide around 190,000m² of land available for redevelopment (shaded with a brown hatch on the plan).

It is estimated that this would provide around 60 years supply, which indicates that this would be an oversupply. Historical rates of consumption show that maintaining the entire area for industrial land use would lead to the majority of sites being undeveloped for an extended period of time.

ECONOMIC CONTEXT

Maribyrnong is experiencing a change in demographics and employment, with residents being increasingly employed in professional, management and service sector work. Job containment is currently at just 12%. Increasing the amount of industrial/ blue collar work in this precinct is unlikely to improve job containment. The *Economic and Business Assessment Report* prepared by Urban Enterprise for this study recommends that in order to maintain and develop a higher level of job containment in Maribyrnong, job creation should be focussed towards service sector industries.

VEHICULAR MOVEMENT/ TRAFFIC

Traffic circulation in the precinct would be improved through the creation of two new north-south roads linking Mitchell Street to Emu Road, and Emu Road to Wattle Road. The new Mitchell Street/ Emu Road connection would provide a freight loop route (in a counter clockwise direction) for heavy vehicles accessing the industrial and mixed used areas. The removal of right turning heavy vehicles would reduce traffic congestion in the area and improve the safety for turning heavy vehicles.

An additional east-west link through the industrial land (exact location to be determined) would further improve the permeability and accessibility of the precinct.

The additional peak period traffic likely to be generated by the introduction of small offices will be accommodated within the existing capacity along Hampstead Road and Mitchell Street. However, the arterial road network surrounding the precinct is heavily congested and may not be able to accommodate this additional traffic, therefore upgrades may be required in future.

PEDESTRIAN/ CYCLE ACCESS

Pedestrian/ cycle movement would be somewhat improved with the provision of new north-south road connections; making the area more permeable and accessible.

New footpaths/ upgrades to existing footpaths and street tree planting would further enhance the pedestrian experience.

URBAN DESIGN

Through the application of design guidelines, developers would be encouraged to provide active uses along street frontages, improving passive surveillance of streets and other public spaces.

Any big box developments would need to be wrapped by smaller units (for the use of offices etc); providing a more appropriate interface with adjacent residential properties.

Residential interface issues would remain at the eastern extents of the precinct, though this could be eased through providing buffer planting along the eastern edge of the industrial property boundaries.

Redevelopment of the site located at the corner of Hampstead Road and Mitchell Street (currently an IGA supermarket and surface carpark) to mixed use, including retail, would be encouraged. A well designed building with a strong frontage to both Hampstead Road and Mitchell Street would improve this important corner site and act as a visual landmark for the area.

PLANNING

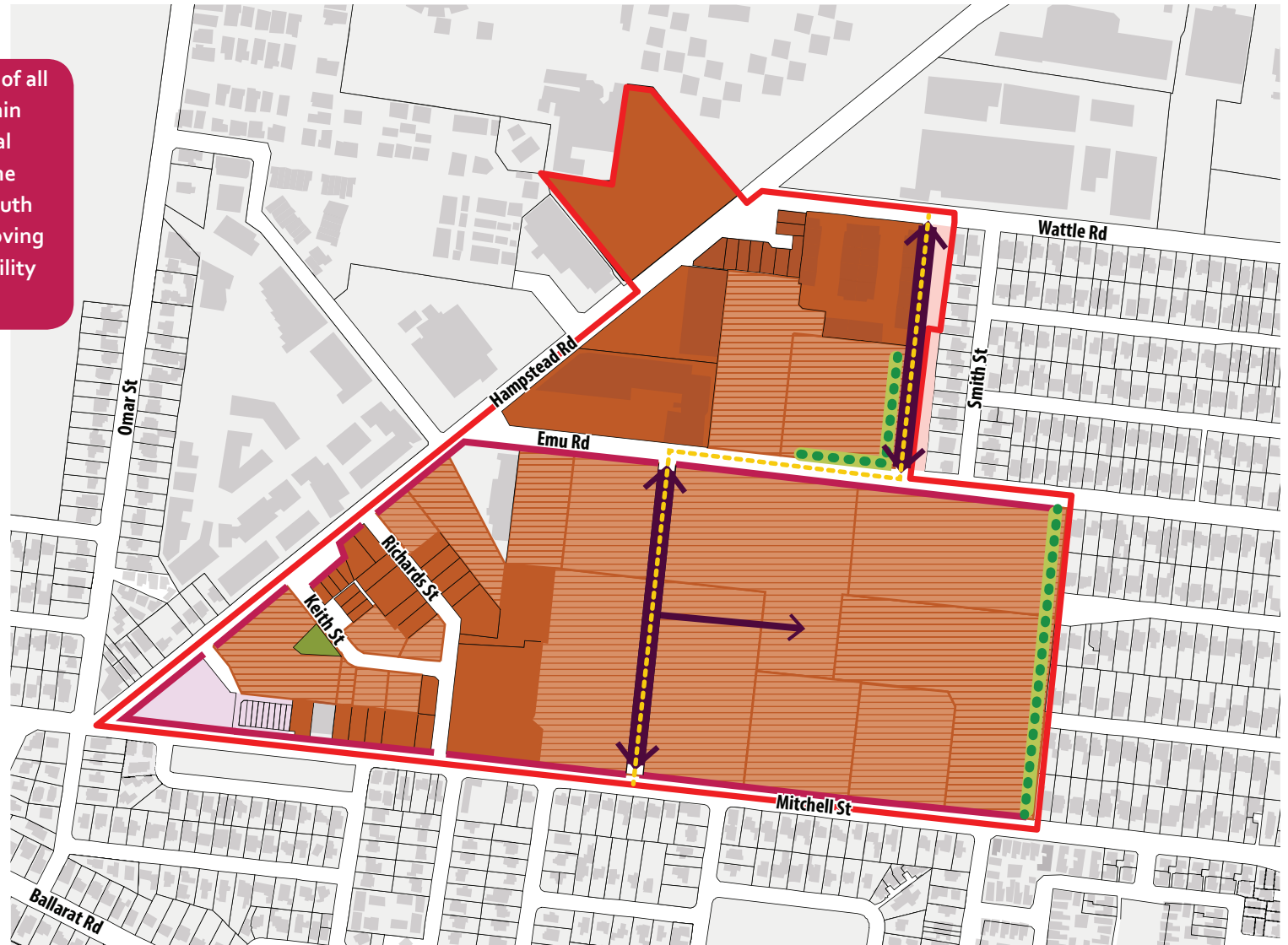
Retaining the Industrial 3 zone would allow the existing types of industry to remain and expand if desired. A permit would be required for office use and the leasable floor area must not exceed 500 square metres. A permit would also be required for a convenience store. Residential development would be prohibited under the provisions of the Industrial 3 Zone. Note that the proposed reformed zones released by the State Government in July 2012 include changes to some of these provisions.

A small section of industrial land in the north-east corner is proposed to be rezoned to Residential 1 Zone to provide consistent residential uses along the street.

OPTION 1

This option includes the retention of all existing industrial zoned land within the precinct for improved industrial and small office uses. It includes the development of two new north-south roads and an east-west link, improving vehicular and pedestrian permeability through the precinct.

- STUDY AREA BOUNDARY
- EXISTING INDUSTRIAL
- EXISTING BUSINESS ZONE
- SHORT TERM REDEVELOPMENT OF INDUSTRIAL
- PROPOSED RESIDENTIAL
- KEY FRONTAGES
- POTENTIAL OPEN SPACE
- BUFFER PLANTING
- NEW VEHICULAR ROADS
- PEDESTRIAN/ CYCLE LINKS



OPTION 2:

INDUSTRIAL/MIXED USE/RESIDENTIAL DEMAND ANALYSIS

This option responds to the demand analysis which recommends that 80,000m² of land available for redevelopment be retained for industrial use, with the excess land allocated for mixed use and residential development. To allow flexibility the 80,000m² has been split across the industrial zone (33,500m²) and proposed mixed use zone (a total area of 107,200m² of which 46,000m² could be used for industrial use as the market demands). As the majority of the land is in single ownership the urban form can be designed appropriately, utilising a DPO, to ensure an appropriate transition between uses.

It is proposed that a range of employment uses including but not limited to office development be provided alongside new residential development. It is suggested that the 80,000m² be split in the following way:

- 50% for high quality small multi-purpose service industrial sites (sites of 400m²-1000m²)
- 20% for high quality medium sized service industrial (sites of 1000m²-4000m²)
- 30% to be dedicated to employment uses such as office development with a mix of micro (less than 100m²) and medium (400m²-1000m²) sized tenancies. These could be delivered as part of the mixed use area, with some residential use on upper floors as required. Offices could be delivered in multi-storey buildings; providing greater employment densities in the precinct.

ECONOMIC CONTEXT

Maribyrnong is experiencing a change in demographics and employment with residents being increasingly employed

in professional, management and service sector work. Job containment is currently at just 12%.

The Economic and Business Assessment Report prepared by Urban Enterprise for this study states that the Hampstead Road East precinct should focus on the delivery of land for small and medium size enterprise (high quality service industrial and office use).

VEHICULAR MOVEMENT/ TRAFFIC

Three new north-south roads are proposed. (Two running between Mitchell Street and Emu Road, and one linking Emu Road to Wattle Road). In addition, the framework shows two new east-west roads to provide access to the proposed mixed-use area.

An extension of Marsh and Verdun Streets is proposed to provide access to the new residential area. This is consistent with the road network and subdivision pattern occurring within the residential areas to the east. It is suggested that these residential streets should provide for pedestrian, cycle and possibly local traffic access, but should remain closed to through traffic, to avoid any truck movement within this residential pocket.

The additional peak period traffic likely to be generated by Option 2 is also proposed to be accommodated within the existing capacity along Hampstead Rd and Mitchell Street in the short term.

Prior to the rezoning of sites to mixed use or residential the impact on the surrounding network and intersections will need to be evaluated. Upgrades or contributions towards upgrades will need to be provided commensurate with the scale of development proposed.

PEDESTRIAN/ CYCLE ACCESS

Pedestrian and cycle movement would be improved with the provision of three new north-south street connections, and four new east-west connections. This will increase the permeability and accessibility of the precinct; particularly from surrounding residential areas. New footpaths/ upgrades to existing footpaths and street tree planting would further enhance the pedestrian experience.

URBAN DESIGN

The interface between residential and industrial would be improved by creating a mixed use transition zone, removing the 'side-fence' industrial interfaces with current residential properties. This interface would be further eased by designing built form to reduce gradually in bulk and scale from west to east.

High quality redevelopment of the industrial area will improve the public face and overall amenity of the precinct and its surrounding context. This will be guided by a set of Urban Design Guidelines, specific to the precinct.

Redevelopment of the site located at the corner of Hampstead Road and Mitchell Street (currently an IGA supermarket and surface carpark) to mixed use, including retail, would be encouraged. A well designed building with a strong frontage to both Hampstead Road and Mitchell Street would improve this important corner site and act as a visual landmark for the area.

PLANNING

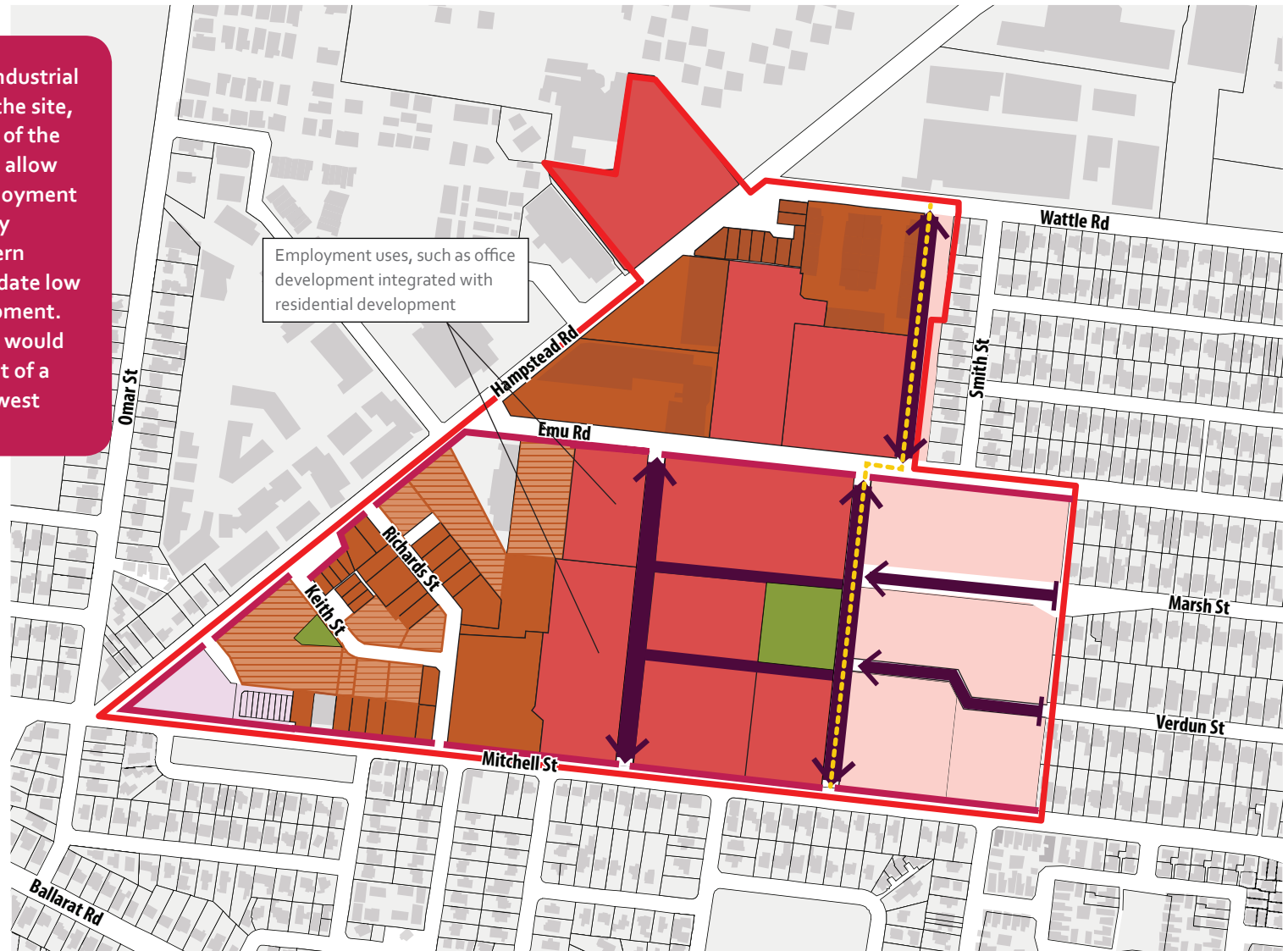
Retaining the Industrial 3 zone in the west of the precinct allows the existing successful businesses and industrial uses to remain and expand if desired.

The mixed use zone would allow the expansion east of employment uses as required through the introduction of office uses integrated with some medium density residential. This would allow a flexibility in built form to accommodate changing employment/ housing requirements in the future. The mixed use zone would also act as a suitable buffer between the industrial and residential land uses.

OPTION 2

This option includes the retention of industrial land located to the west and north of the site, with future opportunities for rezoning of the central part of the site to mixed use to allow for the introduction of a range of employment uses such as office and medium density residential uses. In addition, the eastern section could be rezoned to accommodate low to medium density residential development. Vehicular and pedestrian permeability would be enhanced through the development of a number of new north-south and east-west roads.

- STUDY AREA BOUNDARY
- EXISTING INDUSTRIAL
- EXISTING BUSINESS ZONE
- PROPOSED MIXED USE (107200m²)
- SHORT TERM REDEVELOPMENT OF INDUSTRIAL (33500m²)
- PROPOSED RESIDENTIAL (60500m²)
- KEY FRONTAGES
- POTENTIAL OPEN SPACE
- NEW VEHICULAR ROADS
- PEDESTRIAN/ CYCLE LINKS



OPTIONS ANALYSIS

	OPTION 1		OPTION 2	
	ADVANTAGES	DISADVANTAGES	ADVANTAGES	DISADVANTAGES
LAND USE	Allows for the current types of industry to remain and expand if desired.	Likely to result in an oversupply of industrial land (60 years). Lack of demand to support redevelopment of the precinct within a suitable planning timeframe (15 years).	Allows existing industry to remain while increasing the residential potential of the precinct. Mixed use zone allows the introduction of office use while allowing any required expansion of industrial.	Results in loss of exclusively industrial land supply.
JOB CREATION	Potential for high job creation within the service/industrial sector. Redevelopment of 190,000m ² of land for employment would provide an estimated 1200 jobs.	Very few jobs will be delivered within a 15 year planning horizon due to limitations on demand for service industrial.	It is estimated that 80,000m ² of redeveloped brownfield employment land would provide a net employment gain (taking into account the loss of 175 employees initially through loss of large sites) of 325-800 workers. This figure is dependent on the level of density of offices.	Some large sites have existing lease agreements which may hold up redevelopment processes to deliver higher job densities.
JOB CONTAINMENT	Existing industrial jobs would be maintained.	Increasing the amount of industrial/ blue collar work in this precinct is unlikely to improve job containment based on recent demographic trends.	Potential to deliver much greater job densities. Would open up new job opportunities in the service sector and improve job containment.	-
VEHICULAR MOVEMENT/ TRAFFIC	Two new north-south roads would improve the permeability and accessibility of the precinct. Creation of a heavy vehicle loop route would help to reduce traffic congestion.	An increase in heavy vehicle traffic is likely to occur in the area over time due to the retention of industrial land uses. Additional 760 vehicles predicted during peak period due to the introduction of small offices.	This option offers a more permeable solution which knits logically into the wider fabric of the area: continuing the existing residential street pattern and road network and improving the overall permeability and accessibility of the precinct. The impact on traffic will be reviewed as part of the rezoning of the mixed use and residential sites.	Existing residential properties located to the east may not be in favour of opening up existing dead-end streets to through traffic. Therefore, these streets should not provide a through-link in future.
PEDESTRIAN/ CYCLE ACCESS	Pedestrian/ cycle access would be improved through the provision of new north-south roads and footpaths.	-	Pedestrian/ cycle access would be improved through the provision of new north-south and east-west roads and footpaths.	-
URBAN DESIGN	New small 'green' area to provide an outdoor open space for local workers. Increase in active frontages and passive surveillance.	Interface issues would remain at the eastern extents of the site.	New large area of public open space, as well as a new small 'green' area to provide an outdoor open space for local workers. Increase in active frontages and passive surveillance. Existing interface issues would be eased.	-

PREFERRED OPTION:

OPTION 2: INDUSTRIAL/ MIXED USE/ RESIDENTIAL

Option 2 is considered to provide the most logical framework for the future growth and development of the Hampstead Road East precinct. Key benefits of the Plan are described on the following pages.

PREFERRED FRAMEWORK PLAN



KEY BENEFITS OF THE PLAN

A MORE VIABLE MIX OF LAND USES TO MEET EXISTING DEMAND

The Framework Plan responds to the demand analysis undertaken as part of the project which recommends that 80,000m² of land available for redevelopment be retained for industrial and commercial use, with the excess land used for residential development. It was suggested that the 80,000m² be split in the following way:

- 50% for high quality small multi-purpose service industrial sites (sites of 400m²-1000m²)
- 20% for high quality medium sized service industrial (sites of 1000m²-4000m²)
- 30% to be dedicated to employment uses such as office development with a mix of micro (less than 100m²) and medium (400m²-1000m²) sized tenancies. These could be delivered as part of the mixed use area, with some residential use on upper floors as required. Offices could be delivered in multi-storey buildings; providing greater employment densities in the precinct.

The Framework Plan provides for the following mix of land uses:

- 33,500m² redevelopment of industrial;

- 107,200m² of mixed use (with partial commercial development as the market demands); and
- 60,500m² of residential.

The likely lot yield to be generated by new residential land in the precinct has been estimated at around 400 dwellings if developed to a similar density as the nearby JMC development on Hampstead Road. However, this does not take into account the mixed use area which is likely to provide an additional number of higher density housing.

PROVIDING FOR FLEXIBILITY & CHANGE

Maribyrnong is experiencing a change in demographics and employment with residents being increasingly employed in professional, management and service sector work. Job containment is currently at just 12%. The Economic and Business Assessment Report prepared by Urban Enterprise for this study states that the Hampstead Road East precinct should focus on the delivery of land for small and medium size enterprise (high quality service industrial and office uses).

It is envisaged that the proposed zones will provide for the following activities:

INDUSTRIAL 3 ZONE

The purpose of the Industrial 3 Zone is to provide for industries and associated uses in specific areas where special consideration of the nature and impacts of

industrial uses is required or to avoid inter-industry conflict.

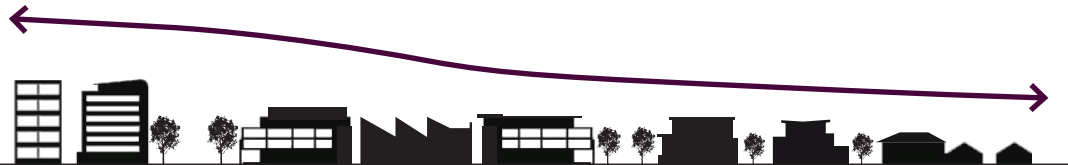
This zone is appropriate for sites that will continue to be used for smaller scale industry or warehouses. It is not appropriate for areas where residential is encouraged or envisaged in future. Retaining a portion of the Industrial 3 zone in the west of the precinct allows the existing types of industry to remain and expand if desired.

However maintaining the entire precinct as Industrial 3 Zone does not support the precinct's future direction to accommodate dwellings, office and other smaller format uses that will benefit from the inner city location.

MIXED USE ZONE

The purpose of the Mixed Use Zone is to provide for a range of residential, commercial and other employment uses which complement the mixed-use function of the locality. It is appropriate for areas that will incorporate a range of uses, including residential, office and/or retail; but where higher density residential is to be a dominant land use.

Employment and higher density residential will be encouraged in the area earmarked for mixed use. The zone will provide flexibility in built form to accommodate changing employment/ housing requirements in the future. The Mixed Use Zone will also act as a suitable buffer between the industrial and residential land uses.



A gradual transition in scale from west to east will be achieved.

RESIDENTIAL 1 ZONE

The purpose of the Residential 1 Zone is to allow for residential development at a range of densities with a variety of dwellings. It also allows educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs as appropriate.

BUSINESS 1 ZONE

The Business 1 Zone land located at the corner of Hampstead Road and Mitchell Street is identified as a Local Activity Centre within the Maribyrnong Planning Scheme. This is earmarked to remain, but with a wider range of uses including retail/commercial/ business uses at the ground level, with residential and/or office uses above.

Redevelopment of the site located at the corner of Hampstead Road and Mitchell Street (currently an IGA supermarket and surface carpark) to mixed use, including retail, would be encouraged. A well designed building with a strong frontage to both Hampstead Road and Mitchell Street would improve this important corner site and act as a visual landmark for the area.

PUBLIC PARK & RECREATION ZONE

Areas of potential public open space are indicated on the plan. The size and location of these spaces are indicative only and dependant on landowner negotiation and redevelopment opportunities. It is recommended that

these areas of open space be rezoned once the exact size and location have been determined.

HIGHER QUALITY BUILT FORM

While there have been some new high quality developments along Hampstead Road and Wattle Road, overall there is a significant amount of older building stock within the Hampstead Road East precinct. This older stock contributes to a lack of design quality and identity for the precinct. Urban Design Guidelines specific to the precinct have been developed to facilitate the development of high quality, efficient and sustainable buildings that enhance the contemporary and professional image and identity of the precinct.

BUILDING HEIGHTS THAT ARE SENSITIVE TO SURROUNDING USES

The interface between residential and industrial would be improved by creating a mixed use transition zone, allowing separation of uses, and removing the 'side-fence' industrial interfaces with current residential properties. This interface would be further eased by designing built form to reduce gradually in bulk and scale from west to east.

Preferred building heights are indicated within the Framework Plan. These heights provide a gradual transition in scale from the existing 4-5 storey residential

development along Hampstead Road west, down to the 1-2 storey established residential areas located to the east. (See diagram above).

Screening planting is to be provided along sensitive interfaces to act as a buffer between industrial/residential areas use areas. In addition, a 2-4 metre landscaped setback within the industrial and mixed use zoned properties fronting Mitchell Street will provide a sensitive interface to residential properties opposite.

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Apply the Hampstead Road East Urban Design Guidelines through implementation of the Development Plan Overlay.

MANAGING TRAFFIC VOLUMES

At present, Hampstead Road carries approximately 1,500 vehicles (two-way) in the AM peak period and approximately 2,000 vehicles (two-way) in the PM peak period. Daily volumes are between 15,000 and 20,000 vehicles.

The additional peak period traffic likely to be generated is proposed to be accommodated within the existing capacity along Hampstead Rd and Mitchell Steeet in the short term.

The additional traffic generated by development of the core employment area is unlikely to require any road upgrades.

Other studies have however identified the need for the installation of traffic signals at the intersection of Hampstead Road and Emu Road/ Crefden Street due to recent development in the area. This upgrade is supported by the Framework Plan given that this will further assist vehicles travelling to/ from Emu Road.

Prior to the rezoning of sites to mixed use or residential the impact on the surrounding network and intersections will need to be evaluated. Upgrades or contributions towards upgrades will need to be provided commensurate with the scale of development proposed.

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Continue to monitor traffic volumes in future to ensure the road network does not require further upgrades.
- Continue to liaise with VicRoads to discuss potential signalisation of the Hampstead Road and Emu Road/ Crefden Street intersection, and other potential improvements to Hampstead Road.

CREATING NEW VEHICULAR CONNECTIONS

Three new north-south roads are proposed. (Two running between Mitchell Street and Emu Road, and one linking Emu Road to Wattle Road). The new Mitchell Street/ Emu Road connection will improve the overall permeability and accessibility of the precinct.

In addition, the framework shows two new east-west roads to provide access to the proposed mixed-use area.

Furthermore, an extension of Marsh and Verdun Streets is proposed to provide access to the new residential area. This is reflective of the road network and subdivision pattern occurring within the residential areas to the east. It is considered that these residential streets should remain closed to through traffic to avoid any truck movement within this residential pocket.

The alignment of the proposed roads shown on the Framework Plan is indicative only. While the exact alignment of the roads is flexible to some extent, it is essential that the new roads:

- Are designed to run parallel with the Smith Street road alignment (north-south roads)
- Are designed to run parallel with the Wattle Road/ Emu Road road alignment (east-west roads)
- Provide a complete vehicular and pedestrian through-link between Mitchell Street and Emu Road, as well as between Emu Road and Wattle Road
- Avoid opportunities for rat-running/ truck movements through established residential areas
- Provide adequate access opportunities to new developments
- Do not create a x-intersection in any location
- Provide sufficient road width

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Review possible implementation mechanisms for achieving funding for new vehicular connections (refer to page 66 of this report for more detail).
- Begin the negotiation process with relevant landowners to facilitate the creation of new vehicular connections in a fair and timely manner.

IMPROVING PEDESTRIAN/ CYCLE CONNECTIVITY

A key objective of the Framework Plan is to create a high quality pedestrian and bicycle friendly environment to encourage walking and cycling throughout the precinct. Pedestrian and cycle connectivity would be improved with the provision of three new north-south road connections, and four new east-west connections. This will increase the permeability and accessibility of the precinct; particularly from surrounding residential areas.

The current range of paving treatments should be replaced with a simple and consistent surface such as asphalt. This material will be easy and inexpensive to maintain, be of a consistent appearance and remove potential trip hazards.

A priority pedestrian/ cycle route (linking Mitchell Street to Wattle Road) has been identified on the Framework Plan. Public realm investment such as landscaping, footpath upgrades, cycle lanes, seating, lighting and

signage would be focused along this key north-south pedestrian/ cycle route.

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Review possible implementation mechanisms for achieving funding for improvements to the public realm (refer to page 66 of this report for more detail).
- Begin the negotiation process with relevant landowners to facilitate the creation of new pedestrian/cycle connections in conjunction with new road infrastructure, in a fair and timely manner.
- Apply the Hampstead Road East Urban Design Guidelines through implementation of the Development Plan Overlay.

GREENING THE STREETSCAPES

A key objective of the Framework Plan is to enhance the 'green' experience of the Hampstead Road East precinct. This will be achieved through providing boulevard tree planting along key routes and screening planting where necessary (e.g along sensitive interfaces). Where possible, Water Sensitive Urban Design (WSUD) treatments will be incorporated in the public domain, for the collection and treatment of stormwater (particularly along the identified key north-south pedestrian/ cycle route, linking Mitchell Street to Wattle Road).

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Review possible implementation mechanisms for achieving funding for streetscape improvements (refer to page 66 of this report for more detail).
- Apply the Hampstead Road East Urban Design Guidelines through implementation of the Development Plan Overlay.

STRENGTHENING THE PUBLIC OPEN SPACE NETWORK

Two areas of public open space are indicated on the Framework Plan. The size and location of these green spaces are indicative only and dependant on landowner negotiation and redevelopment opportunities. The indicative size/ location of these potential areas of public open space have been determined by existing property boundaries. While the exact size and location is flexible, it is essential that the future open space areas include:

- A small area of public open space within the industrial area to provide a low maintenance, shady rest area for local workers. This area should be 'wrapped' with buildings on at least two sides to create a micro-climate and provide passive surveillance opportunities. This area should include substantial tree planting for shade provision and bench seats for resting.
- A medium sized area of public open space within the mixed use area to provide opportunities for passive and active recreation within the immediate precinct. New buildings should be designed to front onto/

overlook this area of open space to provide shelter and passive surveillance.

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Review possible implementation mechanisms for achieving funding for improvements to the public realm (refer to page 66 of this report for more detail).
- Begin the negotiation process with relevant landowners to facilitate the creation of a small public open space within the industrial area, having regard to the criteria above.
- Begin the negotiation process with relevant landowners to facilitate the creation of a medium sized area of public open space within the mixed use area, having regard to the criteria above.
- Rezone areas of public open space to Public Park & Recreation Zone once the exact size and location have been determined.

IMPROVING CAR PARKING ARRANGEMENTS

Car parking will be provided in accordance with Clause 52.06 of the Planning Scheme. All parking associated with a development is to be provided off-street, including visitor parking. Further guidance relating to the location of on-site car parking areas is provided by the Hampstead Road East Urban Design Guidelines.

Consideration should be given to enforcing a minimum (clause 52.06) and maximum parking rate to ensure that there is not an oversupply of parking within the precinct. There also may be opportunity to rationalise some of the car parking required by the Planning Scheme.

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Explore opportunities to rationalise some of the car parking required by the Planning Scheme in mixed-use developments where a shared car park can service multiple properties.
- Liaise with property and business owners to ensure that footpaths in the precinct remain clear of parked vehicles.
- Address problems of overspill parking in residential areas by enforcement of parking restrictions.

UTILISING THE PUBLIC TRANSPORT NETWORK

The precinct is located on Melbourne's Principal Public Transport Network (PPTN) and as such, is well served by public transport including numerous bus services running along Emu and Hampstead Roads, and three tram stops located within an 800m radius (located on Williamson and Rosamond Roads).

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Continue to liaise with transport providers regarding the location of bus/ tram stops and bus routes in the local area.

RECOGNISING POTENTIAL CONTAMINATION ISSUES

An Environmental Audit Overlay will need to be applied to all sites within the precinct that have been used for industrial purposes in the past or are suspected of potential land contamination, and are proposed to be redeveloped for residential, public open space or educational uses. This will need to occur in conjunction with rezoning.

FURTHER ACTIONS TO BE UNDERTAKEN BY COUNCIL:

- Apply the Environmental Audit Overlay in conjunction with rezoning.

MITIGATING POTENTIAL FLOODING

The area around Keith and Richards Streets is prone to flooding, and as such is subject to a Special Building Overlay. The Hampstead Road East Urban Design Guidelines ensure that all new developments incorporate Water Sensitive Urban Design (WSUD) treatments for the collection and treatment of roof, road, car park and service area runoff. This will help to mitigate flooding issues in future. No further actions are required to be undertaken by Council.





Part C: Implementation

IMPLEMENTATION OPTIONS

This section outlines options and recommendations for implementing the Framework Plan through the Maribyrnong Planning Scheme. It considers various zones and overlays that could be applied to the Hampstead Road East precinct, as well as outlines recommendations for translating the Framework Plan into the Local Planning Policy Framework (LPPF).

LOCAL PLANNING POLICY FRAMEWORK

MUNICIPAL STRATEGIC STATEMENT (MSS)

Upon adoption of the Framework Plan, the MSS will need to be amended to reference the Framework Plan and provide a strategic foundation for the future development of the Hampstead Road East precinct.

A Clause 21 Local Area Policy should be prepared for the Precinct.

Suggested amendments to the Maribyrnong MSS are provided in *Appendix 1: Planning Scheme Controls*.

ZONES

In the long term, realisation of the Framework Plan will require the following amendments to the existing planning scheme zones (ideally the application of the DPO and rezoning process should be undertaken within the same amendment):

- Existing Industrial 3 Zoned land located in the centre of the precinct to be rezoned to Mixed Use Zone.
- Existing Industrial 3 Zoned land located to the west Hampstead Rd to be rezoned to Mixed Use Zone.
- Existing Industrial 3 Zoned land located in the eastern portion of the precinct to be rezoned to Residential 1 Zone.
- Rezone future areas of public open space from Industrial 3 Zone to Public Park & Recreation Zone.

A joint rezoning/ permit process may be required given existing property boundaries do not follow the proposed restructure/ rezoning. The rezoning process may be undertaken in stages depending on various land owners intentions and timing for transition.

Note: The reformed zones proposed for Victoria will need to be taken into account when considering the appropriate rezoning of the land. These are likely to come into effect in late 2012/ early 2013. The translation of existing zones into the proposed new zones will occur over a transition period as determined the State Government.

OVERLAYS

DEVELOPMENT PLAN OVERLAY (DPO) OR INCORPORATED PLAN OVERLAY (IPO)?

The DPO and IPO are flexible tools that can be used to implement a plan to guide the future development of the land, such as an outline development plan, framework plan or master plan.

Both the **Development Plan Overlay** and the **Incorporated Plan Overlay** prevent the granting of a permit under the zone before a plan has been approved, unless the schedule specifies otherwise. The purpose of this provision is to restrain use and development of the land until a plan has been prepared and to ensure that the future use and development of the land is carried out in accordance with that plan.

Although both overlays have similar purposes, the fundamental differences are:

- In the case of a **DPO**, the development plan is not incorporated into the planning scheme. It can be introduced or changed 'to the satisfaction of the responsible authority'. A planning scheme amendment is **not needed** to introduce or change the plan.
- In the case of an **IPO**, the plan will be an incorporated document, and form part of the planning scheme. A planning scheme amendment is **needed** to introduce or change the plan.

Unlike most overlays, the IPO and DPO enable a plan to make provision for use as well as development.

Recommendation:

It has been considered that the DPO will provide the most suitable tool for further implementation of the Hampstead Road East Framework Plan, because it allows the flexibility to change provisions without the need for a planning scheme amendment. This flexibility is seen as an advantage by the Council, given the need to negotiate with multiple land owners.

The DPO will be applied (where appropriate) as land owners progress with rezoning sites that have been identified within the Framework Plan as having potential to transition to alternative uses.

ENVIRONMENTAL AUDIT OVERLAY (EAO)

The Environmental Audit Overlay is required to be applied to sites that have been used for industrial purposes in the past, or are suspected of potential land contamination, to ensure that they are suitable for uses which could be adversely affected by contamination.

The overlay requires that a landowner undertake an Environmental Audit of the land prior to development or approval of a sensitive use (defined as residential, public open space or educational uses).

Clause 45.03-1 states that:

- A certificate of environmental audit must be issued for the land in accordance with Part IXD of the Environmental Protection Act 1970, or
- An environmental auditor appointed under the Environment Protection Act 1970 must make a statement in accordance with Part IXD of that Act that the environmental conditions of the land are suitable for the sensitive use.

Recommendation:

An EAO will need to be applied to all sites within the precinct that have been used for industrial purposes in the past, and are proposed to be redeveloped for residential, public open space or educational uses. This should occur at the time of rezoning.

FUTURE PUBLIC BENEFIT INFRASTRUCTURE

PUBLIC BENEFIT INITIATIVES

Public benefit initiatives are aimed at achieving improvements to community services or public infrastructure either to mitigate the impacts of change created by development or to address existing issues within the locality. An example is the provision of new public open space, which can serve to both cater for the additional demand created by new development, or to address an existing shortfall.

Potential public benefit initiatives and streetscape improvements that have been identified for consideration in the Study Area include:

- Mitchell Street, Emu Road, Wattle Road and Hampstead Road boulevard street tree planting;
- Two new north-south roads linking Mitchell Street to Emu Road;
- One new north-south road linking Emu Road to Wattle Road;
- Four new east-west roads;
- Mitchell Street to Wattle Road key pedestrian/cycle route (including public realm improvements such as landscaping, footpath upgrades, WUSD treatments, seating, lighting and signage);
- Small pocket park in the vicinity of Keith Street;
- Large public open space located between Emu Road and Mitchell Street.

Equity issues arise in relation to the implementation of public benefit initiatives because they involve the expenditure of public or private funds, usually on public land.

Construction of new streets is usually achieved through landowner negotiation, which includes designing the access links into development and construction being carried out by the developer. Where the initiative is to be implemented by a private developer it is necessary to demonstrate that the initiative is needed, that there is a link between the development and the proposed initiative, and that the contribution expected of the developer is fair. It is a generally accepted principle, for example, that developers cannot be expected to bear the entire cost of addressing existing problems such as lack of car parking.

A number of important principles need to be considered when assessing the implementation of public benefit initiatives:

- The initiative must be legally justified and enforceable;
- There must be a strategic justification for the initiative;
- There must be a link, or nexus, between the entity which is making the contribution and the proposed initiative (i.e. the entity must derive some benefit from the initiative; or the initiative addresses an

issue that arises directly as a result of a development undertaken by the entity);

- The contribution must be equitable (i.e. no single entity should be expected to pay more than their fair share of the cost of implementation);
- Collection and expenditure of contributions must be managed in a transparent manner.

A real issue that arises for local government is that it is rare to identify a public benefit initiative that does not somehow benefit an existing community, particularly in densely developed localities. This means that an individual developer, or group of developers, cannot be expected to fund public benefit initiatives in their entirety. In such cases it usually falls to local government to fill the gap between the development contribution and the full cost of the initiative.

POSSIBLE IMPLEMENTATION MECHANISMS

The following discussion assesses a range of implementation options with the above principles in mind. The funding mechanisms described below identify options for maximising the contribution made by developers to infrastructure provision. It is unrealistic, and would be inequitable, to expect that Council would be absolved from contributing to public infrastructure provision. Aside from the question of funding, public realm infrastructure improvements also require Council leadership in terms of coordination, stakeholder engagement, quality control, and design consistency.

Possible implementation mechanisms for achieving funding for improvements to the public realm within the Hampstead Road Precinct include:

- Development Contributions Plan (DCP)
- Section 173 Agreements
- Special rates
- Open Space Contributions

Development Contributions Plan

A Development Contribution Plan (DCP) enables a Council to levy new development for contributions to planned infrastructure needed by a future community. Council collects levies through an approved DCP, which is included as an overlay in the Planning Scheme.

The calculation of the levy is based on the estimated cost of the infrastructure. Recurrent costs such as maintenance and operating costs or costs associated with the administration of the DCP cannot be included in the calculation of a development contributions levy.

DCPs are advantageous in respect of sharing costs amongst multiple users, faster delivery, integrating strategic planning and infrastructure programs, certainty for developers. However, disadvantages of DCPs include:

- the need for an amendment to the Planning Scheme, making them time consuming and costly; and
- the ability to collect only a portion of total funding.

A number of municipalities in metropolitan Melbourne have existing DCPs for funding drainage works including Glen Eira, Maribyrnong and Darebin.

Section 173 Agreements

Section 173 Agreements are voluntary agreements entered into by the developer (or applicants for a planning and development permit) and Council under Part 9, Division 2, Sections 173-184 of the Planning and Environment Act 1987.

Section 173 Agreements have the benefit of a wide and flexible scope, albeit focused on particular developments. In addition, accountability requirements are less stringent than those required for DCPs, meaning administrative costs are reduced.

Special Rates

The Local Government Act permits Councils to levy additional or 'special' rates where properties in question will receive a particular benefit from the works or services provided. Special Rates Schemes have typically been used for the provision of shared services and facilities within defined areas. Councils can use special rates to fund both recurrent programs and capital works.

A Special Rates scheme for drainage infrastructure provision exists in the Brimbank municipality. Council has had difficulty implementing the Special Rates system however, as resident acceptance is generally very low.

Special Rates ensure that users of infrastructure are the primary funding pool however this also hinders the wider acceptance of special rates by rate-payers. Questions of equity also arise with the spatial provision of works.

Open Space Contributions

Open Space Contributions allow for the collection of levies to support open space infrastructure. Open space contributions can be collected as cash in lieu, which means that a cash contribution can be collected to support infrastructure improvements. A key advantage of this method is that it collects levies to support the key items of infrastructure from developers (as the initiator of change) not existing residents.

RECOMMENDED MECHANISM

Our preliminary assessment is that Section 173 Agreements are the most suitable funding mechanism. This is because they are likely to be simpler to administer, from Council's perspective, compared to other mechanisms.





APPENDIX 1: DRAFT CHANGES TO MSS HAMPSTEAD ROAD EAST FRAMEWORK PLAN

Planisphere, August 2012

Updated MAY 2014

PROPOSED CHANGES TO THE MSS

21.04 SETTLEMENT

21.04-1 ACTIVITY CENTRE PLANNING

Objective 4

- To enhance the community focus of local activity centres.

Strategies

- Encourage a wider business and land-use mix in local activity centres geared to servicing a wider range of local resident needs.
- Increase employment opportunities in local activity centres.
- Increase opportunities for social interaction in local activity centres.

Policy Guidelines

- Support the implementation of the Activity Centre Zone in Footscray CAD and Highpoint PAC.
- **Support the implementation of the Hampstead Road East Framework Plan.**

21.04-5 STRATEGIC INVESTIGATION AREAS

Two areas have been identified for further investigation to determine their future land use planning, transport and urban design directions. The areas have been identified due to uncertainties about their existing land use patterns, development potential and pressure for change. The findings of the investigations will provide strategic direction, certainty, encourage appropriate investment and development and determine whether land rezoning should occur. The two areas are:

- Braybrook (North)
- Hampstead Road (East), Maribyrnong
- South Francis Street, Yarraville

Hampstead Road (East), Maribyrnong

The area east of Hampstead Road is a large established industrial and commercial precinct situated close to the Highpoint Principal Activity Centre. Surrounding residential redevelopment has led to speculation regarding the future of this precinct, including its residential potential. The precinct continues to be used and developed for industrial and commercial purposes.

Remove the Hampstead Road (East) Strategic Investigation Area from this Clause.

21.08 ECONOMIC DEVELOPMENT

21.08-3 INDUSTRY

Objective 5

To ensure high quality industrial development

Strategies

....

Support a residential zone on industrial zoned land in Beachley Street Braybrook and Cala Street West Footscray to provide residential development.

Support the rezoning of the eastern portion of industrial land located within the Hampstead Road East precinct to provide for employment generating uses such office as well as residential uses.

21.11 LOCAL AREAS

Insert Hampstead Road East Framework Plan Local Area Policy

21.12 REFERENCE DOCUMENTS

Economic Development

Hampstead Road East Framework Plan (2012) Planisphere

MAPPING CHANGES

Identify the area proposed for Mixed Use and Residential development as a 'Strategic Redevelopment Site' on the Land Use Framework Plan, Open Space Framework Plan, Settlement Framework Plan, Environmentally Sustainable Development Framework Plan, Housing Framework Plan and Industrial Framework Plan.

Remove the Hampstead Road (East) Strategic Investigation Area from the Settlement Framework Plan and the Industrial Framework Plan.





APPENDIX 2: HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

Planisphere, August 2012

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

The various proposed zones within the precinct require particular design treatments. These guidelines are written in two parts to respond to the various zones:

Part A: Industrial

Part B: Mixed Use, Business & Residential

PART A: INDUSTRIAL

These design guidelines are intended to guide the redevelopment of the industrial precinct to the east of the study area. While these guidelines aim to promote good urban design we recognise the need for Keith Street and Richard Street to be able to operate as existing. The incremental redevelopment of these streets must be considered to allow the eventual transition to good design practice. In the short term the focus should be on improving the public face of Hampstead Road.

LAND USE & ACTIVITY

DESIGN OBJECTIVES

- **Stimulate investment and provide increased employment opportunities within the Hampstead Road East precinct.**
- **Provide a strong, consistent active street edge, particularly focussed along Hampstead Road, Mitchell Street and Emu Road.**
- **Ensure new development provides a sensitive and appropriate interface to adjoining streetscapes, buildings and established residential areas.**

DESIGN GUIDELINES

- Facilitate the development/ redevelopment of underutilised sites within the Hampstead Road East precinct.
- Businesses within the industrial area to have shop front showrooms, particularly along Hampstead Road and at the interface of mixed use areas.
- Where a suitable use exists, encourage traders to provide outdoor seating and dining/ other external activities to activate edges of buildings.
- Provide weather protection (verandahs, shade cloths or canopies) along key route frontages where possible.
- Locate areas of a building that will produce noise, light spill or odour away from residential interfaces, or provide suitable buffering such as landscaping.
- 'Wrap' big box developments with smaller units (for the use of offices etc) where possible.

BUILDING HEIGHT & FORM

DESIGN OBJECTIVES

- **Ensure that new development makes best use of available space, achieving a more compact and sustainable urban form.**
- **Improve building frontages along Hampstead Road, Emu Road and Mitchell Street**

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

- **Allow for a greater intensity of development within the Hampstead Road East precinct while respecting the scale, character and amenity of surrounding residential areas.**
- **Improve the safety of the area through providing increased opportunities for passive surveillance.**

DESIGN GUIDELINES

- Orientate buildings to front onto and overlook streets, parks and other public spaces where possible.
- Limit building heights to a approximately of 15.5 metres (5 storeys) above natural ground level.
- The front elevation should be designed to address the street, provide a professional image and inviting entrance.
- Building elevations on corner sites should address both street frontages, with a high standard of architectural design
- Where more than one building is planned for a site, their design should result in the creation of a group of integrated buildings.
- Ensure built form maximises the efficient use of resources and land and is responsive to local and regional climates;
- Reduce on-going operational costs to improve economic sustainability of the development through

the adoption of resource efficiencies and adaptable building design;

- Ensure the development adopts best practice measures to minimise impacts on the surrounding environment, particularly in areas of pollution control.
- Contain ancillary uses (eg. storage) in the same built form envelope as the predominant industrial use.
- Provide effective, long-term screening of storage areas from public viewpoints. Conditions to limit the height of stacked or stored materials should be considered

EXTERNAL SERVICE AND STORAGE AREAS

DESIGN OBJECTIVES

- **Ensure that external service areas and storage areas are screened from public view**

DESIGN GUIDELINES

- Avoid open storage of goods, the servicing of vehicles or storage of machinery within the front boundary setback area (forward of the building line). This area should be used only for landscaping and drainage, car parking, servicing, loading and unloading, or where appropriate and subject to the approval of the Council, for trade display

- Rubbish bin storage areas must also be screened from all road frontage.
- All plant and equipment storage areas are to be adequately screened from public view.

BOUNDARY FENCING

DESIGN OBJECTIVES

- **Provide security for businesses without compromising the overall character and visual appearance of the area.**

DESIGN GUIDELINES

- Building façades should create the frontage of a lot. Where fencing is required between industrial lots and public areas it should provide permanent, effective screening to industrial service yards, storage areas, and car parks. Materials used for fencing should be of similar quality as the building façades and be strategically placed to be integrated with the building.
- Develop a consistent approach to boundary fencing across the industrial area.
- Low quality fencing and steel chain link fencing should be avoided as they can imply that an area is subject to criminal and antisocial behaviour.
- Avoid the use of high security fencing adjacent to the main street frontage

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

SETBACKS

DESIGN OBJECTIVES

- Develop a consistent street rhythm which reinforces local character and creates an engaging street interface.
- Create a well defined and 'active' street edge along Hampstead Road, Emu Road and Mitchell Street.

DESIGN GUIDELINES

- Provide adequate building separation to accommodate car parking and servicing requirements.
- Site and orientate buildings so that they provide a strong built form edge to the street (minimal front setback) while ensuring sufficient car parking/ servicing.
- Provide a 2-4 metre landscaped setback for properties fronting Mitchell Street.

MATERIALS, FINISHES & DESIGN

DESIGN OBJECTIVES

- Facilitate the development of high quality, efficient and sustainable buildings that enhance the contemporary and professional image and identity of the precinct.

- Improve the appearance of existing industrial building frontages (particularly along main roads) to lift the appearance of the precinct.

DESIGN GUIDELINES

- Ensure that pedestrian entry points into buildings are prominent, legible and well sheltered.
- Design new buildings with the ground floor at street level to avoid the need for ramp or staircase access.
- Ensure all visible building facades are well articulated with variations in surface texture, colours and materials.
- Restrict the use of reflective glazing and blank walls that hide the presence of activity within buildings.
- Avoid large expanses of a single material/ colour, particularly at street level.
- Utilise colours and finishes that complement the character of the area, including dark, natural colours, muted tones, matte finishes and non-reflective materials.
- Bright, bold, extravagant colour schemes are to be avoided.
- Use graffiti resistant finishes for wall surfaces.
- Incorporate windows, balconies or terraces in upper levels to enhance the architectural articulation of buildings and provide passive surveillance and connection with the street and/or adjacent parks.

- Consider the use of noise attenuation measures such as double glazed windows to reduce the amount of sound transmitted and aid in sound proofing.
- Integrate service related areas such as loading and storage within the building fabric where possible.
- Ensure that any additional electricity infrastructure required for new developments (such as substations) are located in visually discreet locations, such as to the rear, or within developments.
- Screen air conditioning services, antennas and other utilities from public view using roof structures and architectural elements designed as an integral part of the building.
- Incorporate lighting into the facade design to contribute to a sense of security at night.
- Encourage adaptable building design that can be readily altered or expanded to accommodate alternate uses over time.
- Ensure development adopts best practice Environmentally Sustainable Design (ESD) principles.
- Ensure that building design adheres to the established standards and guidelines regarding the safety and accessibility of all users. Good building design embodies planning for access by people of all mobilities in accordance with the Disability Discrimination Act (DDA).

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

PLANT AND EQUIPMENT

DESIGN OBJECTIVES

- **To create an uncluttered design aesthetic**

DESIGN GUIDELINES

- Consider using plant and equipment as a design feature
- Use of passive sustainable elements (water tanks/ventilation louvres) as a design feature
- Unless plant and equipment are a necessary building function or designed as a feature, screen plant and equipment from public areas, particularly from the street.

VEHICLE ACCESS & CAR PARKING

DESIGN OBJECTIVES

- **Provide an acceptable level of access, safety and convenience for all road users.**
- **Ensure new development provides sufficient car parking to meet demand, without generating adverse impacts on the streetscape.**

DESIGN GUIDELINES

- Car parking should be provided in accordance with Clause 52.06 of the Maribyrnong Planning Scheme.
- All parking associated with a development should be provided off-street, including visitor parking.

- Service/haulage vehicles should be separated from visitor/staff car parking and screened from the street by locating them to the rear or sides of buildings.
- Provide clear paths for pedestrian movement which is separate from areas of frequent vehicular movement.
- Provide well-located, convenient and safe car parking areas which do not visually dominate the street frontage.
- Locate car parking bays to the side of buildings and behind the front building line where possible.
- Capitalise on shared car parking opportunities where possible.
- Remove vehicle crossovers where they are no longer required and restore the footpath and kerb + channel.
- Liaise with property and business owners to ensure that footpaths remain clear of parked vehicles.
- Address problems of overspill parking in residential areas by enforcement of parking restrictions.

LANDSCAPING

DESIGN OBJECTIVES

- **Utilise Water Sensitive Urban Design treatments**
- **Create a bold, low maintenance approach to planting**

DESIGN GUIDELINES

- Where space permits, medium to large sized trees should be planted to provide scale, aesthetic relief and shade to front building entrances.
- Water sensitive urban design treatments will be lot specific but should include; hydrocarbon traps; lot scale bioretention systems (rain gardens and tree pits); soil amendment for landscaped and garden areas; rainwater tanks; greywater systems; permeable paving; and swales incorporated into car parks.
- Use local native species or those that are waterwise and/or nutrient-wise within landscaped areas. Ensure planting densities are sufficient to prevent weeds, promote high survival rates and improve aesthetics.
- Provide a 2-4 metre landscaped setback to properties fronting Mitchell Street.
- Provide screening planting along sensitive interfaces to act as a buffer between industrial/ residential areas and industrial/ mixed use areas.
- Ensure proposed landscaping contributes to the local landscape character of the area.
- Encourage the removal of environmental weeds and other exotic vegetation and their replacement with appropriate indigenous vegetation.
- Apply landscaping to screen large amounts of hard surfaces and utility areas from public view, without compromising functionality or user safety.

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

- Incorporate one large canopy tree for every 6 to 8 cars in surface car parking areas.

SIGNAGE & INFRASTRUCTURE

DESIGN OBJECTIVES

- **Ensure signage complements the design of the building and does not dominate the streetscape environment.**
- **Ensure that new development provides the necessary infrastructure to cater for current and anticipated requirements.**

DESIGN GUIDELINES

- Locate signage on the building (rather than on fencing or large poles) where possible, so that it does not dominate the street.
- Minimise the size and extent of signage and advertising, particularly internally illuminated signs.
- Signage and advertising elements such as A-frames, pole signs and inflatables should be avoided.
- Consolidate areas of signage and advertising into a single location where possible.
- All new development must consider sewer and water requirements by liaising direction with Melbourne Water. If upgrades works are required they must be undertaken as part of the development.

- Ensure all new developments have state of the art telecommunications facilities to accommodate modern business requirements, including high speed internet.

STREETSCAPES/ PUBLIC OPEN SPACE

DESIGN OBJECTIVES

- **Create a high quality pedestrian and bicycle friendly environment to encourage walking and cycling along key routes.**
- **Enhance the 'green' experience of the area.**
- **Provide a consistent streetscape theme throughout the precinct.**
- **Provide adequate public open space within the precinct to meet the needs of existing and future residents, as well as local workers.**

DESIGN GUIDELINES

- Increase the number and quality of street trees and landscaping throughout the area.
- Provide boulevard street tree planting along Mitchell Street, Emu Road and Hampstead Road.
- Choose street tree species for environmental benefit by means of:
 - Drought tolerant and low water usage species;
 - Plants with low fertiliser requirements; and

- Indigenous vegetation to enhance the biodiversity values of Maidstone.

- Focus public realm investment along the publicly visible key routes of primarily Hampstead Road and secondarily, Emu Road and Mitchell Street.
- Incorporate Water Sensitive Urban Design (WSUD) treatments where possible for the collection and treatment of stormwater.
- Provide screening planting along sensitive interfaces to act as a buffer between industrial/ residential areas and industrial/ mixed use areas.
- Use low maintenance yet bold landscaping to soften industrial facades where possible.
- Incorporate low maintenance and drought resistant vegetation into ground level open spaces where available.
- Develop and implement a coordinated streetscape theme (including a standard palette of landscaping, street furniture and streetscape materials) for the precinct.
- Negotiate with landowners to facilitate the creation of a small public open space to provide a low maintenance, shady rest area for local workers.
- Replace the current range of paving treatments with a simple and consistent surface such as asphalt. This material should be easy and inexpensive to maintain, be of a consistent appearance and remove potential trip hazards.

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

- Ensure that footpaths are compliant with all accessibility standards and requirements.
- Investigate options to remove, consolidate or relocate poles, signs and street trees that are currently located within the footpath.
- Provide increased street lighting where this is inadequate, utilising lighting styles that direct light downwards to illuminate key pedestrian pathways and spaces.
- Encourage the undergrounding of powerlines to enhance the appearance of streetscapes and provide space for tree growth.
- Provide wayfinding/ directional signage to aid legibility and navigation to bus stops and other key destinations, and improve the overall cohesiveness of the precinct.
- Encourage businesses to provide bicycle loop parking rails, change/ shower facilities and bicycle storage to encourage people to ride to work.

PART B: MIXED USE, BUSINESS & RESIDENTIAL

LAND USE & ACTIVITY

DESIGN OBJECTIVES

- **Provide a strong, consistent active street edge, particularly focussed along Mitchell Street and Emu Road.**
- **Create active frontages at ground floor level**
- **Provide a sensitive and appropriate interface to adjoining streetscapes, buildings and established residential areas.**

DESIGN GUIDELINES

- Include a component of active frontage to street frontages.
- Create a finer-grain development pattern within the mixed use area, where buildings are sited and oriented to front onto and provide a strong, consistent active edge along new streets and public open spaces.
- Encourage residential uses at upper levels within the business and mixed use zoned areas.
- Encourage convenience retail facilities such as cafes to locate within the mixed use area.

- Create streets which allow traders to provide outdoor seating and dining/ other external activities to activate edges of buildings.
- Provide weather protection (verandahs, shade cloths or canopies) along key route frontages where possible.
- Locate areas of a building that will produce noise, light spill or odour away from residential interfaces, or provide suitable buffering such as landscaping.
- 'Wrap' big box developments with smaller units (for the use of offices etc)

BUILDING HEIGHT & FORM

DESIGN OBJECTIVES

- **Ensure that new development makes best use of available space, achieving a more compact and sustainable urban form.**
- **Improve building frontages along Emu Road and Mitchell Street and create strong frontages along the proposed roads.**
- **Improve the safety of the area through providing increased opportunities for passive surveillance.**
- **Sensitively design interface between mixed use areas and residential areas**

HAMPSTEAD ROAD EAST URBAN DESIGN GUIDELINES

DESIGN GUIDELINES

- Built form which is adjacent to residential areas should step down to match the height of neighbouring buildings and dwellings, in line with the requirements of ResCode.
- New development located at the corner of Hampstead Road and Mitchell Street should emphasise the importance of the corner location and acts as a visual landmark for the area through:



- achieving well designed, high quality architecture that is underpinned by the principles of sustainability;
- providing a strong active frontage to both Hampstead Road and Mitchell Street;
- actively defining corners and edges through building up to and addressing all street frontages;

- developing the site to its full height potential;
- ensuring attractive side elevations; and
- providing robust, suitably scaled landscape treatments.
- Limit building heights within the mixed use and business zones to approximately 15.5 metres (5 storeys) above natural ground level.
- Limit building heights within the residential area to approximately 12.5 metres (4 storeys) above natural ground level.. Ensure that the scale of new development respects the character and amenity of adjoining residential areas.
- Orientate buildings to front onto and overlook streets, parks and other public spaces where possible.

SETBACKS

DESIGN OBJECTIVES

- **Develop a consistent street rhythm which reinforces local character and creates an engaging street interface.**
- **Create a well defined and 'active' street edge along Emu Road and Mitchell Street.**
- **Provide a high standard of public and private amenity.**

DESIGN GUIDELINES

- Accommodate car parking understorey or to the rear of new buildings
- Site and orientate buildings so that they provide a strong built form edge to the street (minimal front setback) while ensuring sufficient car parking/ servicing requirements.

MATERIALS, FINISHES & DESIGN

DESIGN OBJECTIVES

- **Facilitate the development of high quality, efficient and sustainable buildings that enhance the contemporary image and identity of the precinct.**

DESIGN GUIDELINES

- Provide pedestrian entry points into buildings which are prominent, legible and well sheltered.
- Design new buildings with the ground floor at street level to avoid the need for ramp or staircase access.
- All visible building facades are well articulated with variations in surface texture, colours and materials.
- Restrict the use of reflective glazing and blank walls that hide the presence of activity within buildings.
- Avoid large expanses of a single material/ colour, particularly at street level.

- Utilise colours and finishes that complement the character of the area, including dark, natural colours, muted tones, matte finishes and non-reflective materials.
- Bright, bold, extravagant colour schemes are to be avoided.
- Use graffiti resistant finishes for wall surfaces.
- Incorporate windows, balconies or terraces in upper levels to enhance the architectural articulation of buildings and provide passive surveillance and connection with the street and/or adjacent parks.
- Consider the use of noise attenuation measures such as double glazed windows to reduce the amount of sound transmitted and aid in sound proofing.
- Integrate service related areas such as loading and storage within the building fabric where possible.
- Ensure that any additional electricity infrastructure required for new developments (such as substations) are located in visually discreet locations, such as to the rear, or within developments.
- Screen air conditioning services, antennas and other utilities from public view using roof structures and architectural elements designed as an integral part of the building.
- Incorporate lighting into the facade design to contribute to a sense of security at night.

- Encourage adaptable building design that can be readily altered or expanded to accommodate alternate uses over time.
- Developments should adopt best practice Environmentally Sustainable Design (ESD) principles.
- Building designs should adhere to the established standards and guidelines regarding the safety and accessibility of all users. Good building design embodies planning for access by people of all mobilities in accordance with the Disability Discrimination Act (DDA).

VEHICLE ACCESS & CAR PARKING

DESIGN OBJECTIVES

- **Provide an acceptable level of access, safety and convenience for all road users.**
- **Ensure new development provides sufficient car parking to meet demand, without generating adverse impacts on the streetscape.**

DESIGN GUIDELINES

- Car parking should be provided in accordance with Clause 52.06 of the Maribyrnong Planning Scheme.
- All parking associated with a development should be provided off-street, including visitor parking.
- Provide well-located, convenient and safe car parking areas which do not visually dominate the street frontage.

- Locate car parking bays to the side of buildings and behind the front building line where possible.
- Avoid extensive areas of paved surfaces and car parking located between buildings and the road frontage.
- Capitalise on shared car parking opportunities where possible.
- Discourage the use of roller doors and excessive use of non-permeable surfaces (e.g. car parking areas, multiple crossovers) along ground level frontages.
- Reduce the number of vehicle crossovers along street frontages by encouraging vehicle access via rear laneways where possible, or by shared driveways.
- Remove vehicle crossovers where they are no longer required and restore the footpath and kerb + channel.
- Liaise with property and business owners to ensure that footpaths remain clear of parked vehicles.
- Address problems of overspill parking in residential areas by enforcement of parking restrictions.

LANDSCAPING & PRIVATE OPEN SPACE

DESIGN OBJECTIVES

- **Create a green aesthetic to the redeveloped areas**
- **Create a landscape hierarchy to improve legibility**

- **Utilise Water Sensitive Urban Design**

DESIGN GUIDELINES

- Where space permits, medium to large sized trees should be planted to provide scale, aesthetic relief and shade to front building entrances.
- Large native trees should be planted in a boulevard style to highlight key routes
- Provide a 2-4 metre landscaped setback within the mixed use zoned properties fronting Mitchell Street.
- Provide screening planting along sensitive interfaces to act as a buffer between industrial/ residential areas and industrial/ mixed use areas.
- Ensure proposed landscaping contributes to the local landscape character of the area.
- Remove environmental weeds and other exotic vegetation and replaceme with appropriate indigenous vegetation where possible.
- Apply landscaping to screen large amounts of hard surfaces and utility areas from public view, without compromising functionality or user safety.
- Incorporate one large canopy tree for every 6 to 8 cars in surface car parking areas.
- All new developments should incorporate Water Sensitive Urban Design (WSUD) treatments for the collection and treatment of roof, road, car park and service area runoff.

- Use vegetation rather than fencing wherever possible.
- Avoid high/ solid fencing and walls, particularly along the road frontage and forward of the building.
- Use of low, visually permeable fencing where fencing is required.
- Discourage the use of cyclone wire fencing where practicable.

SIGNAGE & INFRASTRUCTURE

DESIGN OBJECTIVES

- **Signage should complement the design of the building and not dominate the streetscape environment.**
- **New development should provide the necessary infrastructure to cater for current and anticipated requirements.**

DESIGN GUIDELINES

- Locate signage on the building (rather than on fencing or large poles) where possible, so that it does not dominate the street.
- Minimise the size and extent of signage and advertising, particularly internally illuminated signs.
- Signage and advertising elements such as A-frames, pole signs and inflatables should be avoided.

- Consolidate areas of signage and advertising into a single location where possible.
- All new development must consider sewer and water requirements by liaising direction with Melbourne Water. If upgrades works are required they must be undertaken as part of the development.
- Ensure all new developments have state of the art telecommunications facilities to accommodate modern business requirements, including high speed internet.

STREETSCAPES/ PUBLIC OPEN SPACE

DESIGN OBJECTIVES

- **Create a high quality pedestrian and bicycle friendly environment to encourage walking and cycling along key routes.**
- **Enhance the 'green' experience of the area.**
- **Provide a consistent streetscape theme throughout the precinct.**
- **Provide adequate public open space within the precinct to meet the needs of existing and future residents, as well as local workers.**

DESIGN GUIDELINES

- Increase the number and quality of street trees and landscaping throughout the area.

-
- Provide boulevard street tree planting along Mitchell Street, Emu Road and Hampstead Road.
 - Choose street tree species for environmental benefit by means of:
 - Drought tolerant and low water usage species;
 - Plants with low fertiliser requirements; and
 - Indigenous vegetation to enhance the biodiversity values of Maidstone.
 - Focus public realm investment such as landscaping, footpath upgrades, cycle lanes, WUSD treatments, seating, lighting and signage along the key north-south pedestrian/ cycle route.
 - Incorporate Water Sensitive Urban Design (WSUD) treatments where possible for the collection and treatment of stormwater.
 - Provide screening planting along sensitive interfaces to act as a buffer between industrial/ residential areas and industrial/ mixed use areas.
 - Use low maintenance yet bold landscaping to soften industrial facades where possible.
 - Incorporate low maintenance and drought resistant vegetation into ground level open spaces where available.
 - Develop and implement a coordinated streetscape theme (including a standard palette of landscaping, street furniture and streetscape materials) for the precinct.
 - Negotiate with landowners to facilitate the creation of a small public open space to provide a low maintenance, shady rest area for local workers.
 - Replace the current range of paving treatments with a simple and consistent surface such as asphalt. This material should be easy and inexpensive to maintain, be of a consistent appearance and remove potential trip hazards.
 - Ensure that footpaths are compliant with all accessibility standards and requirements.
 - Investigate options to remove, consolidate or relocate poles, signs and street trees that are currently located within the footpath.
 - Provide increased street lighting where this is inadequate, utilising lighting styles that direct light downwards to illuminate key pedestrian pathways and spaces.
 - Encourage the undergrounding of powerlines to enhance the appearance of streetscapes and provide space for tree growth.
 - Provide wayfinding/ directional signage to aid legibility and navigation to bus stops and other key destinations, and improve the overall cohesiveness of the precinct.
 - Encourage businesses to provide bicycle loop parking rails, change/ shower facilities and bicycle storage to encourage people to ride to work.