

Maribyrnong City Council

***Review of Retail Development
and
Activity Centre Policy***

Volume 2

***Individual Centre Analysis and
Strategies***

by

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1. Overview

This report provides an updated analysis of and strategy recommendations for the network of activity centres in the City of Maribyrnong considered in the Retail Development and Activity Centre Policy Report prepared by Peter McNabb and Associates (2006). The network in the 2006 Report consisted of:

- Two Principal Activity Centres (Footscray Transit City and Highpoint) as designated in Melbourne 2030
- One Major Activity Centre (Central West) as designated in Melbourne 2030
- One Specialised Activity Centre (Victoria University Footscray) as designated in Melbourne 2030
- Five Neighbourhood Centres, each providing an important neighbourhood retailing role particularly as a result of having one or more supermarkets and associated convenience-oriented businesses
- Ten Local Centres, each providing a smaller retailing and service role for a local community
- Seven Small Destination Centres with a specialist retail or commercial role that draws customers from beyond the local neighbourhood

That network of 26 activity centres built on the network of 18 existing centres and three opportunity sites for future retail development (now developed as the Central West, Yarraville Square, and Waterford Gardens centres) outlined in the Activity (Retail) Centre Framework Plan in Clause 21.04-6 of the Maribyrnong Municipal Strategic Statement (24 August 2001). A further five centres were analysed in the 2006 Report - Victoria University as a Specialised Activity Centre, the two Local Centres of Tottenham and Geelong Road & Wales Street, and the two Small Destination Centres of Somerville Road between Wales and Coronation Street and the Western Gateway Centre.

Since 2006, there have been further changes in the activity centre network:

- Footscray Transit City has been designated as a Central Activities District (CAD) in the State Government's updated statement on Melbourne 2030 entitled *Melbourne @ 5 Million*
- Three new Neighbourhood Centres have been evolving or are in the planning stages:
 - Edgewater in the north-eastern part of the municipality - designated in the 2006 Report as a Local Activity Centre and developing as a new style mixed use neighbourhood hub for the Delfin Edgewater residential estate and adjacent areas
 - Yarraville Gardens on the Bradmill site in Francis Street in the south-western part of the municipality – currently the subject of Maribyrnong Planning Scheme Amendment C63
 - Maribyrnong Defence Site in the northernmost part of the municipality
- Two new Local Centres have been evolving from what were previously Small Destination Centres:
 - Ballarat Road and Gordon Street
 - Ballarat Road and Summerhill Road (including Summerhill Plaza)
- There has been a reduction in the number of Small Destination Centres from seven to five

The existing network of 29 centres in Maribyrnong is illustrated in Figure 1.

In summary, the existing and planned Neighbourhood Centres are:

- Yarraville
- Seddon
- Barkly Village West Footscray
- Yarraville Bi-Lo
- Braybrook Shopping Centre
- Edgewater
- Yarraville Gardens
- Maribyrnong Defence Site

The Local Centres are:

- Waterford Gardens
- Mitchell & Hampstead
- Ballarat & Duke
- Ballarat & Summerhill including Summerhill Plaza
- Ballarat & Gordon
- Braybrook Villa
- South & Duke
- Tottenham
- Gamon Street
- Geelong Road & Wales Street
- Kingsville - Somerville & Geelong Road
- Wembley Avenue

The Small Destination Centres are:

- Somerville Road – Wales to Coronation Streets
- Somerville & Williamstown
- Somerville & Gamon
- Williamstown & Francis
- Western Gateway Centre at Williamstown Road and Thomas Street

The activity mix of each centre is examined in this report in terms of its:

- Retailing role (evaluating the different forms of retailing and the extent of convenience shopping facilities particularly grocery shopping)
- Professional and commercial services role as well as light industrial role, if appropriate
- Leisure and entertainment role
- Health services role
- Educational role
- Community services role including local government services, churches and associated religious services
- Residential role

From the analysis of the current situation, a summary of the primary role(s) of each centre is outlined. Particular attention is paid to highlighting specialist or niche roles. A SWOT analysis

is provided to summarise the strengths, weaknesses, opportunities and threats for each centre.

From this analysis, future strategies and actions are developed for each centre in terms of its:

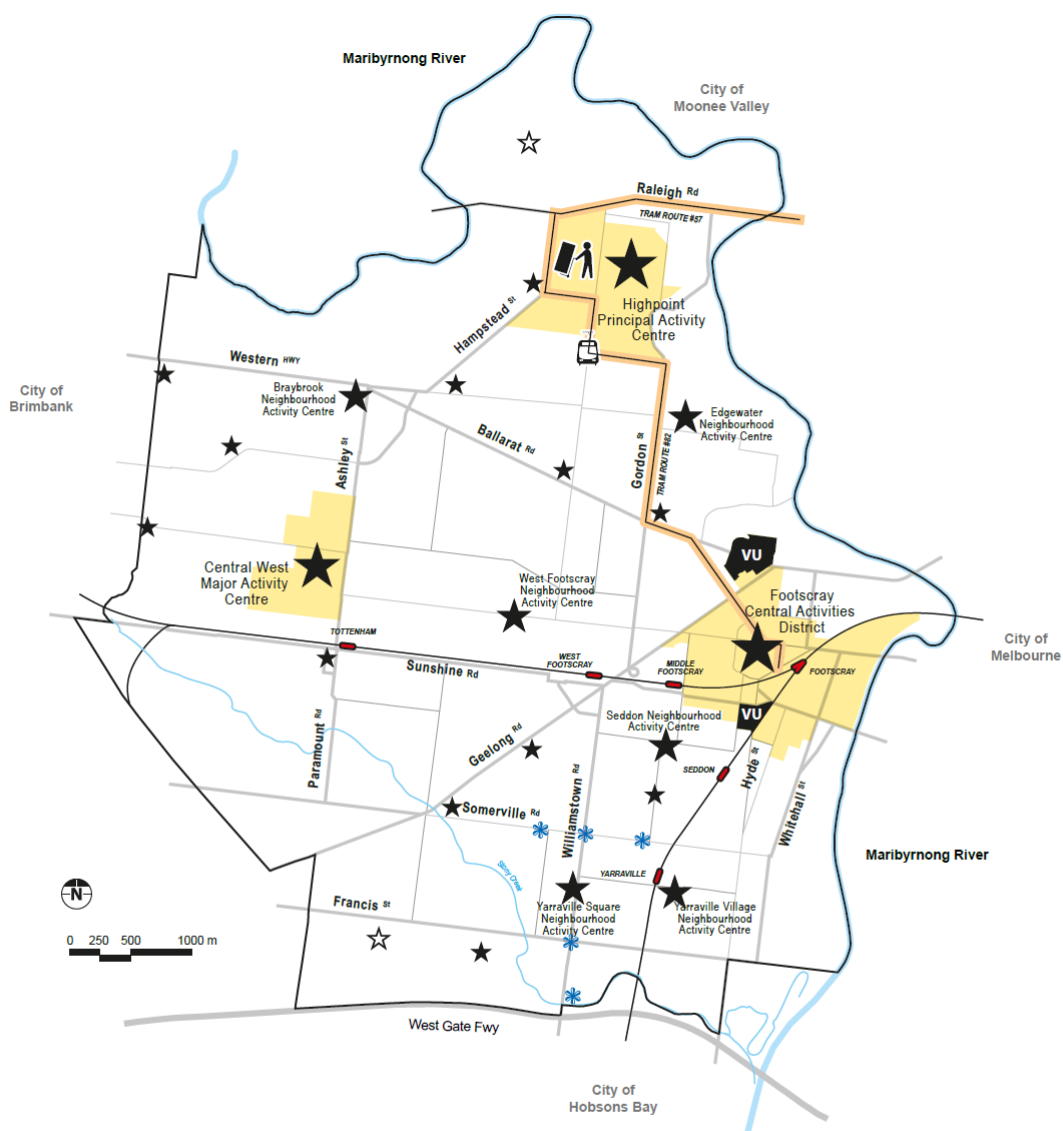
- Future role and vision
- Land use structure
- Business mix
- Public realm
- Private buildings and spaces

A key recommendation in the report is that the Small Destination Centres be removed from the network of designated activity centres in the City of Maribyrnong. These are not the type of mixed used centres envisaged by *Melbourne 2030*. There is no sense of place or community, and the areas are not well served by public transport. Most of these centres are declining.

As a result, it is recommended that these commercial areas be considered as out-of-centre developments rather than centres. The commercial structure of these areas should be contained, and over time redevelopment to intensive housing should be encouraged in as many of the areas as possible. No new forms of Small Destination Centres should be established in the municipality.

The recommended revised network of 24 centres is illustrated in Figure 2.

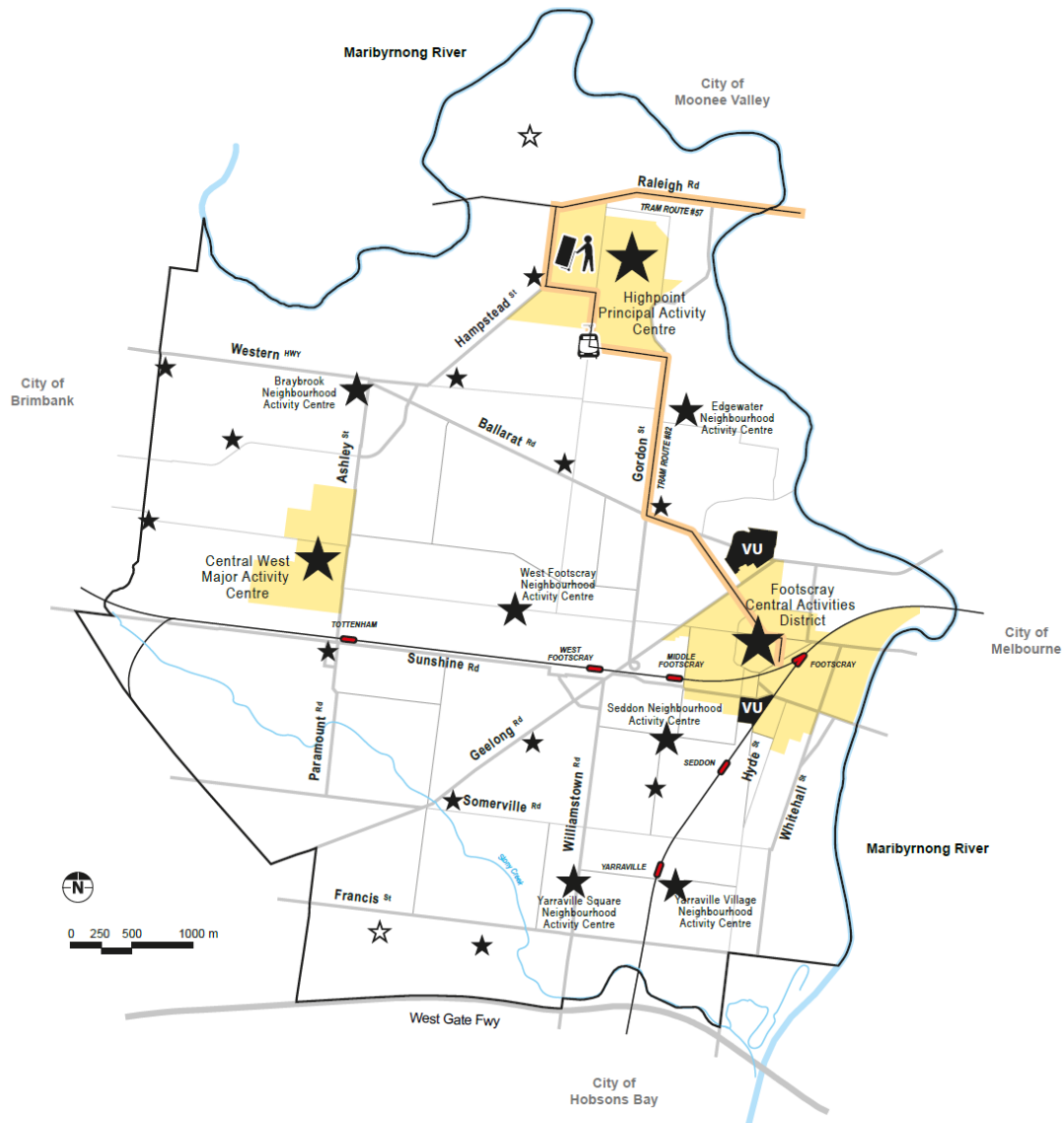
Figure 1
Existing Network of Activity Centres in the City of Maribyrnong



Existing Retailing Centres in the City of Maribyrnong



Figure 2
Recommended New Network of Activity Centres in the City of Maribyrnong



Activity Centres Framework Plan



2. Central Activity District

Footscray Transit City has been upgraded in *Melbourne @ 5 Million* as one of six Central Activity Districts in the Melbourne metropolitan area.

Footscray Central Activities District





Location

- Primarily between Buckley Street and Barkly/Hopkins Street west of the Footscray Railway Station in the eastern-central part of the municipality. Melways reference 42 B-D 4-5

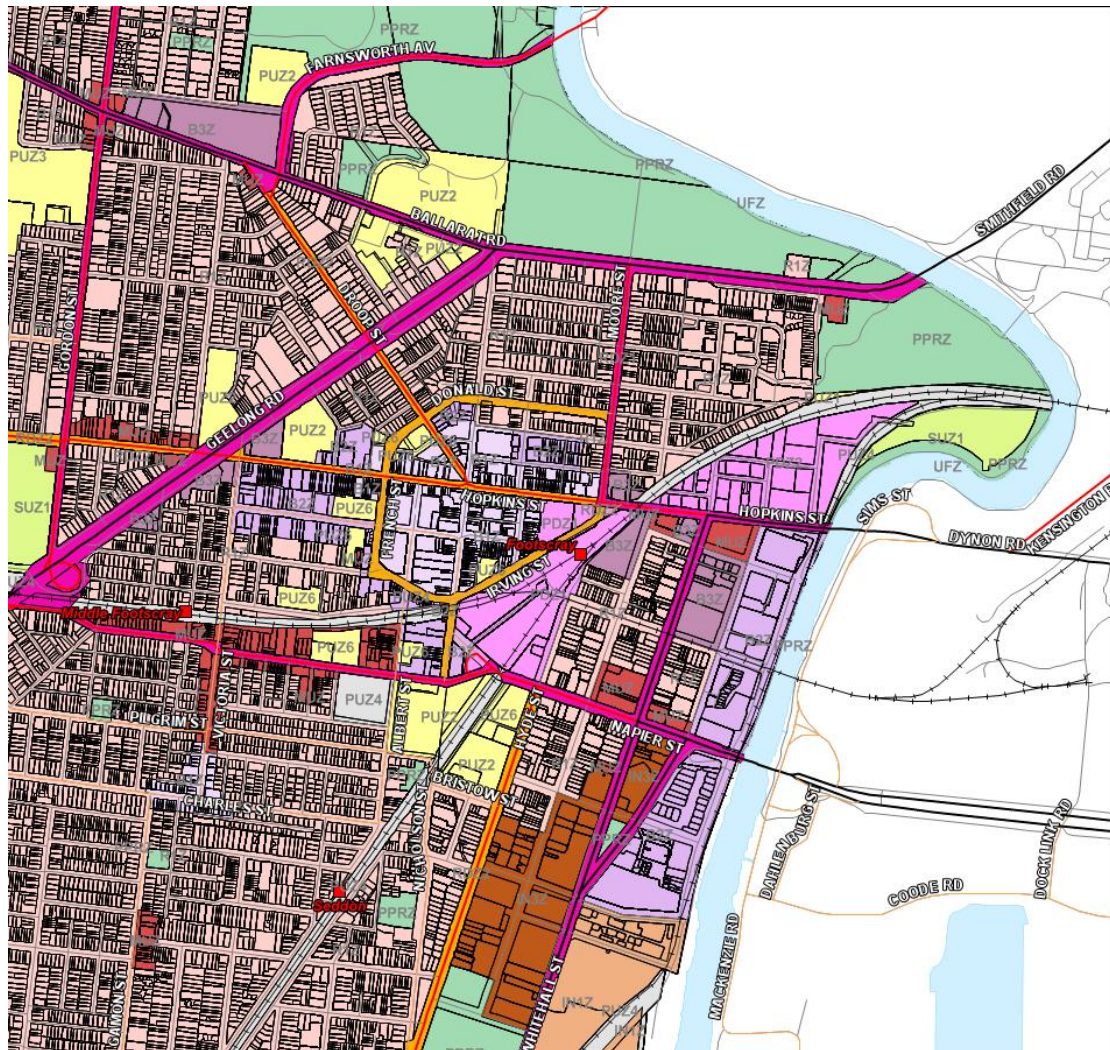
Extent and Structure

- An extensive centre encompassing several hectares and including the strip components of Nicholson Street, Hopkins/Barkly Street, Paisley Street, Albert Street, as well as the Footscray Plaza complex and Footscray Market

Size

- A total area of over 215,000 sq m of retail, commercial, health, educational, community service and residential floorspace comprising approximately 86,000 sq m of retail floorspace and 70,000 sq m of commercial floorspace

Zoning



Activity Mix Analysis

A very diverse mix of uses and activities as indicated by the following precinct analysis:

Precinct	Predominant Uses
Barkly Street/Hopkins Street	Personal and household goods retailing (e.g., pharmacy, jewellery, electronics), retail services (hairdressing), offices, banking services, and restaurants

Leeds Street/Chambers Street	Specialty stores and services including food and take-away food
Footscray Market	Asian grocery and 80 specialty shops focusing on a wide range of food products
Footscray Plaza	Kmart and Coles Supermarket as well as 12 specialty shops and commercial services including the Commonwealth Bank, Liquorland, Tattsлото
Nicholson Street/Albert Street	Forge's discount department store and Savers supported by other homewares and furniture stores
Nicholson Street Mall and other parts of Nicholson Street	Small specialty stores in take-away food, clothing, soft goods
Paisley Street	Priceline, medical centres and office uses interspersed with library and residential uses
Buckley Street	Victoria University
Napier Street and Hyde Street	Maribyrnong City Council offices

Recent multi-storey residential developments and further applications within the centre

Magnets/Main Uses

- Footscray Market
- Footscray Plaza including K Mart
- Forge's (although closing down soon)
- Asian groceries and markets (e.g., Little Saigon Market), specialty shops, cafes and restaurants throughout the centre
- Commercial services
- Medical centres
- Municipal offices
- Nicholson Campus of Victoria University

Public Transport Facilities

- Major public transport hub comprising:
 - Footscray Railway Station
 - 13 bus services (216, 219, 220, 223, 402, 404, 406, 409 to 412, 414, 472)
 - 82 tram service

Change and Development In Adjacent Areas

- Recent multi-storey residential developments and further applications within and adjacent to the centre

Primary Roles

- A cosmopolitan regional hub for retail, commercial, civic, health, educational and higher density residential activities
- Convenience and comparison retailing specialising in fresh food, Asian/ethnic foods, and discount products
- The civic hub for the City focusing on the municipal offices and including the Paisley Street Library

- A tertiary education role provided by the Nicholson campus of Victoria University
- A diverse health services role linked to the nearby Western Hospital
- Professional and commercial services for the Western Region
- Public transport hub

SWOT Analysis

Strengths

- A pre-eminent mixed use centre in Melbourne's Western Region
- A high priority in the State Government's centres program with its designation as one of Melbourne's six Central Activities Districts
- A significant commitment by the State Government to renew the centre with over \$ 52 million of capital works including the upgrade to Nicholson Street mall and other main streets in the centre, upgrade of Maddern Square, redevelopment of the Footscray railway station with a new pedestrian bridge and public forecourt, development of strategic sites in the station precinct, a one-stop planning shop for the marketing and development of the centre
- A dedicated place management approach to the centre
- Major retail food and specialty goods market
- Strong Asian trading environment
- Good value
- Major public transport hub
- Significant business and health services
- A focus for community services particularly Maribyrnong City Council services
- Increasing degree of housing intensification within the centre
- Very different but complementary to the Highpoint Principal Centre

Weaknesses

- Poor image – not perceived to be attractive or convenient
- Poor physical presentation
- Spread out and disjointed - poor integration of the major trading elements
- Poor visitor amenities
- A very basic retail structure based primarily on groceries, fresh food, liquor retailing, and convenience household goods with a very limited discount department store offer
- An oversupply of about 30,000 sq m sustainable retail goods floorspace
- Lack of depth in speciality stores with absence of national chain stores and franchises
- Limited range of leisure and entertainment activities

Opportunities

- New private investment flowing from the Government's Footscray Renewal works
- Redevelopment of key areas such as the Joseph Road Precinct with its recently approved Planning Scheme Amendment
- More mixed use developments including higher density housing within the centre
- Continued development of weekly food and convenience retailing with emphasis on increased variety and best value
- Continued development of specialist and ethnic retail and commercial products and services
- Enhancement of the civic functions of the centre
- Development of a stronger leisure and entertainment role particularly catering for night-time activity
- Improvements in the image and comfort of the centre
- Development of stronger linkages between the different parts of the centre and with Maribyrnong riverside and open space areas

Threats

- Deterioration and decline in comparison with other Principal and Major Centres in the Western Region

Recommended Strategies and Actions

Future Role and Vision

- Continued enhancement of the centre's cosmopolitan mixed use role as a regional hub for retail, commercial, civic, health, educational and higher density residential activities as well as public transport

Land Use Structure

- Maintenance of the overall extent and structure of the centre given its considerable size
- More mixed use and appropriate multi-storey development
- Improvement in the linkages between the different parts of the centre

Business Mix

- Extension in the range and depth of convenience and specialist comparison retailing outlets
- Continued development of specialist ethnic retail and commercial products and services
- Attraction of a stronger café and outdoor eating culture to create more places to meet and socialise in the centre
- Strengthening of the commercial services
- Development of leisure and entertainment facilities particularly catering for night-time activity
- Extension of the key health services niche particularly in higher order specialist health services

Public Spaces

- New Footscray Station pedestrian bridge, public forecourt area and enhanced public realm as part of the redevelopment of the wider station precinct
- Consistent and rationalised signage and street furniture
- Better weather protection of key areas
- Better lighting
- Extended and improved footpath areas and landscaping
- More outdoor eating areas on footpaths
- Enhancement of gateway entrances
- Continued development of linkages to the Maribyrnong River

Private Buildings and Spaces

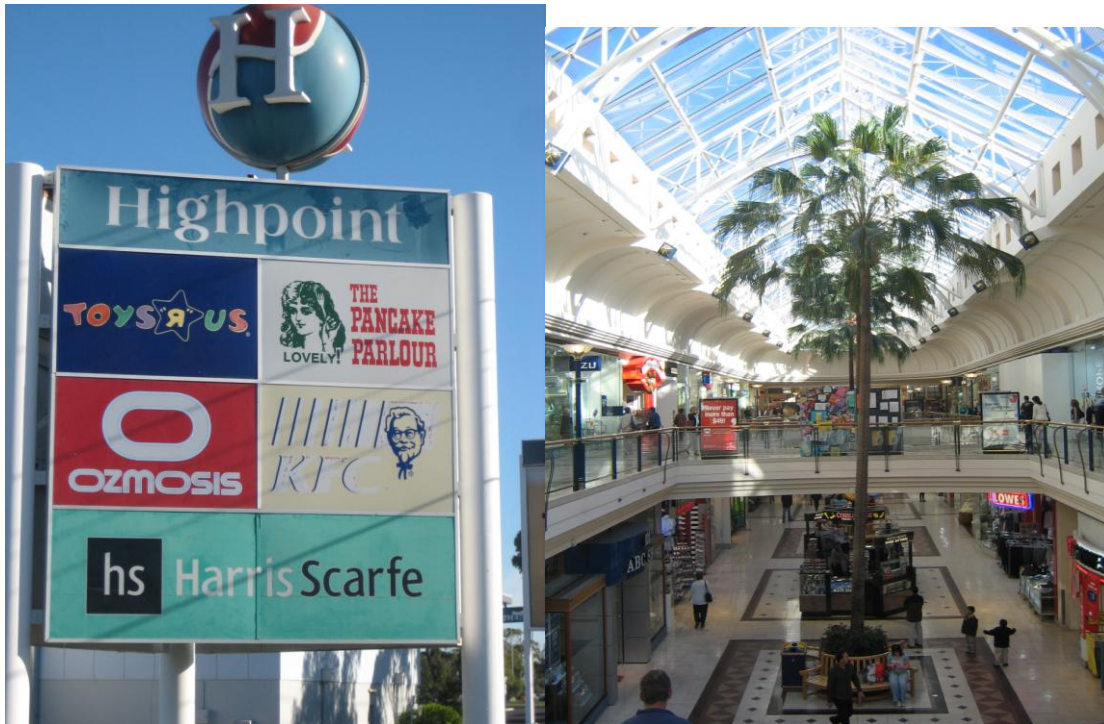
- Continued improvement in the presentation of buildings and adjacent spaces
- More innovative multi-storey development in appropriate places

3. Principal Activity Centres

Highpoint is the designated Principal Activity Centre in the City of Maribyrnong

It includes the shopping and entertainment complex as well as the homemaker and other big box retailing, community services, commercial and light industrial areas, as indicated in the Highpoint Activity Centre Structure Plan

Highpoint Principal Activity Centre





Location

- At the northern end of Rosamond Road near its intersection with Raleigh Road in the northern part of the municipality. Melways reference 15 J-K 8-9 and 16 A-B 8-9

Extent and Structure

- An extensive centre encompassing the Highpoint enclosed shopping and entertainment complex, Highpoint Homemaker Centre, Harvey Norman and Bunnings bulky goods clusters, adjacent commercial and community uses as well as some residential uses

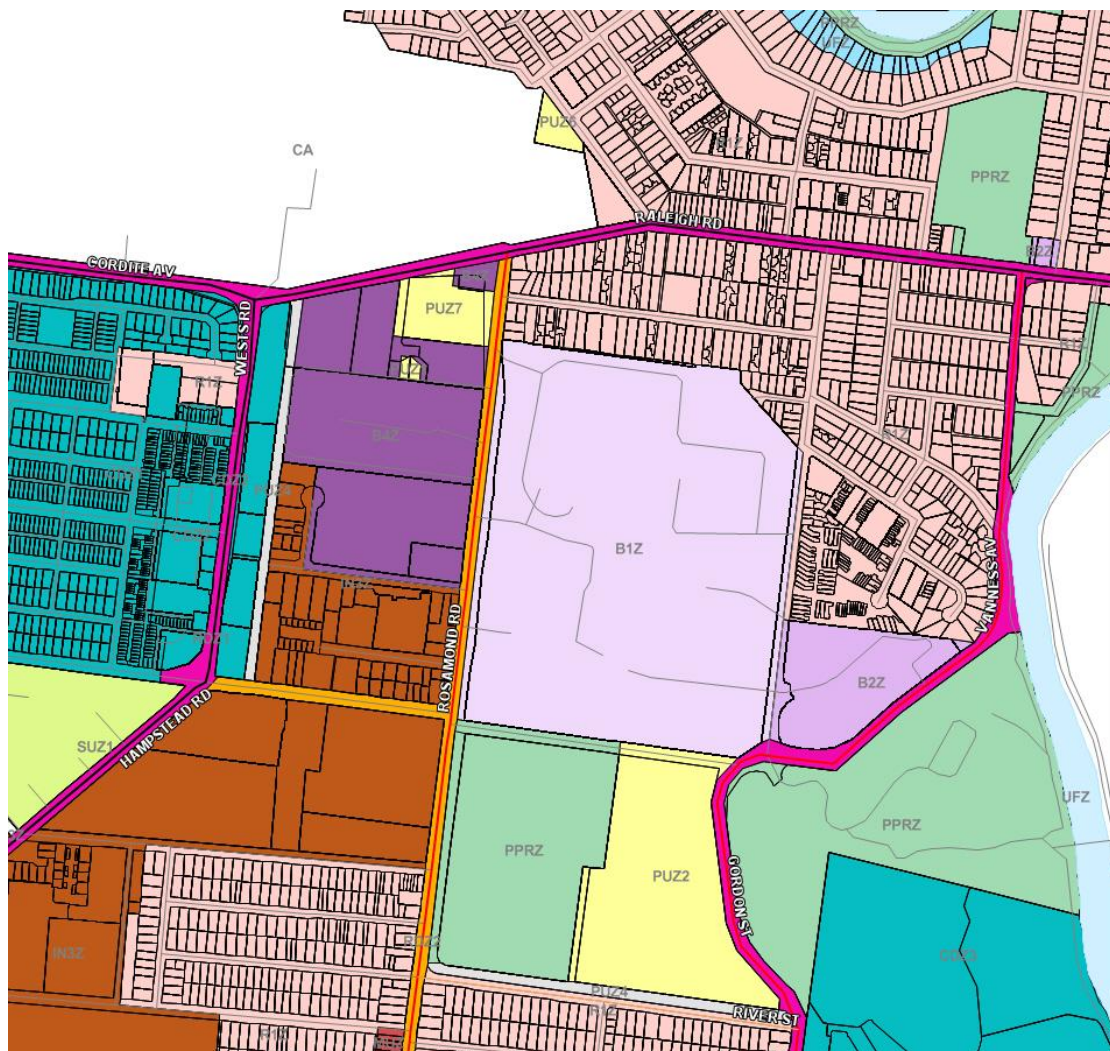
Size

- A total existing area of over 200,000 sq m of retail, commercial, entertainment, recreational, light industrial and community services floorspace comprising approximately 120,800 sq m of retail, entertainment, and community facilities at the Highpoint Shopping Centre, approximately 21,600 sq m of retail floorspace at Homemaker City Maribyrnong, and approximately 13,500 sq m of retail floorspace at the Harvey Norman, Bunnings, Power House and Ten Pin Bowling clusters.

Annual Turnover Estimate

- \$ 735 mil for the Highpoint Shopping Centre at as March 2008, as indicated in the Property Council of Australia 2008 Shopping Centre Directory for Victoria & Tasmania

Zoning



Activity Mix Analysis

A mix of uses as indicated by the following precinct analysis:

Precinct	Predominant Uses
Highpoint Shopping and Entertainment complex	Major retail magnets such as Myer, Target, Big W, Harris Scarfe, Safeway, Toys R Us, Borders Books, and Rebel Sport with over 390 other speciality shops and services Entertainment and leisure facilities including Hoyts Cinemas, Pokies Plus, and Playtime Electronic Games Medical centre and community facilities such as a library and crèche
Highpoint Homemaker Centre & Bulky Goods Retailing Precinct	The Homemaker City Maribyrnong including Fantastic Furniture, Easy Living, The Good Guys, and Retravisio Clusters of other bulky goods retail outlets along Rosamond Road and Hampstead Road including Harvey Norman, Dick Smith Powerhouse, Bunnings, Officeworks and Ray's Outdoors
Commercial and Light Industrial Precinct south of Williamson Road and west of Rosamond Road	Small to medium scale light industry, service industry, warehousing and trade supplies, and restricted retail premises
Community Services Precinct south of Aquatic Drive	Maribyrnong Aquatic Centre, Maribyrnong Secondary College, Rosamond Tennis and Bowling Clubs, Robert Barrett Reserve

Magnets/Main Uses

- Department and discount department stores - Myer, Target, Big W, Harris Scarfe – the major focus of department and discount department stores in the Western Region
- Brand speciality shops particularly in fashion, music, toys, gifts and jewellery
- Major brand electrical and homewares stores - Harvey Norman, Dick Smith Powerhouse, Bunnings, and The Good Guys
- Major brand furniture stores - Fantastic and Easy Living Furniture
- Leisure and recreational uses particularly the Hoyts Cinema and other entertainment uses at the Highpoint shopping complex as well as the new Maribyrnong Aquatic Centre

Public Transport Facilities

- 82 tram services at the southern and western edges of the centre
- Six bus services (215, 223, 406, 407, 408, 468)

Change and Development In Adjacent Areas

- Adjacent to growing northern part of the municipality
- Application for 270 affordable dwellings

Primary Roles of the Whole Activity Centre

- Upmarket comparison retailing with strong niches in fashion and clothing, personal and household goods, as well as personal services such as hair and beauty
- Major destination bulky goods retailing in homewares, home improvement supplies, electronics and office products
- Leisure and entertainment provided by the cinema complex, bowling alley, pokies and electronic games facilities as well as a diverse range of cafes and take-away food outlets in the Highpoint food courts as well as the aquatic centre
- Education through the Maribyrnong Secondary College

SWOT Analysis

Strengths

- The most significant higher order comparison retailing centre in Melbourne's Western Region – Highpoint is the fourth largest retail and entertainment shopping complex in Victoria
- Significant homemaker centre and bulky goods clusters
- Very good range of magnet retail businesses
- Range of community services including the Aquatic Centre and Secondary College
- High level of employment with over 5,000 jobs
- The Highpoint complex is attractive as an indoor community meeting place
- The open and spacious nature of the overall centre with great views to the Melbourne CBD and surrounding areas
- Very different but complementary to the Footscray Transit City

Weaknesses

- Not a mixed use centre as envisaged by *Melbourne 2030* – retail-dominated
- Not a major public transport hub – car-dominated centre
- Large and spread out with poor linkages between the different precincts
- Poor pedestrian access and connections
- Traffic congestion
- Poor image to some
- Poor amenity in the public realm – lack of formal open space areas

Opportunities

- More mixed use developments including higher density housing within and near the centre
- Continued diversification of retailing with an emphasis on new and innovative comparison retailing products
- Development of a "main street" focus and centre hub on Rosamond Road with active business frontages
- Redevelopment of the light industrial areas in the western and south-western parts of the centre to new forms of business services including corporate offices
- Improvements in the overall image of the centre
- Development of stronger linkages between the different parts of the centre
- Improved public transport services including extension of the tram services along Rosamond Road
- Development of a stronger and more attractive public realm with active frontages to streets and stronger links with the Maribyrnong Rover and associated open space areas

Threats

- Continuation as a one-dimensional centre with a strong indoor retail focus
- Reduction in the secondary and tertiary trade areas of the centre with increased competition from new developments in the outer parts of Melbourne's Western Region
- Inadequate Government intervention in areas such as transport improvements to support the development of the whole activity centre

Recommended Strategies and Actions

Future Role and Vision

- Development of a high order mixed-use retail, commercial, entertainment and leisure activity centre with higher density residential activities

Land Use Structure

- Maintenance of the overall extent and structure of the centre given its considerable size
- More mixed use and multi-storey development in appropriate places
- Active street frontages
- Improvement in the linkages between the different parts of the centre

Business Mix

- Extension in the range and depth of comparison retailing outlets – attraction of some new concepts to make this the “innovation centre” of retailing in the Western Region
- Development of new retail uses on Rosamond Road with an emphasis on a stronger café and outdoor eating culture to create more places to meet and socialise
- Further development of leisure and entertainment facilities including health and fitness and particularly catering for night-time activity
- Redevelopment of light industrial areas into new forms of business services including corporate offices

Public Spaces

- Creation of formal, attractive and interesting open space areas throughout the wider centre
- More outdoor eating areas in new precincts created on the main roads particularly Rosamond Road
- Enhancement of gateway entrances
- Continued development of linkages within the centre and to the Maribyrnong River
- More attractive and consistent landscaping along major roads in and on the edge of the centre

Private Buildings and Spaces

- Continued improvement in the presentation of buildings and adjacent spaces
- More innovative multi-storey development in appropriate places

4. Major Activity Centre

Central West is the only designated Major Activity Centre in the City of Maribyrnong.

Central West Major Activity Centre







Location

- At the intersection of Ashley Street and South Road Braybrook in the west-central part of the municipality. Melways reference 41 A-B12

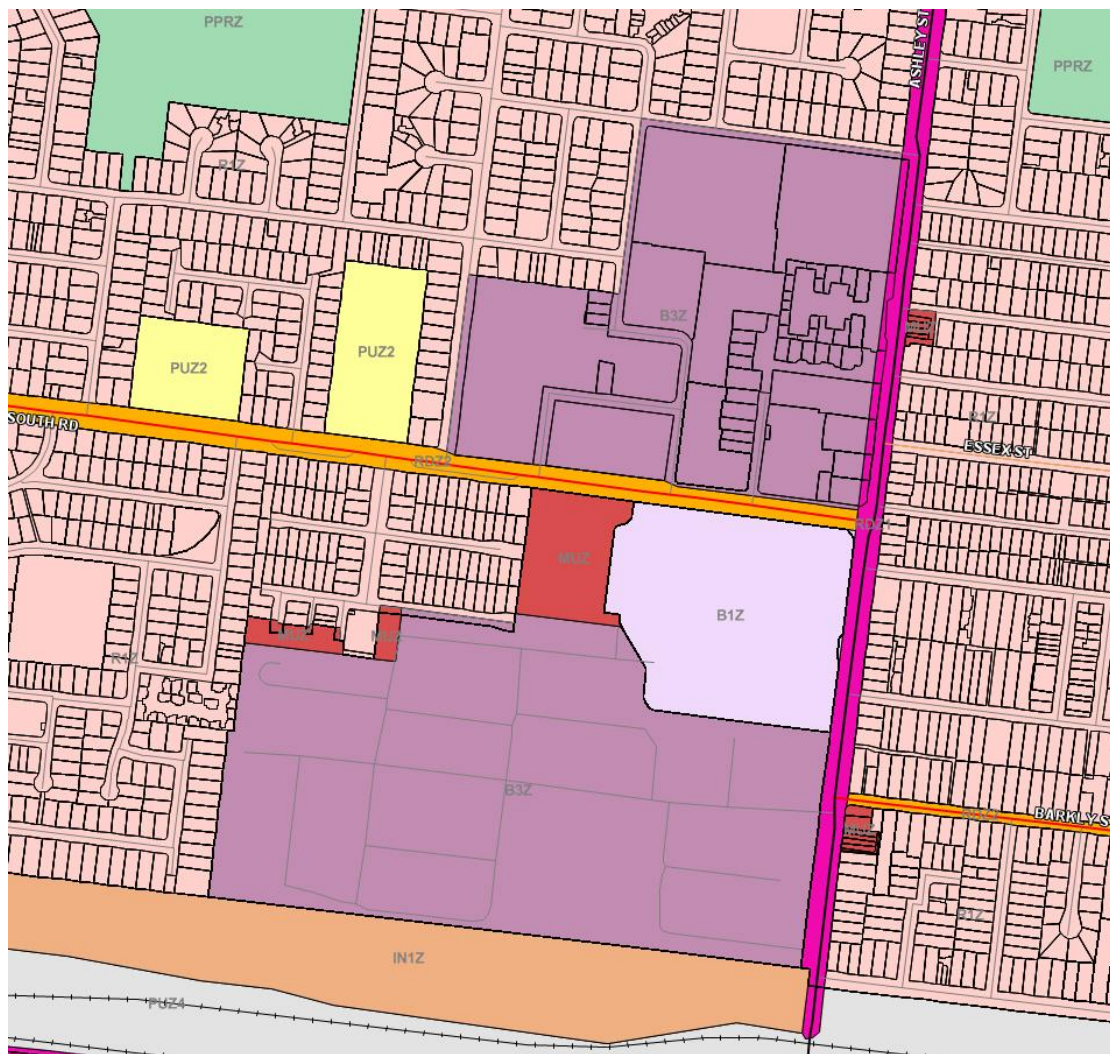
Extent and Structure

- A major mixed use centre with the following components:
 - Central West Plaza – a retail complex and retail/peripheral sales strips on three sides of a large square at the south-west corner of Ashley Street and South Road
 - Central West Business Park fronting Ashley Street south of the Plaza
 - Braybrook Industrial Area on the north-west corner of Ashley Street and South Road

Size

- A total area of approximately 184,900 sq m of retail, commercial and industrial floorspace broken down as follows:
 - Retail floorspace at Central West Plaza and adjacent areas – 21,700 sq m
 - Office, warehouse, light industrial and ancillary floorspace at Central West Business Park – 103,200 sq m
 - Manufacturing, light industrial, retail and commercial floorspace in the Braybrook Industrial Area – 60,000 sq m

Zoning



Activity Mix Analysis

Category	Floorspace	% of Total
Central West Plaza and Adjacent Area		
Food Retailing	5,870	3
Non Food Retailing	9,690	5
Retail Services	1,500	1
Vacant	3,730	2
Sub Total	21,700	12
Central West Business Park		
Light Industrial	7,915	4
Transport	7,245	4
Depot	2,300	1
Warehouse Distribution	35,350	19
Long Term Storage	20,180	11
Storage	7,720	4

Office	2,000	1
Café/food	275	0
Vacant	20,225	11
Sub Total	103,200	56
Braybrook Industrial Area		
Manufacturing, light industrial, retail and commercial	60,000	32
Total	184,900	100

Retail Activity Mix Analysis at Central West Plaza and Adjacent Areas

Category	Floorspace	% of Total
Food Retailing	5,870	28
Non Food Retailing	9,690	47
Retail Services	1,500	7
Vacant	3,730	18
Total	21,700	100

Magnets/Main Uses

Central West Plaza

- Coles Supermarket of 2,500 sq m
- Aldi Supermarket of 1,300 sq m
- The Warehouse discount variety store outlet of 3,340 sq m
- Spare Change store of 2,700 sq m
- Warehouse Sales store of 1,010 sq m
- Kidzmania store of 1,000 sq m
- Commonwealth and National Australia Banks
- Australia Post outlet
- 24 hour gymnasium

Central West Business Park

- Britz
- Boral
- DLS Logistics
- Doug Hayes Transport
- Grace Record Management

Braybrook Industrial Park

- Felex Carpet factory
- Metso Paper
- ESP Machinery
- Newer mixed use retail, office, warehousing/light industrial complex in south-east corner

Public Transport Facilities

- 700 metres north of the Tottenham Railway Station
- One bus services (220)

Change and Development In Adjacent Areas

- Limited - incremental housing increases (a few hundred dwellings) to the west of the Business Park

Primary Roles

- A major mixed use employment node in the western part of the City of Maribyrnong with estimated employment of 1,450
- Large specialist industrial and commercial business services
- Neighbourhood convenience retail centre with strong niches in food and other day-to-day retail products and services
- Limited and low profile specialist destination retailing role in furniture, home furnishings and discount clothing
- Not a housing-oriented centre

SWOT Analysis

Strengths

- Strategic location at the corner of Ashley Street and South Road
- A true Major Activity Centre with a unique mixture of a retail centre, business park and industrial park
- Very large centre with a reasonable proportion of vacant or underutilised space providing opportunities for redevelopment
- High level of employment
- A strong convenience retail offer with the two supermarkets (Coles and Aldi) and complementary food and other stores providing day-to-day goods and services
- Modern presentation
- Decreasing vacancy rate at Central West Plaza
- Ample car parking
- Good centre identification with large prominent signs at the front of the Plaza and Business Park

Weaknesses

- Poor integration of the Business Park with the Plaza
- Limited sub regional retail role due to the limited range and poor quality of comparison retailing outlets for a Major Centre – e.g., lack of a brand name discount department store or mini-major store
- Undue emphasis on lower order convenience retailing outlets
- Limited retail services - lack of café and restaurants in the centre
- Limited range of commercial services
- Limited health, leisure or community services within the centre, although improving with new 24 hour gymnasium
- Minimal public realm
- Not a strong community focus
- A very car-based centre - not pedestrian friendly
- Poor linkages with the Tottenham Railway Station and other public transport services

Opportunities

- Development of a major mixed use centre to overcome the weaknesses, given the extensive size of the site
- Much better integration of the various components of the overall activity centre
- Attraction of more brand name businesses (e.g., Kmart) to lift the profile of the centre
- Development of a strong community focus in the retail part of the overall centre

Threats

- Limited because this is the only major centre south of Ballarat Road between Footscray and Sunshine

Recommended Strategies and Actions

Future Role and Vision

- Continued development as the major employment node of the western part of the municipality
- Development of a more dynamic mixed use retail, commercial, industrial and community services centre
- Development of a stronger transit-oriented activity centre with improved linkages to the Tottenham Railway Station and better bus services

Land Use Structure

- Further redevelopment of the Plaza and adjacent areas to accommodate major high profile anchor stores
- Development of better linkages between the Business Park and the retail areas
- Re-organisation of the whole site to create an activity centre with a stronger sense of place and community including better pedestrian linkages between all areas

Business Mix

- Development of new magnets in comparison retailing (e.g., Kmart)
- Strengthening of the commercial services in the Business Park and at the Plaza
- Establishment of leisure and entertainment facilities including possibly a gym, fitness centre, or bowling alley
- Development of health services including a small medical centre or specialist health operations
- Establishment of small scale community services relevant to the particular needs of the Braybrook community
- Attraction of a stronger café or outdoor eating culture to create places to meet and socialise in the centre

Public Spaces

- Improvement in the public realm areas within and connecting the three main sections of the wider activity centre

Private Buildings and Spaces

- Landscaping and street furniture to further improve the external spaces in the centre and develop a stronger sense of place and community

5. Specialised Activity Centre

In *Melbourne 2030*, Victoria University at Footscray is the only designated Specialised Activity Centre in the City of Maribyrnong.

Victoria University Footscray Specialised Activity Centre



Location

- On Ballarat Road west of Footscray Park and on at the southern end of the Footscray Transit City in the central-eastern part of the municipality. Melways references 42 C 2 and 42 C 5-6

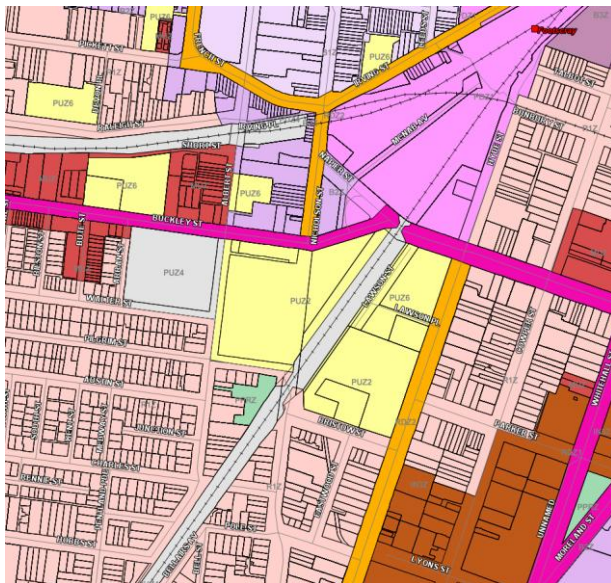
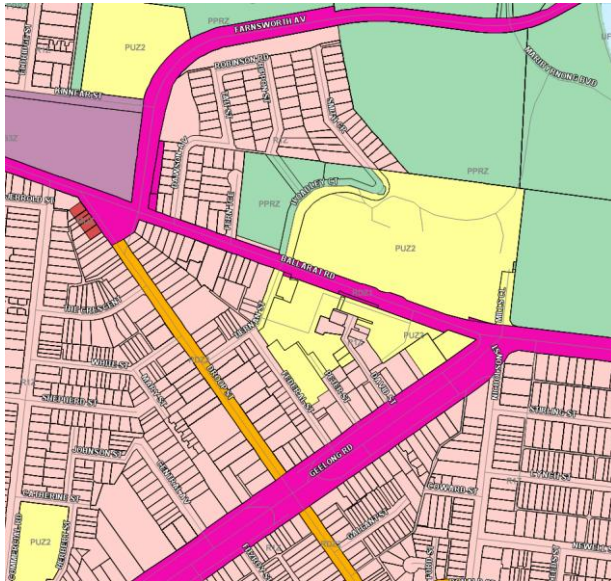
Extent and Structure

- Two campuses – the larger Footscray Park Campus on Ballarat Road to the north of the Footscray Transit City and the Footscray Nicholson Campus at the south-east corner of Buckley and Alberts Streets

Size

- A total area of approximately 30,500 sq m including 30,000 sq m of educational floorspace

Zoning



Activity Mix Analysis

A diverse range of facilities and services related to and supporting tertiary education for Australian and international students:

- Four faculty programs in Arts, Science Engineering & Technology, Business & Law, Human Development including extensive TAFE programs
- Libraries and Literary Learning Centre
- Conference facilities
- Support services such as child care, health, counselling, housing service, job search, religious services, and international student support

- Small scale retail activities such as bookshops, banking facilities and cafes
- Sports facilities such as an aquatic centre and fitness centre

Primary Roles

- The major tertiary education hub in the Western Region

SWOT Analysis

Strengths

- The pre-eminent tertiary education centre in the Western Region
- Only one of five universities in Australia offering higher education and TAFE courses
- Strategic location of the two campuses
- Servicing more than 18,000 students
- A key employment node in the City of Maribyrnong and an important part of the economy of the Melbourne's Western Region

Weaknesses

- Footscray Park Campus removed from the Footscray public transport hub
- Spread out with considerable distance between the two campuses
- Poor visual amenity in some parts of the campuses
- Poor pedestrian access and connections
- Poor image

Opportunities

- New educational and business-related developments
- Improvements in the overall image of the tertiary institution
- Development of stronger linkages between the campuses and the Footscray Transit City
- Development of a stronger and more attractive public realm
- Facilitation of student accommodation near the campuses as well as other activity centres in Maribyrnong well served by public transport

Threats

- Increasing competition from other Melbourne tertiary institutions

Recommended Strategies and Actions

Future Role and Vision

- Further development of this major tertiary education hub in the Western Region

Land Use Structure

- Maintenance of the overall extent and structure of the campuses given their considerable size
- Appropriate multi-storey development
- Greater diversification of uses in some parts of the campuses
- Active street frontages
- Improvement in the linkages between the different campuses

Public Spaces

- Creation of formal, attractive and interesting open space areas throughout the two campuses
- Enhancement of gateway entrances
- Continued development of linkages within and between the two campuses and the Footscray Transit City
- More attractive and consistent landscaping along major roads on the edge of the campuses

Private Buildings and Spaces

- Continued improvement in the presentation of buildings and adjacent spaces
- More innovative multi-storey development in appropriate places

6. Neighbourhood Activity Centres

There are eight existing and planned Neighbourhood Centres in the City of Maribyrnong:

- Yarraville
- Seddon
- Barkly Village West Footscray
- Yarraville Square
- Braybrook Shopping Centre
- Edgewater
- Yarraville Gardens
- Maribyrnong Defence Site

This includes three new Neighbourhood Centres that have been evolving over the last four years or are in the planning stages:

- Edgewater in the north-eastern part of the municipality - designated four years ago as a Local Activity Centre and developing as a new style mixed use neighbourhood hub for the Delfin Edgewater residential estate and adjacent areas
- Yarraville Gardens on the Bradmill site in Francis Street in the south-western part of the municipality – currently the subject of Maribyrnong Planning Scheme Amendment C63
- Maribyrnong Defence Site in the northernmost part of the municipality.

Neighbourhood centres are important to the City of Maribyrnong in providing a range of day-to-day services and employment opportunities that are readily accessible to neighbourhoods throughout the municipality. Currently, there is a reasonable distribution of these centres in the residential parts of the municipality, with a higher concentration in the more established south-eastern and central-western parts. The evolving centre at Edgewater and the possible future neighbourhood centre as part of the redevelopment of the Maribyrnong Defence site provide key retail, commercial and community focal points for the growing northern part of the municipality.

In keeping with the State Government's agenda in *Melbourne 2030* to work towards a more sustainable Melbourne, it is important for Maribyrnong to have a range of mixed use neighbourhood centres with a sense of place and community reasonably well served by public transport. The key neighbourhood centres to be nurtured in Maribyrnong to enhance this sustainability agenda are Yarraville, Seddon, Barkly Street West Footscray, and Edgewater.

Detailed analysis of each of the eight existing and planned neighbourhood centres follows.

Yarraville Neighbourhood Activity Centre







Location

- On Anderson Street on either side of the Yarraville Railway Station and adjacent streets on the east side of the railway line in the south-eastern part of the municipality. Melways reference 42 A-B 9

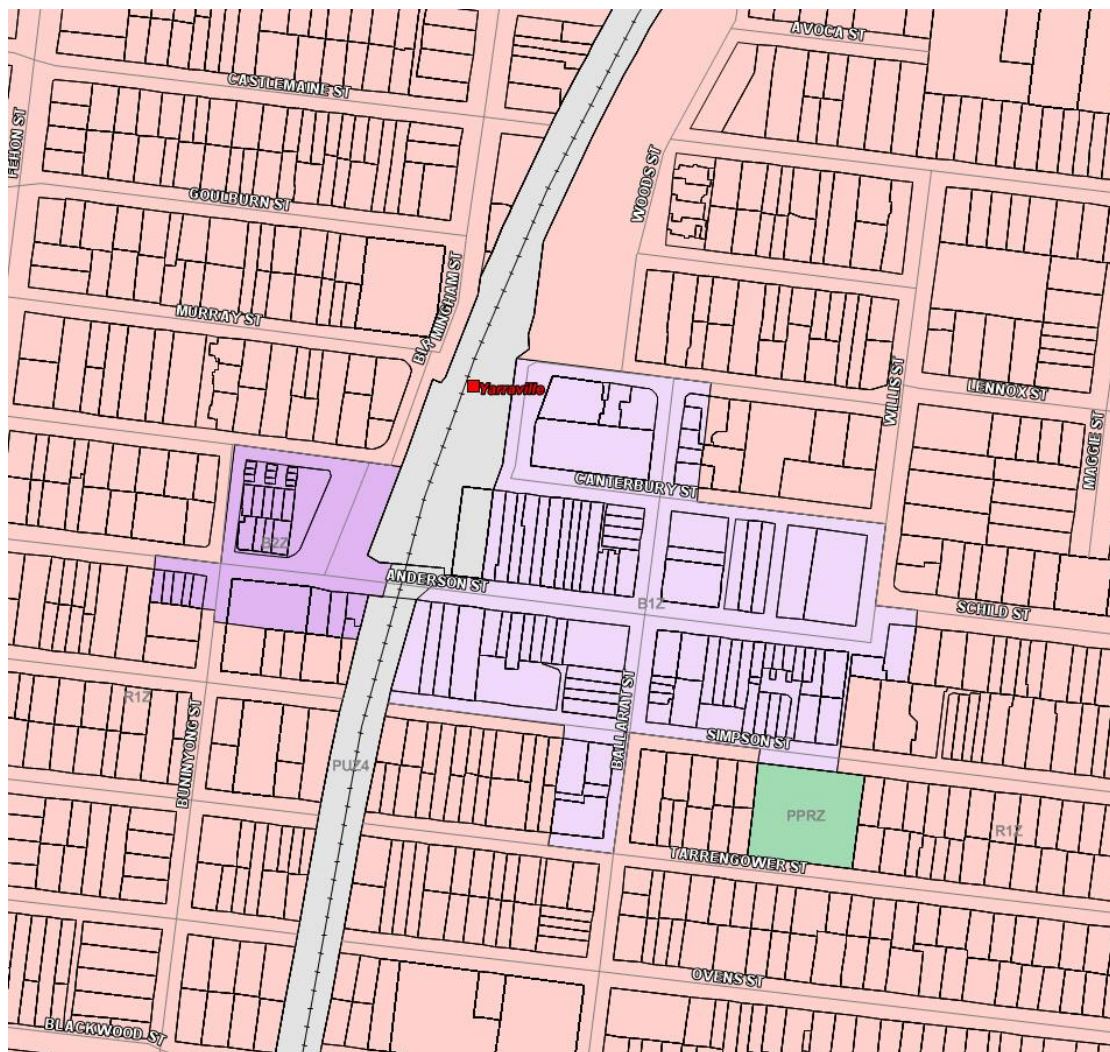
Extent and Structure

- An fairly compact centre encompassing primarily Anderson Street (on both sides of the railway line), Ballarat Street and Canterbury Street

Size

- A total area of approximately 16,000 sq m of retail and commercial floorspace of which 8,500 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	14	16	14	16
Milk Bar/Take Away	5	6	5	6
Other Retailing	24	28	24	28
Cafes and Restaurants	8	9	8	9
Retail Services	8	9	8	9
Total Retail	59	69	59	69
Professional and Commercial Services	12	14	12	14
Leisure and Entertainment	2	2	2	2
Health Services	2	2	2	2
Community Services	3	4	3	4
Automobile Services	0	0	0	0
Residential	4	4	4	4

Vacant Premises	4	5	4	5
Total Sites	85	100	85	100

Magnets/Main Uses

- Two small supermarkets – IGA and Food Rite
- Yarraville Cellars
- Railway Hotel and Irish pub
- Sun Theatre
- Post office
- Newsagency
- Range of cafes and restaurants

Public Transport Facilities

- Adjacent to Yarraville Railway Station
- Three bus services (409, 429, 430)

Change and Development In Adjacent Areas

- Established catchment area
- Major residential infill developments in nearby Birmingham, Ballarat, Stephen and Simpson Streets
- Cosmopolitan and loyal community

Primary Roles

- Mixed use neighbourhood convenience retail, commercial, and community services centre with strong niches in food and convenience-oriented retail products and services
- Commercial services and to a lesser extent health services
- Destination leisure and entertainment particularly with the late trading hours
- Public transport hub

SWOT Analysis

Strengths

- Interesting, compact and intimate with its narrow streets - not located on a busy main road
- Significant Victorian architecture
- Strong village feel and sense of community evident through the heritage character, types of businesses, active street life, and extent of community rapport with the centre
- A good mix of retail, commercial, and community services
- Reasonable range of convenience retailing goods and services
- Key magnets such as the two small supermarkets and the Sun Theatre
- Developed café, bar and restaurant culture
- Distinctive specialty shops
- Next to the Yarraville Railway Station
- Interesting street furniture/art

- Increasing gentrification of catchment area resulting in increases in spending in the centre

Weaknesses

- Congested feel in the narrow streets east of the railway line – limited opportunities for redevelopment
- Somewhat isolated section of the centre on Anderson Street west of the railway line
- Lack of signs indicating the entrances/boundaries of the centre
- Perceived parking problems

Opportunities

- Continued development of upmarket specialty retailing to create a real point of difference with the other neighbourhood centres
- New uses and more active frontages in the part of the centre on Anderson Street west of the railway line
- Signs highlighting all the entrances to the centre

Threats

- Increasing competition in terms of basic convenience retailing from Yarraville Square because of the larger Coles supermarket

Recommended Strategies and Actions

Future Role and Vision

- Enhancement of its role as a trendy and intimate mixed use retail and commercial centre
- Continued diversification of its commercial, health and community services

Land Use Structure

- Maintenance of the existing overall structure
- Redevelopment of existing commercial properties in that part of the centre on Anderson Street west of the railway line to create new retail, commercial or mixed use floorspace to energise this part of the centre

Business Mix

- Expansion in the range of upmarket convenience-oriented and specialist retail businesses
- Maintenance of the to supermarkets with their point of difference as anchors in the centre
- Further development of the café, bar and restaurant culture
- Maintenance and diversification of commercial services as an important part of the mix

Public Spaces

- Establishment of new signage identifying the boundaries/entrances of the centre
- Landscaping and street furniture to improve the public spaces in the centre, link the different precincts, and develop a stronger sense of place and community
- Further development of outdoor eating areas in conjunction with the existing food businesses

Private Buildings and Spaces

- Continued improvement in the presentation of buildings and adjacent spaces to highlight the heritage qualities of the centre

Seddon Neighbourhood Activity Centre





Location

- In Charles Street and Victoria Street Seddon in the south-eastern part of the municipality. Melways reference 42 A-B 5-6

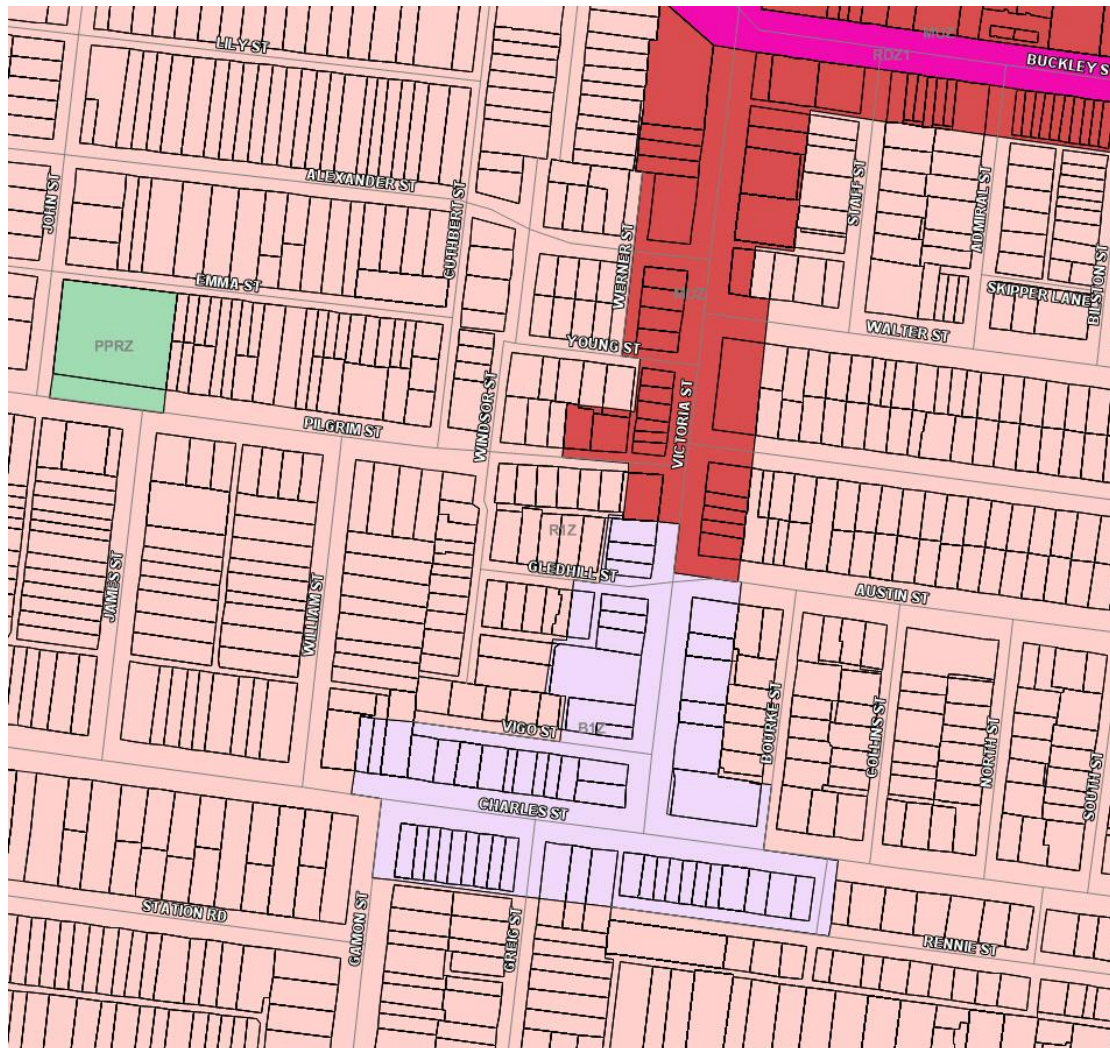
Extent and Structure

- A compact strip on Charles Street between Gamon Street and just east of Victoria Street, and an elongated strip along Victoria Street north of Charles Street to Buckley Street

Size

- A total area of approximately 20,000 sq m of retail, commercial and light industrial floorspace of which 8,500 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	5	6	5	6
Milk Bar/Take Away	9	11	11	13
Other Retailing	23	27	24	27
Cafes and Restaurants	6	7	8	9
Retail Services	6	7	5	6
Total Retail	49	58	53	60
Professional and Commercial Services	8	9	9	10
Leisure and Entertainment	1	1	1	1
Health Services	3	4	3	3
Community Services	1	1	1	1
Automobile Services	7	8	6	7

Residential	9	11	9	10
Vacant Premises	7	8	7	8
Total Sites	85	100	88	100

Magnets/Main Uses

- Foodwise Supermarket
- Duncan's Liquor
- Newsagency and Tattsлото
- Bendigo Bank

Public Transport Facilities

- One bus service (223) along Gamon Street and west on Charles Street
- Proximity to the Middle Footscray Railway Station

Change and Development In Adjacent Areas

- Established catchment area
- No major residential development applications in adjacent areas
- Cosmopolitan and loyal community

Primary Roles

- Mixed use neighbourhood convenience retail and commercial services centre with strong niches in food and convenience-oriented retail products
- Specialist and alternative retail products (e.g., jewellery, baby supplies)
- Commercial services
- Automotive services including car repairs

SWOT Analysis

Strengths

- A good mix of retail, commercial, automotive and community services
- Reasonable range of convenience retailing goods and services including take-away food
- Key magnets such as the Foodwise Supermarket and Duncan's Liquor outlet
- Developing café and restaurant culture
- Specialist and somewhat quirky shops
- Strong sense of community
- Extended trading hours
- A buzz on weekends, particularly Saturday mornings
- "It has a vibe" - great spirit, stability, commitment and sense of community
- A secret gem
- Large proportion of owner operators – customers know the business owners
- Different from other nearby centres such as Footscray and Yarraville – wider streets, sense of spaciousness, better parking
- Increasing gentrification in catchment area - new residents on high disposable incomes
- Strong family orientation
- Urban Design Framework and new landscaping (trees)

Weaknesses

- Disjointed and elongated on two main streets
- Lack of identity and cohesion
- Traditional light industrial uses interspersed with businesses
- Old fashioned and rundown look in a few areas, particularly vacant premises
- Lack of signage or other measures identifying the extent of the centre
- Removed from the Seddon Railway Station

Opportunities

- Consolidation and redevelopment of several light industrial and other properties in Victoria Street and on the south side of Charles Street (at the eastern end of the centre) to create a more consistent and active street frontage
- More interesting destination retail shops
- New signs highlighting all the entrances to the centre
- Capitalising on new landscaping to improve the public spaces in the centre
- Development of a village feel
- Development of stronger connections with the Middle Footscray and Seddon Railway Stations

Threats

- Competition from Footscray and Yarraville

Recommended Strategies and Actions

Future Role and Vision

- Consolidation and enhancement of its role as a mixed use retail and commercial centre
- Development of a stronger community-oriented centre and village feel

Land Use Structure

- Maintenance of the existing overall structure
- Redevelopment of the residential and light industrial properties in Victoria Street to create new retail, commercial or mixed use floorspace to consolidate and energise the centre

Business Mix

- Expansion in the range of both convenience-oriented and specialist retail businesses
- Reduction in automotive services
- Further development of the cafe and restaurant culture
- Maintenance and diversification of commercial services as an important part of the mix

Public Spaces

- Establishment of new signage identifying the boundaries/entrances of the centre
- Landscaping and street furniture to improve the public spaces in the centre, link the different precincts, and develop a stronger sense of place and community
- Development of some outdoor eating areas in conjunction with the existing food businesses

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces to create a more modern feel

Barkly Village West Footscray Neighbourhood Activity Centre



Location

- On Barkly Road west of Geelong Road in the central part of the municipality. Melways reference 41 H 3

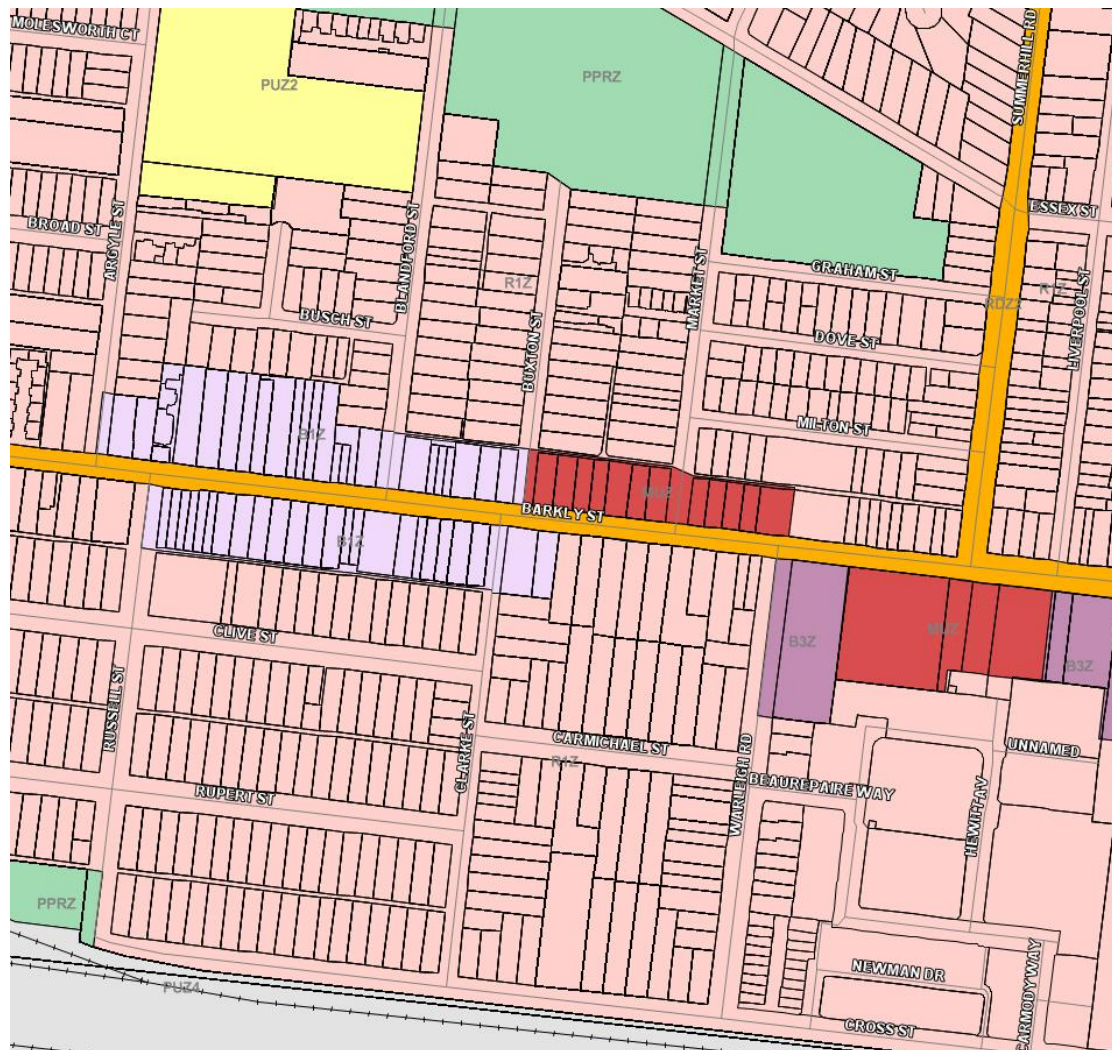
Extent and Structure

- An elongated and very disjointed strip centre of approximately 70 premises along Barkly Street between Argyle Street in the west and beyond Warleigh Road in the east
- A more defined eastern edge

Size

- A total area of approximately 15,100 sq m of retail and commercial floorspace of which 8,000 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	9	13	10	14
Milk Bar/Take Away	7	10	7	10
Other Retailing	13	19	12	17
Cafes and Restaurants	3	4	5	7
Retail Services	9	13	9	13
Total Retail	41	61	43	61
Professional and Commercial Services	9	13	10	14
Leisure and Entertainment	1	1	1	1
Health Services	4	6	5	7
Community Services	1	1	1	1
Automobile Services	3	4	3	4

Vacant Premises	8	12	7	10
Total Sites	67	100	70	100

Magnets/Main Uses

- Sims Supermarket of approximately 2,300 sq m
- Bharat Traders and other Indian shops
- Post office
- Newsagency
- Library – neighbourhood learning centre
- Small scale commercial uses

Public Transport Facilities

- One bus service (220) along Barkly Street
- Within one km of the West Footscray Railway Station

Change and Development In Adjacent Areas

- Redevelopment of the former South Pacific Tyre site (nine ha) into the Banbury Village urban renewal project (being developed by Cedar Woods) with 300 homes and apartments within 100 metres of the West Footscray Station.
- Cosmopolitan and loyal community

Primary Roles

- Mixed use cosmopolitan neighbourhood convenience retail and commercial services centre with strong niches in food and convenience-oriented retail products

SWOT Analysis

Strengths

- Cosmopolitan with a range of Indian and Asian shops
- A good small scale mix of retail, commercial, health and community services
- Key magnets such as the Sims Supermarket and strong retail consolidation around the supermarket
- Low cost and good service
- Reasonable range of convenience retailing goods and services including take-away food
- Good sense of community
- Pride and identity – the only neighbourhood centre in Maribyrnong with street banners
- Strong sense of place and community
- Approved Urban Design Framework

Weaknesses

- Disjointed and elongated strip along Barkly Street
- Traditional residential uses interspersed with businesses
- Tired look
- Harsh appearance because of the lack of landscaping
- Lack of signage or other measures identifying the extent of the centre
- Constrained public transport services - removed from the West Footscray Railway Station and one bus service along Barkly Street

Opportunities

- Links into and spin-offs from the new Banbury Village residential development
- Consolidation and redevelopment of several properties in Barkly Street (including sites near the Sims Supermarket) to create a more consistent and active street frontage
- More interesting destination retail shops
- New signs highlighting all the entrances to the centre
- Landscaping to improve the public spaces in the centre
- Further development and streetscape works to create a village feel
- Stronger connections with the West Footscray Railway Station

Threats

- Increasing competition in terms of basic convenience retailing from Central West Plaza situated approximately 1.5 km west of the centre

Recommended Strategies and Actions

Future Role and Vision

- Consolidation and enhancement of its role as a mixed use retail, commercial and community services centre with a specialist niche catering for Indian and Asian communities
- Development of a stronger village feel

Land Use Structure

- Maintenance of the existing overall structure
- Further redevelopment of residential and light industrial properties in and adjacent to Barkly Street to create new retail, commercial or mixed use floorspace to consolidate and energise the centre

Business Mix

- Expansion in the range of both convenience-oriented and specialist retail businesses geared particularly to its ethnic orientation
- Further development of the cafe and restaurant culture

Public Spaces

- Establishment of new signage identifying the boundaries/entrances of the centre
- Landscaping and street furniture to improve the public spaces in the centre, link the different precincts, and develop a stronger sense of place and community in line with the approved Urban Design Framework

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces to create a more modern feel

Yarraville Square Neighbourhood Activity Centre



Location

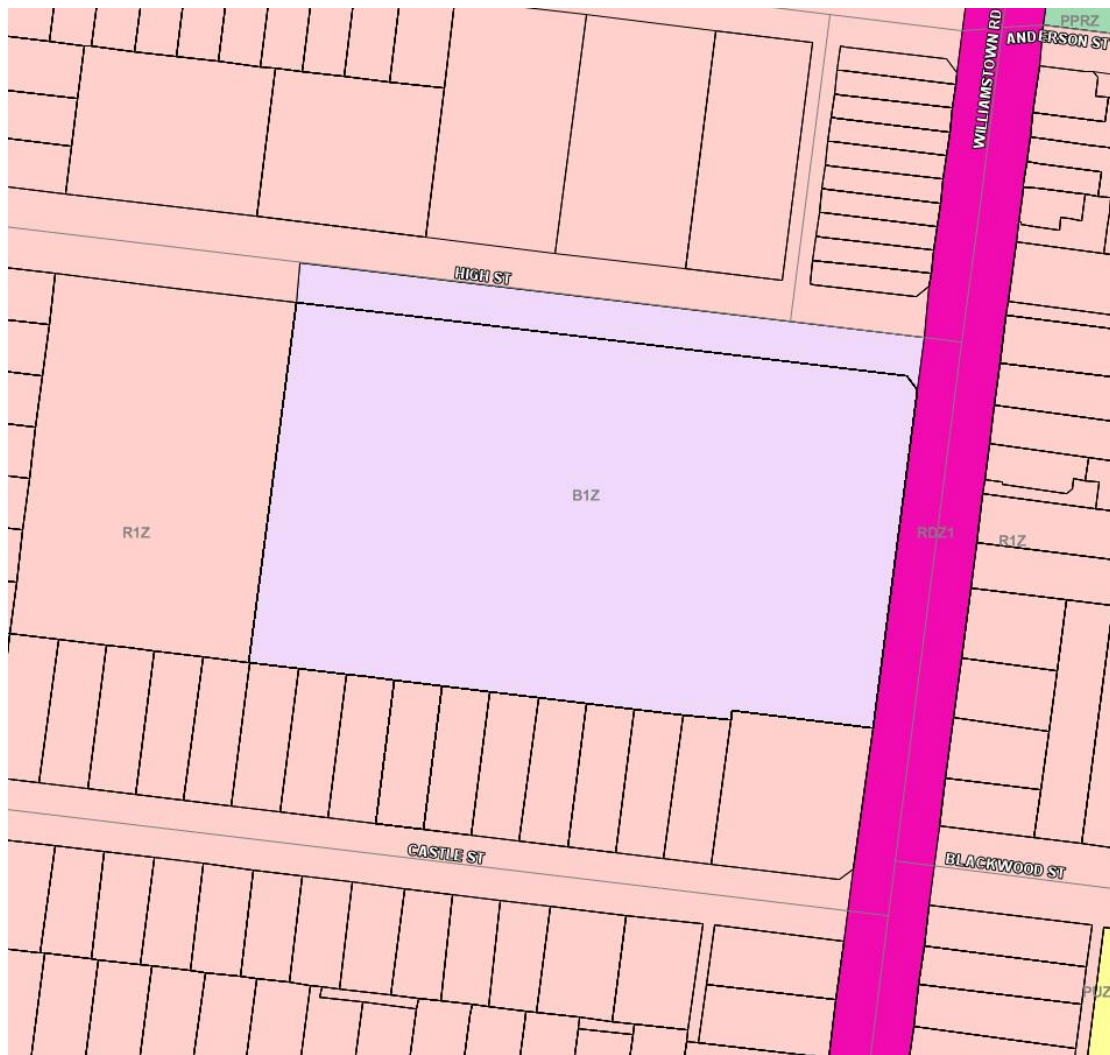
- On the former Yarraville arsenic site on the west side of Williamstown Road south of High Street in the south-eastern part of the municipality. Melways reference 41 J 9

Extent and Structure

- A relatively compact L-shaped strip of nine premises with an extensive car park in front
- Established approximately three years ago

Size

- A total area of approximately 8,000 sq m of floorspace of which 7,500 sq m is retail floorspace

Zoning

Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	5	50	3	33
Milk Bar Take Away	2	20	2	22
Other Retailing	1	10	1	11
Cafes and Restaurants	0	0	1	11
Retail Services	1	10	1	11
Total Retail	9	90	8	89
Professional and Commercial Services	0	0	1	11
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	0	0	0	0
Vacant Premises	1	10	0	0
Total Sites	10	100	9	100

Magnets/Main Uses

- Coles Supermarket of approximately 3,200 sq m
- Liquorland
- Blockbuster Video
- Bakers Delight
- Subway
- Yarraville Square Pharmacy
- Bank of Queensland

Public Transport Facilities

- Two bus services (430, 472) along Williamstown Road

Change and Development In Adjacent Areas

- No major residential developments in adjacent areas

Primary Roles

- Neighbourhood convenience role with strong niches in groceries, liquor, and delicatessen products, takeaway food and banking

SWOT Analysis

Strengths

- Prominent location on Williamstown Road
- Set back from the busy road
- Good range of convenience retailing goods and services particularly the full line Coles Supermarket, Liquorland and Yarraville Square Pharmacy
- High performing Coles Supermarket
- Several other chain stores – Bakers Delight, Subway, Blockbuster Video – to attract customers to the centre
- Availability of banking facilities – Bank of Queensland
- Modern presentation and adequate car parking
- Compact
- Good centre identification with a large prominent sign at the front
- No vacant premises

Weaknesses

- Lack of a café culture in the centre
- Car-dominated centre – limited range of public transport services – only two bus services along Williamstown Road
- Lack of a significant public realm
- Limited sense of place or community

Opportunities

- Maintenance of convenience niche in every day retailing and banking

Threats

- Some competition from the nearby Yarraville Neighbourhood Centre although Yarraville Square has a much stronger supermarket offer

Recommended Strategies and Actions

Future Role and Vision

- Maintenance of its strong convenience retailing focus on groceries and other day-to-day and weekly goods and services

Land Use Structure

- Maintenance of the existing overall structure – no expansion in floorspace

Business Mix

- Maintenance of similar types of retail businesses
- Attraction of a stronger café and outdoor eating culture to create places to meet and socialise in the centre

Public Spaces

- No actions as the centre and its car park areas are in private ownership

Private Buildings and Spaces

Landscaping and street furniture to further improve the external spaces in the centre and develop a stronger sense of place and community

Braybrook Neighbourhood Activity Centre



Location

- At the south-west corner of Ballarat Road and Ashley Street Braybrook in the north-west part of the municipality. Melways reference 27 E 11

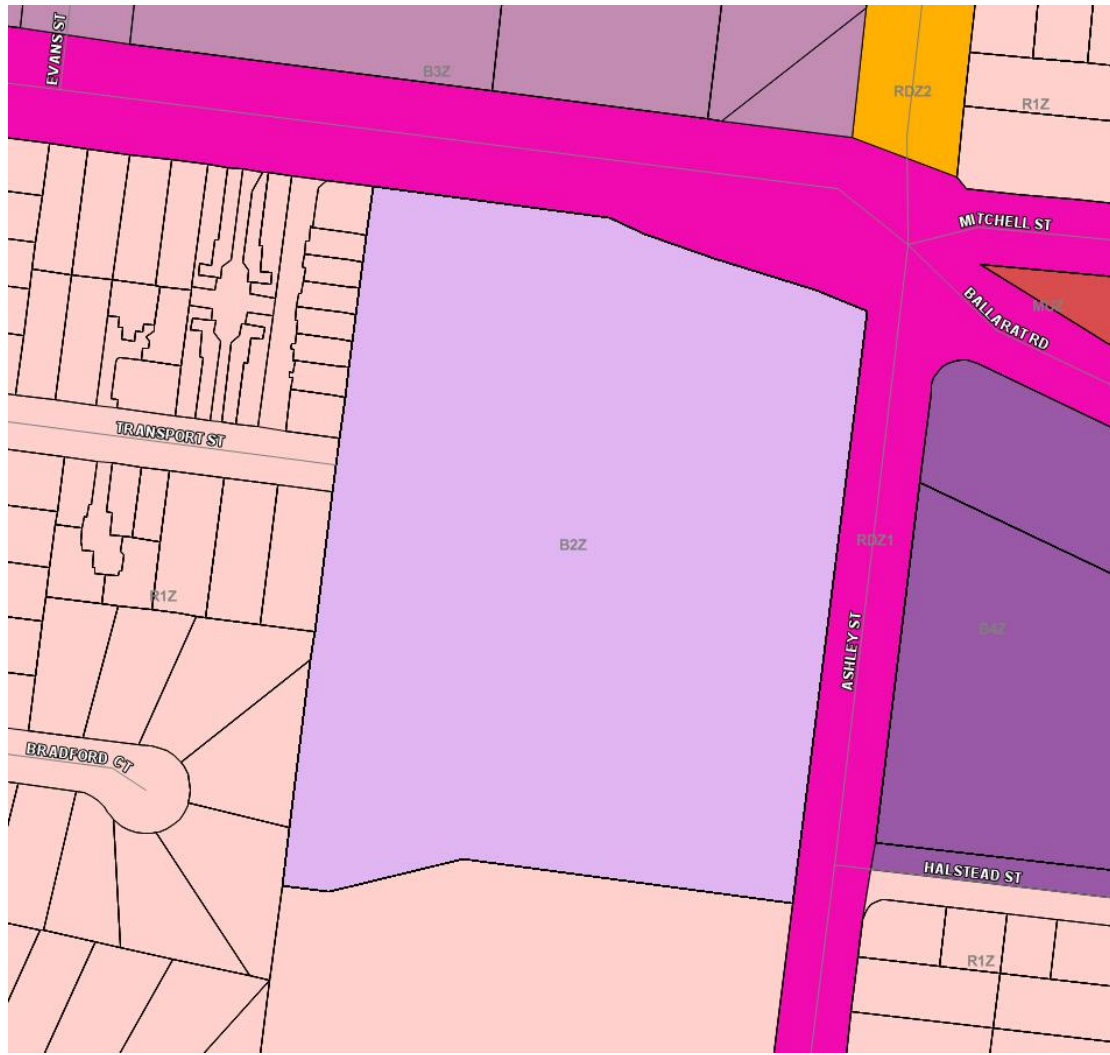
Extent and Structure

- A compact L-shaped strip of 11 premises with an extensive car park in front
- All in private ownership

Size

- A total area of approximately 8,000 sq m of retail and commercial floorspace of which 7,500 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	2	18	2	18
Milk Bar/Take Away	1	9	1	9
Other Retailing	4	36	4	36
Cafes and Restaurants	1	9	1	9
Retail Services	2	18	2	18
Total Retail	10	91	10	91

Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	0	0
Health Services	1	9	1	9
Community Services	0	0	0	0
Automobile Services	0	0	0	0
Vacant Premises	0	0	0	0
Total Sites	11	100	11	100

Magnets/Main Uses

- Safeway Supermarket of approximately 2,900 sq m
- Large Spotlight store of approximately 1,200 sq m
- Large Clive Peters store of approximately 1,750 sq m
- Medical Centre and Curwood Pharmacy

Public Transport Facilities

- Three bus services (215, 220, 410) at the Ballarat Road - Ashley Street intersection

Change and Development In Adjacent Areas

- No major new residential developments in nearby areas

Primary Roles

- Neighbourhood convenience retailing role with strong niches in grocery food as well as health products and services
- Specialist destination retailing role in fabrics and home appliances

SWOT Analysis

Strengths

- Strategic location at the corner of Ballarat Road and Ashley Street
- Set back from the very busy Ballarat Road
- A neighbourhood convenience as well as a specialist retail destination centre
- Three key retail magnets – a full line Safeway supermarket as well as good Spotlight and Clive Peters anchors
- Reasonably modern presentation
- Compact
- No vacancies
- Good centre identification with a large prominent sign at the front
- Availability of a medical centre and chemist

Weaknesses

- Limited range of fresh food convenience retailing
- Limited range of take-away food outlets
- Lack of a strong café culture in the centre
- Car-dominated centre – limited range of public transport services – only three bus services
- Lack of a significant public realm
- Limited sense of place or community

Opportunities

- Continued improvement in the product offer and services provided

Threats

- Very limited competition because it is the only neighbourhood centre serving the northern part of Braybrook

Recommended Strategies and Actions

Future Role and Vision

- Maintenance of its strong convenience retailing focus on groceries as well as specialist retail destination niches in fabrics and home appliances

Land Use Structure

- Maintenance of the existing overall structure – no expansion in floorspace

Business Mix

- Maintenance of similar types of retail businesses as well as the medical centre
- Attraction of a stronger café with outdoor eating to create places to meet and socialise in the centre

Public Spaces

- No actions as the centre and its car park areas are in private ownership

Private Buildings and Spaces

- Landscaping and street furniture to further improve the external spaces in the centre and develop a stronger sense of place and community

Edgewater Neighbourhood Activity Centre



Location

- At the western edge of the Delfin Lend Lease Edgewater Estate at Maribyrnong near the intersection of Gordon Street and Edgewater Boulevard, in the north-eastern part of the municipality. Melways reference 28 A-B 12

Extent and Structure

- A compact L-shaped centre of six existing buildings extending along Gordon Street from the southern end of the Thales building in Gordon Street to the parkland area north of Thomas Holmes Street, and eastwards to Skyline Drive

Size

- A current total built form area of approximately 7,000 sq m of retail, commercial and light industrial floorspace of which 3,200 sq m is retail floorspace
- The size of the centre will continue to increase with the further development of new buildings in Edgewater Boulevard, Thomas Holmes Street, and La Scala Drive
- Recent approvals for the La Scala development of 2,229 sq m of retail, 2,300 sq m of medical uses, and 10,725 sq m of office development

Zoning



Current Activity Mix Analysis

Category	No. of Uses	%
Grocery Retailing (food and liquor)	7	21
Milk Bar/Take Away	2	6
Other Retailing	0	0
Cafes and Restaurants	2	6
Retail Services	0	0
Total Retail	11	33
Professional and Commercial Services	13	39
Leisure and Entertainment	0	0
Health Services	1	3
Community Services	1	3
Light industrial	1	3
Automotive services	0	0

Vacant Premises	6	18
Total Sites	33	100

Magnets/Main Uses

- Aldi Supermarket of approximately 1,300 sq m
- Five fresh food shops including fruit & vegetables, butchers, bakery, delicatessen, and organic food
- Office complex with 12 professional office suites
- Two restaurants – Thonglor Thai and Lazy Moe's
- Delfin Sales and Information office for the Edgewater Estate

Public Transport Facilities

- Tram service (82) along Gordon Street
- One bus service (406) along this part of Gordon Street

Change and Development In Adjacent Areas

- The evolving development of the Edgewater Estate comprises a total of 1,100 new dwellings of mixed type and density

Primary Roles

- Neighbourhood convenience retailing role with strong niches in grocery and specialist food
- Local leisure provided by the two restaurants
- Commercial services
- Light industrial through the long established Thales calibration laboratory in Gordon Street

SWOT Analysis

Strengths

- An attractive retail and commercial hub as part of a new residential estate
- Sense of place and community with a high level of amenity
- Primarily set back from Gordon Street
- Good mix of retail and commercial facilities
- Significant convenience retailing offer for a centre of this size
- Café and restaurant culture
- Modern presentation of buildings
- Spacious feel but compact
- Pedestrian friendly facilitated by the grid structure and open space connections
- Development approvals for further mixed use development based around convenience retailing, medical services and office development
- Good public transport with both tram and bus services

Weaknesses

- Lack of key convenience retailing outlets – e.g., newsagency, pharmacy, post office
- Lack of banking facilities
- Limited range of take-away food outlets and cafes
- High vacancy rate

Opportunities

- Continued expansion in retail, commercial and medical facilities in this growing part of the municipality
- Provision of appropriate leisure and entertainment facilities

Threats

- Competition from the Highpoint Principal Activity Centre located only one km north-west of the centre

Recommended Strategies and Actions

Future Role and Vision

- Continued development of a mixed use centre with consolidation of its retail and commercial services roles
- Further diversification of its convenience retailing focus
- Development of local medical services role

Land Use Structure

- Expansion of the existing overall structure to accommodate appropriate mixed use development on vacant blocks on Edgewater Boulevard, Thomas Holmes Street, and La Scala Avenue
- Longer term redevelopment of the Thales building on Gordon Street into active retail or commercial uses

Business Mix

- Further diversification of convenience retail businesses
- Establishment of a stronger medical services role
- Attraction of a stronger café or outdoor eating culture to create places to meet and socialise in the centre

Public Spaces

- Continued creation of active public spaces along Edgewater Boulevard, Thomas Holmes Street, Case Street, and La Scala Avenue

Private Buildings and Spaces

- Landscaping and street furniture to further improve the external spaces in the centre and develop a stronger sense of place and community

Future Yarraville Gardens Neighbourhood Activity Centre

Location

- As part of the proposed redevelopment of the former Bradmill site at 355-383 Francis Street Yarraville, in the south-western part of the municipality. Melways reference 41 E-F 9-10

Extent and Structure

- A compact development in the north-east corner of the Bradmill site, fronting Francis Street and Mclvor Reserve
- Based on a proposed “main street” structure with active residential street frontages on the west and south edges and internal parking and circulation
- Pedestrian linkages to proposed bus stops at the Francis Street-Mclvor Road intersection

Size

- A total area of approximately 7,440 sq m of retail, commercial and community services floorspace of which 6,040 sq m is retail floorspace. Proposed components are:
 - Supermarket of 3,200 sq m
 - Speciality retail of 2,840 sq m
 - Non-retail (library, medical centre) of 1,400 sq m

Zoning

- Maribyrnong Planning Scheme Amendment C63 proposes to rezone this part of the Bradmill site from Industrial 1 Zone to Business 1 Zone with an amendment to the schedule to the Business 1 Zone specifying a maximum leasable floor area of 6,040 sq m for shop uses on the site

Magnets/Main Uses

- Coles Supermarket
- Library
- Speciality retail outlets and cafes
- Medical centre

Public Transport Facilities

- No current bus services along this part of Francis Street

Change and Development In Adjacent Areas

- The proposed redevelopment of the Bradmill site comprises 1,000 new dwellings of mixed type and density

Primary Roles

- Neighbourhood convenience retailing role with strong niches in grocery food and associated day-today products
- Community services (library)
- Health services

Possible Future Maribyrnong Defence Site Neighbourhood Activity Centre

Location

- On the northern side of Cordite Avenue at the southern end of the former Maribyrnong Defence Site, in the north-west part of the municipality. Melways reference 27 H-K 6-7

Extent and Structure

- To be developed further as part of VicUrban's planning for this major 128 hectare site
- Announcement in May 2009 by the State Government that the site is to be developed for approximately 2,000-3,000 dwellings accommodating 6,000 residents with significant office development, employing up to 2,000 to 3,000 workers.
- This redevelopment is expected to commence in 2012 after the Commonwealth Department of Defence has completed the clean-up of the contamination associated with the former defence uses.

7. Local Activity Centres

There are 12 existing Local Centres in the City of Maribyrnong:

- Waterford Gardens
- Mitchell & Hampstead
- Ballarat & Duke
- Ballarat & Summerhill/Rosamond including Summerhill Plaza
- Ballarat & Gordon
- Braybrook Village
- South & Duke
- Tottenham
- Geelong Road & Wales Street
- Gamon Street
- Kingsville – Somerville & Geelong Road
- Wembley Avenue

Since 2006, the activity centres at the corner of Ballarat Road and Gordon Street as well as at Ballarat Road and Summerhill/Rosamond Roads (including Summerhill Plaza) have developed more into Local Centres. Previously designated as Small Destination Centres, these centres have enhanced their local community role with the relatively recent addition of an IGA supermarket with liquor outlet at the Ballarat and Gordon intersection, and the continued mixed use retail, health and entertainment offer at Ballarat and Summerhill/Rosamond. These places are playing a stronger role in the growing northern part of the municipality.

The Local Centres are smaller versions of Neighbourhood Activity Centres. They provide a more limited range of convenience retailing goods and services including the lack of a main brand supermarket with its gross retail floorspace less than 1,000 sq m.

Local centres are important to the City of Maribyrnong in providing a range of day-to day services that are readily accessible to neighbourhoods throughout the municipality. There is a reasonable distribution of these centres in the residential parts of the municipality, with a higher concentration in the more established southern and western parts. Most centres except Tottenham are serviced by at least one bus service, with several having three or more services and the Ballarat Road-Gordon Street centre serviced by a tram as well.

The local centres with the most potential for growth and diversification are in the redeveloping and growing northern part of the municipality, particularly at Hampstead Road - Wests Road, Waterford Gardens, Ballarat Road – Gordon Street, and Ballarat Road – Summerhill Road. Ballarat Road - Duke Street and Braybrook Village also have potential because of new residential development and their proximity to other facilities, particularly the major community and youth centre near Braybrook Village.

Gamon Street will continue to be a unique local centre between Seddon and Yarraville, supported by the increasing gentrification of the local neighbourhood .

Centres such as Tottenham, Kingsville, Geelong Road-Wales Street, and South Road-Duke Street are expected to continue to decline as local convenience-oriented centres for their local neighbourhoods because of their location on very busy roads and/or their close proximity to Major and Neighbourhood Centres providing a better range of goods and services.

Wembley Avenue currently is a very good mixed use local centre. However, it is expected to decline significantly when the Yarraville Gardens Neighbourhood Centre is established in a few years and the current library at Wembley Avenue is related to the new centre.

Detailed analysis of each of the 11 local centres follows.

Waterford Gardens Local Activity Centre



Location

- On the west side of the intersection of Hampstead Road and Wests Road Maidstone to the south-west of Highpoint in the northern part of the municipality. Melways reference 27 J 9

Extent and Structure

- A compact strip of seven premises with a stand-alone restaurant and medical centre to the north along Wests Road

Size

- A total area of approximately 1,150 sq m of retail and commercial floorspace of which 1,000 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	2	22	1	11
Milk Bar/Take Away	2	22	4	44
Other Retailing	0	0	1	11
Cafes and Restaurants	1	11	1	11
Retail Services	2	22	1	11
Total Retail	7	78	8	89
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	0	0
Health Services	1	11	1	11
Community Services	0	0	0	0
Automobile Services	0	0	0	0

Vacant Premises	1	11	0	0
Total Sites	9	100	9	100

Magnets/Main Uses

- Small IGA convenience supermarket with liquor
- Pharmacy
- Variety of takeaway food outlets
- Medical centre

Public Transport Facilities

- Three bus services (215, 406, 408) at the Hampstead Road-Wests Road intersection

Change and Development In Adjacent Areas

- Part of the growth area of the municipality
- Applications for over 200 new dwellings including affordable housing near the intersection of Raleigh Road and West Road
- Expansion of Highpoint bulky goods precinct nearby

Primary Roles

- Local convenience retailing with niches in food and basic retail services – enhanced over the last four years with the addition of the IGA supermarket and pharmacy
- Small scale medical services role

SWOT Analysis

Strengths

- Modern and attractive presentation
- Good centre identification with “Waterford Gardens” on a prominent front building
- Good ambience because it is located off a main road
- Small scale village feel for this residential estate
- Reasonable range of basic convenience goods and services expected in a local centre
- Stronger takeaway food offer over the last four years
- Addition of a pharmacy over the last four years to complement the small medical centre

Weaknesses

- Lack of a café to create a meeting place in the centre

Opportunities

- Small extension of the centre to diversify the retailing mix and fill key gaps in the centre

Threats

- Very limited competition because it is the only local centre serving this developing part of Maidstone in the northern part of the municipality

Recommended Strategies and Actions

Future Role and Vision

- Maintenance of its mixed use convenience retailing and health services role

Land Use Structure

- Small extension to the centre to diversify the retailing mix and fill key gaps in the centre

Business Mix

- Maintenance of similar types of retail businesses as well as the medical services
- Attraction of a café to create a meeting place in the centre

Public Spaces

- Establishment of new signage on the main approach roads identifying the centre
- Small scale landscaping and street furniture to further improve the public spaces in the centre and develop a stronger sense of place and community

Private Buildings and Spaces

- No actions

Mitchell Street & Hampstead Road Maidstone Local Activity Centre



Location

- On the north side of Mitchell Street just east of the intersection of Hampstead Road Maidstone in the central-northern part of the municipality. Melways reference 27 G 11

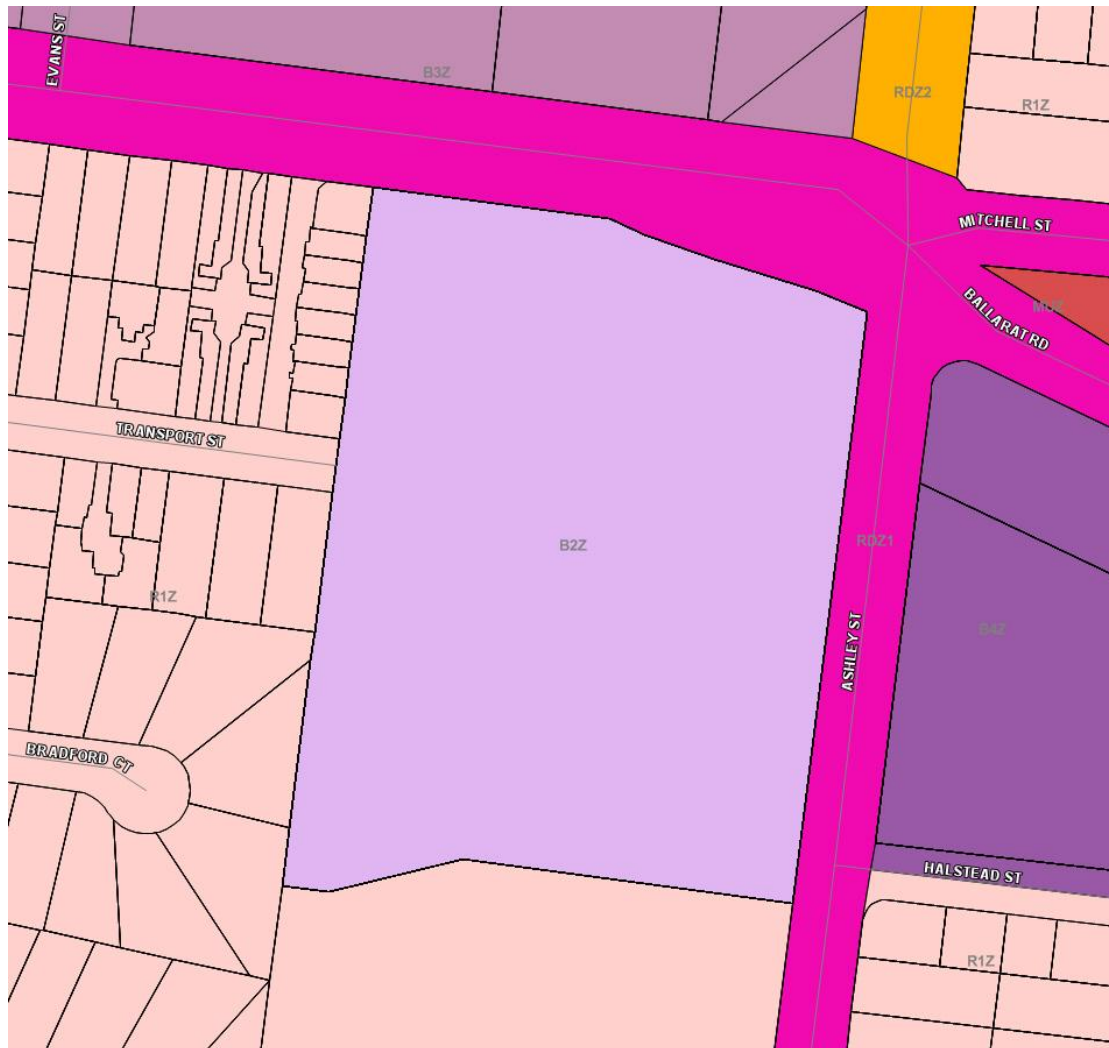
Extent and Structure

- A dominant stand-alone Supa IGA set back from the corner with car parking in front with an adjacent mixed use strip of 10 premises along Mitchell Street for 50 metres until the start of the light industrial area
- Kindergarten across Mitchell Street

Size

- A total area of approximately 2,600 sq m of retail and commercial floorspace of which approximately 2,000 sq m is retail floorspace (including vacant retail premises)

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	2	18	1	8
Milk Bar/Take Away	1	9	1	8
Other Retailing	1	9	0	0
Cafes and Restaurants	0	0	0	0
Retail Services	0	0	0	0
Total Retail	4	36	2	17
Professional and Commercial Services	4	36	2	17
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	0	0	1	8

Vacant Premises	3	27	7	58
Total Sites	11	100	12	100

Magnets/Main Uses

- Supa IGA Supermarket

Public Transport Facilities

- Two bus services (215, 408) along Hampstead Road

Change and Development In Adjacent Areas

- Part of the growth area of the municipality
- Close to a mix of new three storey residential development (townhouses and apartments) including on former Telstra land – over 200 dwellings
- Near Medway Golf Course which could be redeveloped for housing in the future

Primary Roles

- Currently very limited local convenience retailing role sustained only by the supermarket

SWOT Analysis

Strengths

- High level of exposure because it is located at a key intersection
- One of the only local or neighbourhood centres in the northern part of the municipality
- Availability of a reasonably sized supermarket for a local centre
- Part of the residential growth area of the municipality
- Close to a mix of new three storey residential development
- Close to possible redevelopment of the Medway Golf Course

Weaknesses

- Poor layout
- Lack of ambience and pedestrian friendliness
- No signage identifying the centre
- No integration between the supermarket and the row of shops to the east on Mitchell Street. This area of the centre is barren, uninteresting and uninviting
- Increasingly high vacancy rate over the last four years among the business premises in Mitchell Street
- Declining retail role over the last four years
- Poor presentation of most of the premises
- No sense of place or community in the centre

Opportunities

- Improvements in the external presentation of most buildings in the centre
- Landscaping to improve the public spaces in the centre and integrate the different parts of the centre
- Attraction of more convenience-oriented shops to complement the supermarket and take-away food shop
- Major redevelopment of the whole centre site including Conversion of the row of shops to a mixed use development including intensive residential development

Threats

- Further deterioration of this centre with increasing competition from other existing or possible new centres in this growing part of the municipality

Recommended Strategies and Actions

Future Role and Vision

- Redevelopment of the centre with stronger mixed use role including intensive residential development
- As part of the redevelopment, enhancement of the convenience retailing role building on the existing supermarket

Land Use Structure

- Redevelopment of the existing overall structure with a possible extension

Land Use and Business Mix

- Intensive residential uses in Mitchell Street
- Attraction of food and other convenience-oriented shops in Mitchell Street

Public Spaces

- Establishment of new signage identifying the centre
- Landscaping and street furniture to improve the public spaces and linkages in the centre and develop a stronger sense of place and community

Private Buildings and Spaces

- Significant improvement in the presentation of buildings and adjacent spaces

Ballarat Road & Duke Street Local Activity Centre



Location

- On the south-east corner of Ballarat Road and Duke Street Braybrook in the north-west part of the municipality. Melways reference 27 A-B 11

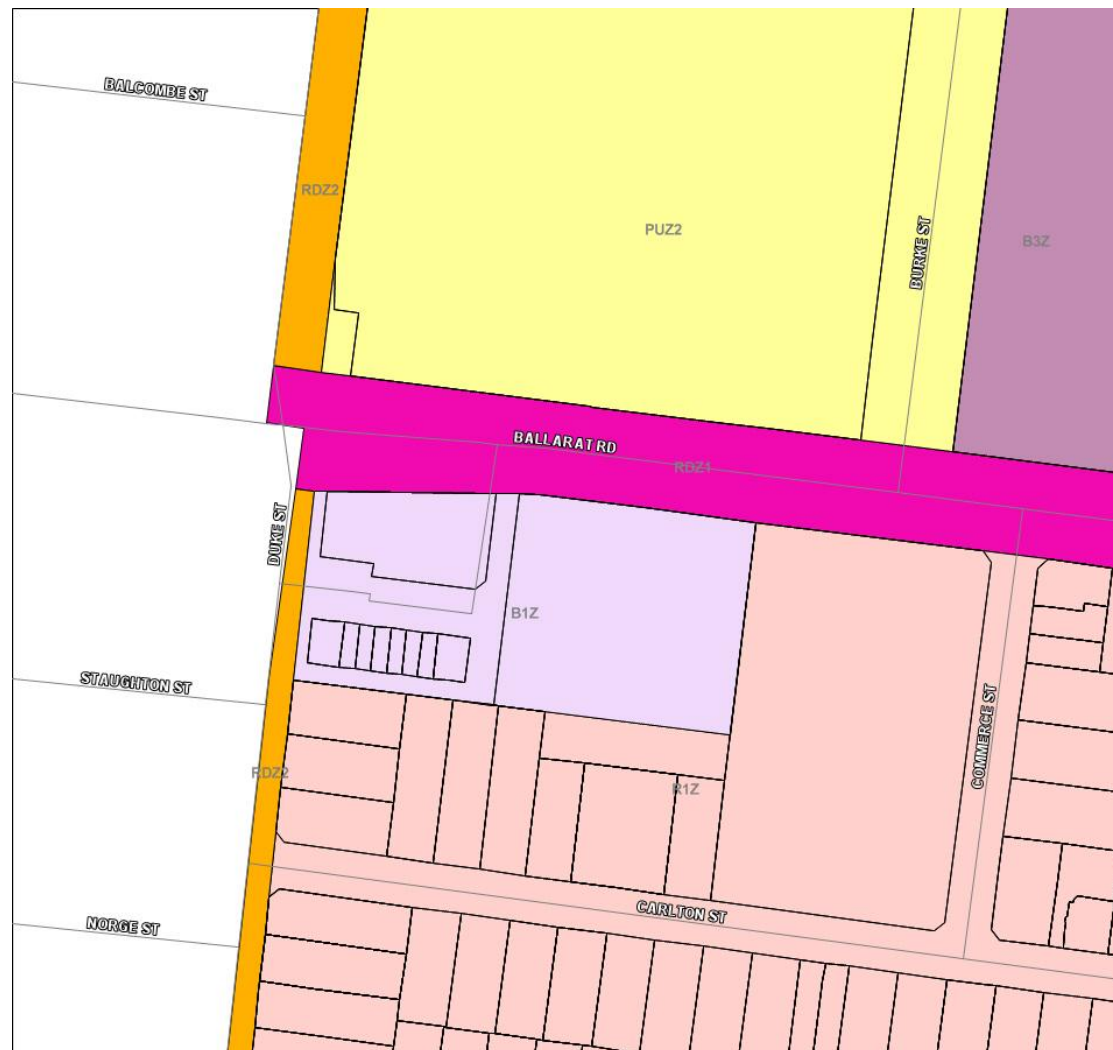
Extent and Structure

- A strip of nine retail premises along a laneway to the east of Duke Street at the rear of Blockbuster Video, IGA and the Braybrook Hotel in this part of Ballarat Road
- Adjacent to the large Bristol Paint store on the west side of Duke Street along Ballarat Road

Size

- A total area of approximately 2,400 sq m including 1,600 sq m of retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	2	18	3	25
Milk Bar/Take Away	3	27	3	25
Other Retailing	1	9	2	17
Cafes and Restaurants	0	0	0	0
Retail Services	4	36	2	17
Total Retail	10	91	10	83
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	1	9	1	8
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	0	0	0	0
Vacant Premises	0	0	1	8
Total Sites	11	100	12	100

Magnets/Main Uses

- Braybrook Hotel
- Blockbuster Video
- New small IGA supermarket with liquor
- The Cheesecake Shop
- Combined post office, Tattsлото, newsagent and cards outlet
- Two hairdressing salons

Public Transport Facilities

- Three bus services (215, 220, 410) at the Ballarat Road-Duke Street intersection

Change and Development In Adjacent Areas

- Recent establishment of Bristol Paint store on west side of Duke Street fronting Ballarat Road – a magnet use with spin-off benefits for this centre
- Proposed new small activity centre on the west side of Duke Street in the City of Brimbank
- Current application for new retirement village of 150 dwellings nearby

Primary Roles

- Local convenience retailing role with niches in food (groceries and take-away food) and other convenience-oriented retail products and services – enhanced recently with opening of the IGA supermarket with liquor
- Leisure and entertainment role provided by the hotel with its bar, bistro and gaming room
- Overall, a quick drop-in place to top up on groceries and other day-to-day items
- Not a café culture centre

SWOT Analysis

Strengths

- Compact structure
- Recent addition of a small IGA supermarket with liquor
- Reasonable take-away food offer and other small scale basic convenience goods and services
- Very busy, particularly as a quick drop-in and pick-up centre
- No vacancies
- Key magnets such as Braybrook Hotel, Blockbuster Video, the post office and Tattsлото outlet
- Reasonable ambience because it is located behind Ballarat Road and off Duke Street
- Adjacent to the large Bristol Paint store on the west side of Duke Street along Ballarat Road

Weaknesses

- No signage identifying the centre
- Difficult access and congested car parking area
- Lack of integration of the strip with the Braybrook Hotel
- Harsh appearance because of the lack of landscaping and dominant overhead wires
- Lack of cafes or other meeting places for local residents except for the Braybrook Hotel
- Leisure role based heavily on gaming and drinking

Opportunities

- New signs highlighting the centre from Ballarat Road and Duke Street
- Landscaping to improve the public spaces and linkages in the centre

Threats

- Currently, very limited competition because it is the only one of two local centres serving Braybrook in the north-western part of the municipality
- Proposed new small activity centre on the west side of Duke Street in the City of Brimbank

Recommended Strategies and Actions

Future Role and Vision

- Maintenance of its convenience retailing role
- Development of a stronger local community-oriented centre

Land Use Structure

- Maintenance of the existing overall structure

Business Mix

- Maintenance of similar types of retail businesses

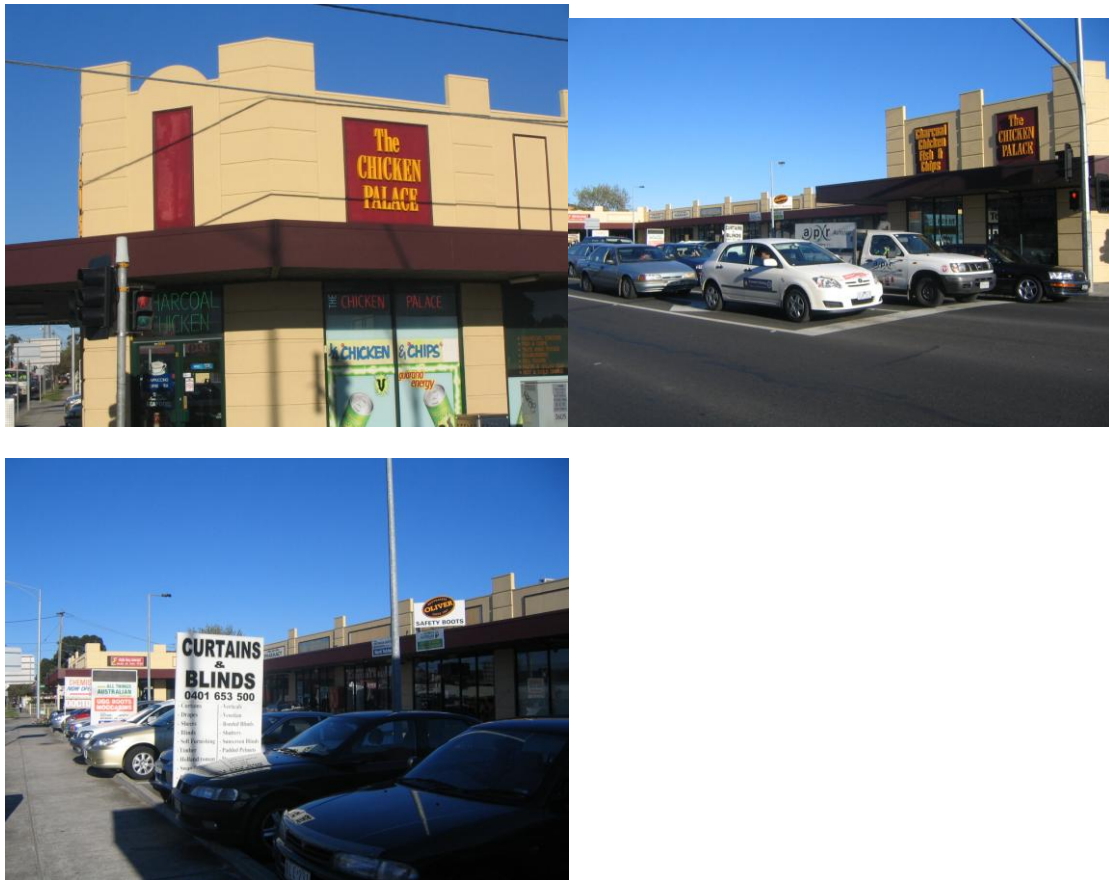
Public Spaces

- Establishment of new signage identifying the centre
- Landscaping and street furniture to improve the public spaces in the centre and to develop a sense of place and community
- Development of some outdoor eating areas in conjunction with the existing food businesses
- Improved linkages between the strip and the Braybrook Hotel

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Ballarat & Summerhill/Rosamond Local Activity Centre



Location

- On Ballarat Road at the Summerhill/Rosamond Road intersection in the central part of the municipality. Melways reference 41 K 1

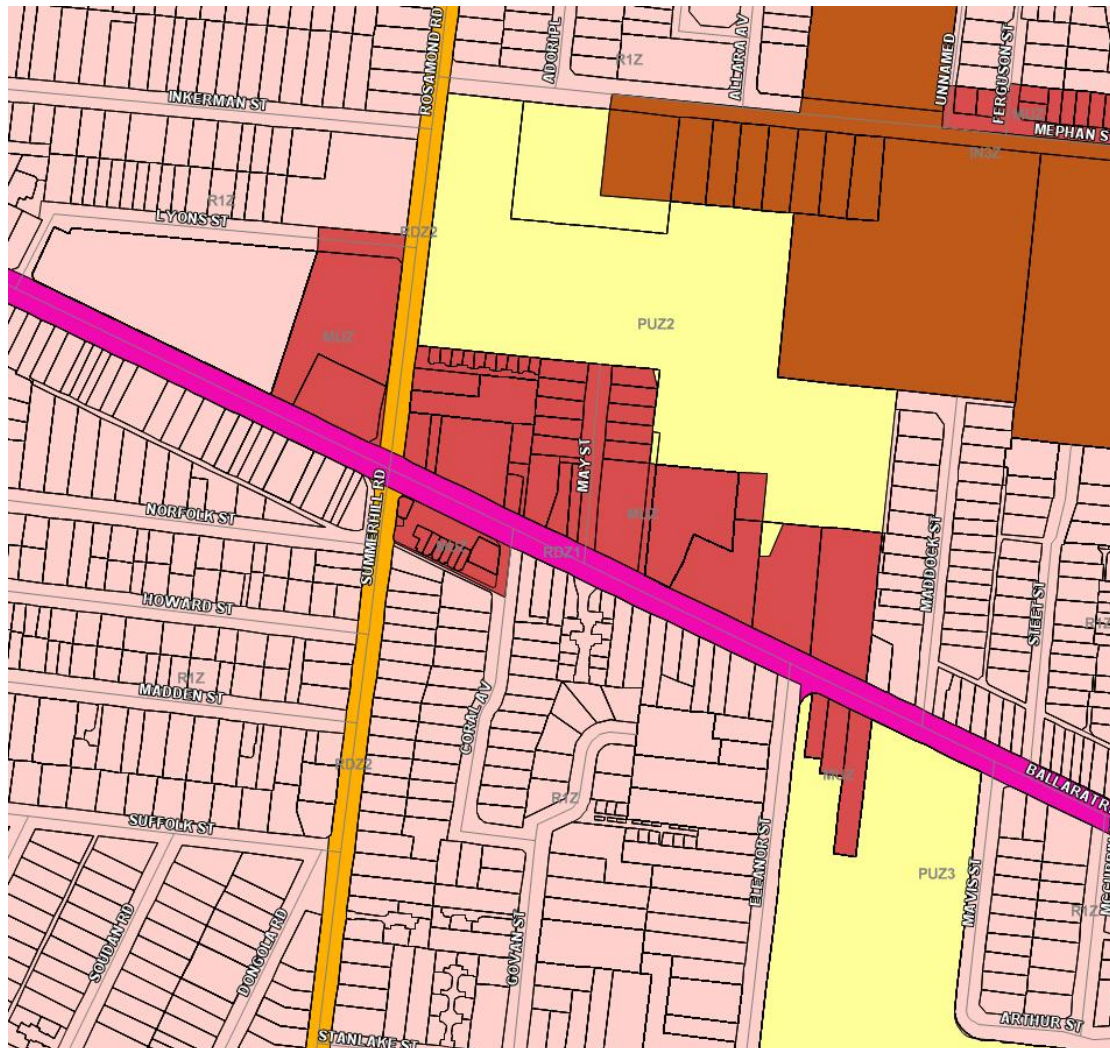
Extent and Structure

- Small clusters at each of the four corners of the intersection including Summerhill Plaza on the south-east corner

Size

- A total area of approximately 1,900 sq m of retail, health and auto services floorspace of which 1,100 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	0	0	0	0
Milk Bar/Take Away	1	8	1	7
Other Retailing	7	54	4	29
Cafes and Restaurants	0	0	1	7
Retail Services	1	8	0	0
Total Retail	9	69	6	43
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	1	14
Health Services	2	15	2	14
Community Services	0	0	0	0
Automobile Services	1	8	2	14

Vacant Premises	1	8	3	14
Total Sites	13	100	14	100

Magnets/Main Uses

- The Chicken Palace
- The Palms Tabaret, Keno & Bingo
- Ballarat Road Family Medical Centre
- Patel and Chin Pharmacy
- Doors Plus
- Highpoint Motors

Public Transport Facilities

- Two bus services (223, 410) at the Ballarat Road - Summerhill/Rosamond Road intersection

Change and Development In Adjacent Areas

- 21 dwellings proposed for the former Maidstone Health Club site

Primary Roles

- Small mixed use retailing at a key intersection along the every busy Ballarat Road
- Small health services role supported by a pharmacy
- Leisure and entertainment provided by The Palms

SWOT Analysis

Strengths

- High level of exposure on Ballarat Road
- Range of specialist goods and services
- Availability of a medical centre and pharmacy
- Located in the growing northern part of the municipality

Weaknesses

- On a very busy main road – noisy
- Disjointed - divided into clusters on each of the main corners of the intersection
- Generally harsh, barren and uninteresting appearance
- Not a community meeting place except indoors at The Palms
- Poor presentation of some shops
- Lack of well known magnets
- Declining retail offer over the last four years
- Very limited take-away offer
- Poor presentation of the one coffee shop in the centre
- Increased vacancy rate over the last four years
- Poor centre identification signage

Opportunities

- Further development as a local centre in food, health and entertainment services as a result of new residential development nearby
- Improvement in the external presentation of several shops
- New centre signage

Threats

- Deterioration in not been able to deal successfully with the harsh conditions and compete with nearby centres

Recommended Strategies and Actions

Future Role and Vision

- Development of new mixed use local community-oriented role

Land Use Structure

- Maintenance of the existing overall structure

Business Mix

- Improvement in the business mix with more local convenience retailing outlets

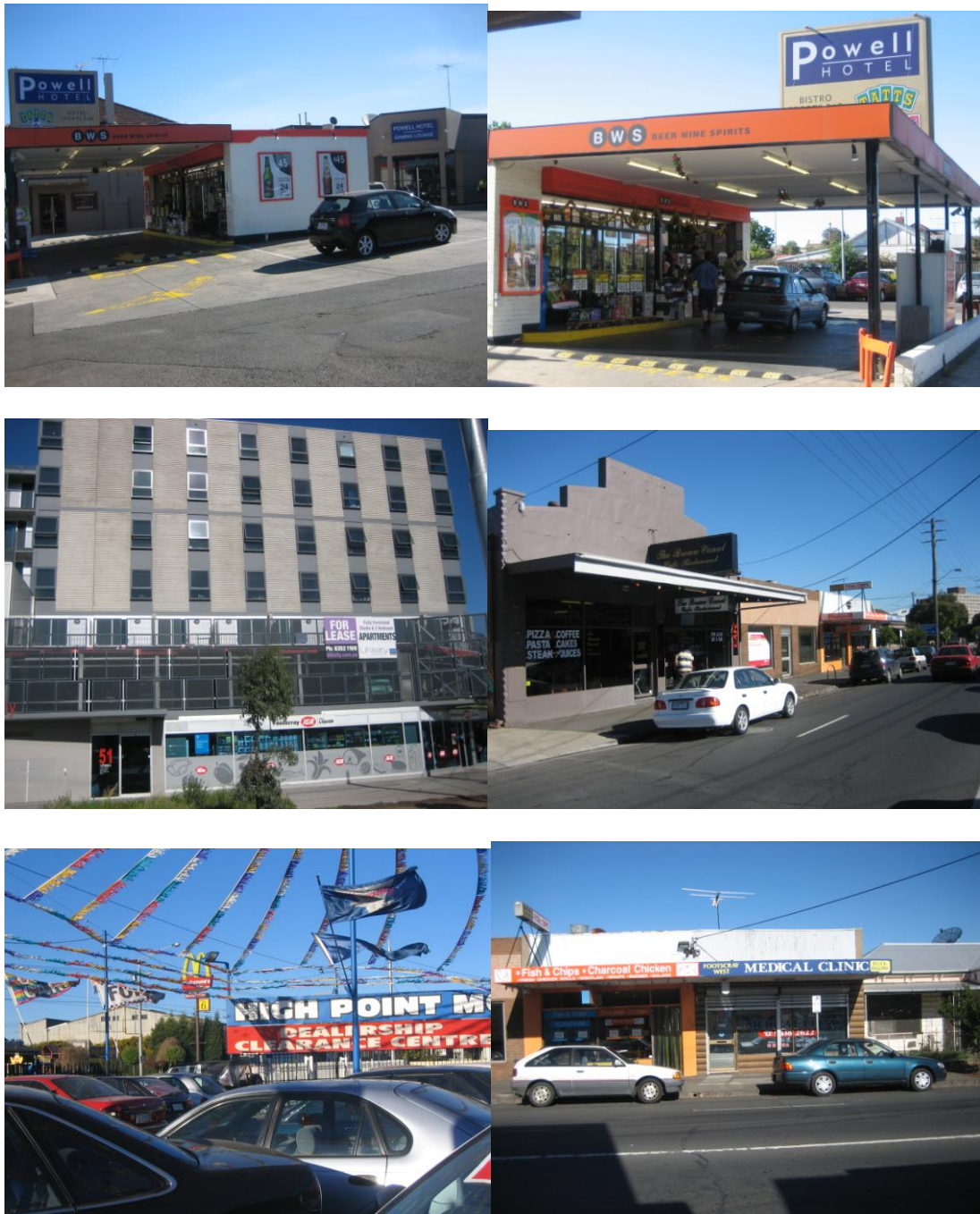
Public Spaces

- Establishment of new signage identifying the centre

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Ballarat & Gordon Local Activity Centre





Location

- On Ballarat Road at the Gordon Street intersection in the central-eastern part of the municipality. Melways reference 42 A 2
- Within close proximity of Victoria University Footscray Park Campus

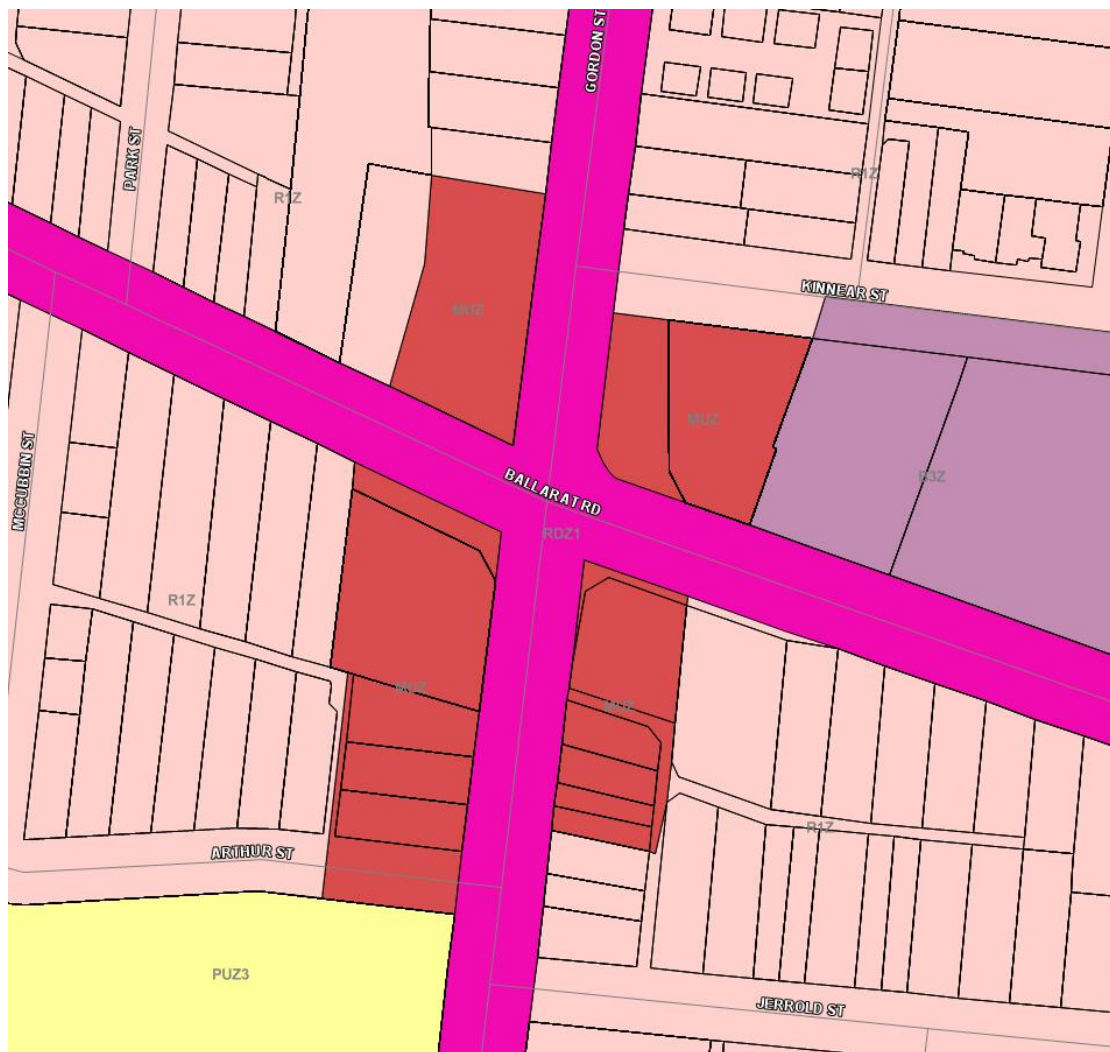
Extent and Structure

- Small clusters of retail and commercial uses at each of the four corners of the intersection including a small strip along both sides of Gordon Street south of the intersection

Size

- A total area of approximately 2,000 sq m of retail and commercial floorspace of which 1,400 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	2	12	3	15
Milk Bar/Take Away	4	29	6*	30
Other Retailing	0	0	1	5
Cafes and Restaurants	0	0	3**	15
Retail Services	3	18	1	5
Total Retail	10	59	14	70
Professional and Commercial Services	1	6	0	0
Leisure and Entertainment	1	6	1	5
Health Services	0	0	1	5
Community Services	0	0	0	0
Automobile Services	1	6	1	5
Vacant Premises	5	29	3	15

Total Sites	17	100	20	100
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* Several takeaway outlets also provide limited eat-in services

** Most cafes have a takeaway facility

Magnets/Main Uses

- New small IGA supermarket with liquor
- McDonalds and KFC
- Powell Hotel
- Pizza Hut and Godfather's Pizza
- Quick Buy Convenience Bar
- High Point Motors

Public Transport Facilities

- Tram service (82) along Gordon Street
- Three bus services (223, 406, 410) at the Ballarat Road-Gordon Street intersection

Change and Development In Adjacent Areas

- 17 new student apartments above the IGA supermarket
- Close to Edgewater Estate's new residential developments

Primary Roles

- Small mixed use retailing centre at a key intersection along the every busy Ballarat Road with its convenience role enhanced recently with the new IGA supermarket with liquor
- Leisure and entertainment role provided by the Powell Hotel with its bar, bistro, TAB and gaming room

SWOT Analysis

Strengths

- High level of exposure on Ballarat Road
- Close to Victoria University's Footscray Park Campus
- Enhanced convenience retailing role
- Reasonable take-away food offer particularly with the availability of the McDonalds and KFC chains
- Extended trading hours of key takeaway food outlets (e.g., McDonalds, Pizza Hut)
- Availability of the Powell Hotel
- Declining vacancy rate

Weaknesses

- At a very busy intersection – congested and noisy
- Difficult to access and park
- Divided into clusters on each of the main corners of the intersection
- Generally harsh, barren and uninteresting appearance – not a community meeting place except inside at the Powell Hotel
- Poor presentation of some shops
- Poor centre identification signage

Opportunities

- Further development of its convenience retailing role and as a take-away food destination centre, to capitalise on new residential developments including for university students
- Improvement in the external presentation of several shops
- New centre signage

Threats

- Increasing competition from the evolving Edgewater Neighbourhood Centre

Recommended Strategies and Actions

Future Role and Vision

- Enhancement of its convenience retailing role and its destination role particularly in takeaway food

Land Use Structure

- Maintenance of the existing overall structure

Business Mix

- Maintenance of a similar spread of retail and commercial business types
- Ongoing strengthening of its local community-oriented convenience retailing outlets

Public Spaces

- Establishment of signage identifying the centre

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Braybrook Village Local Activity Centre



Location

- On the north side of Churchill Avenue Braybrook opposite the Western Region Health Centre in the central-western part of the municipality. Melways reference 27 C 12

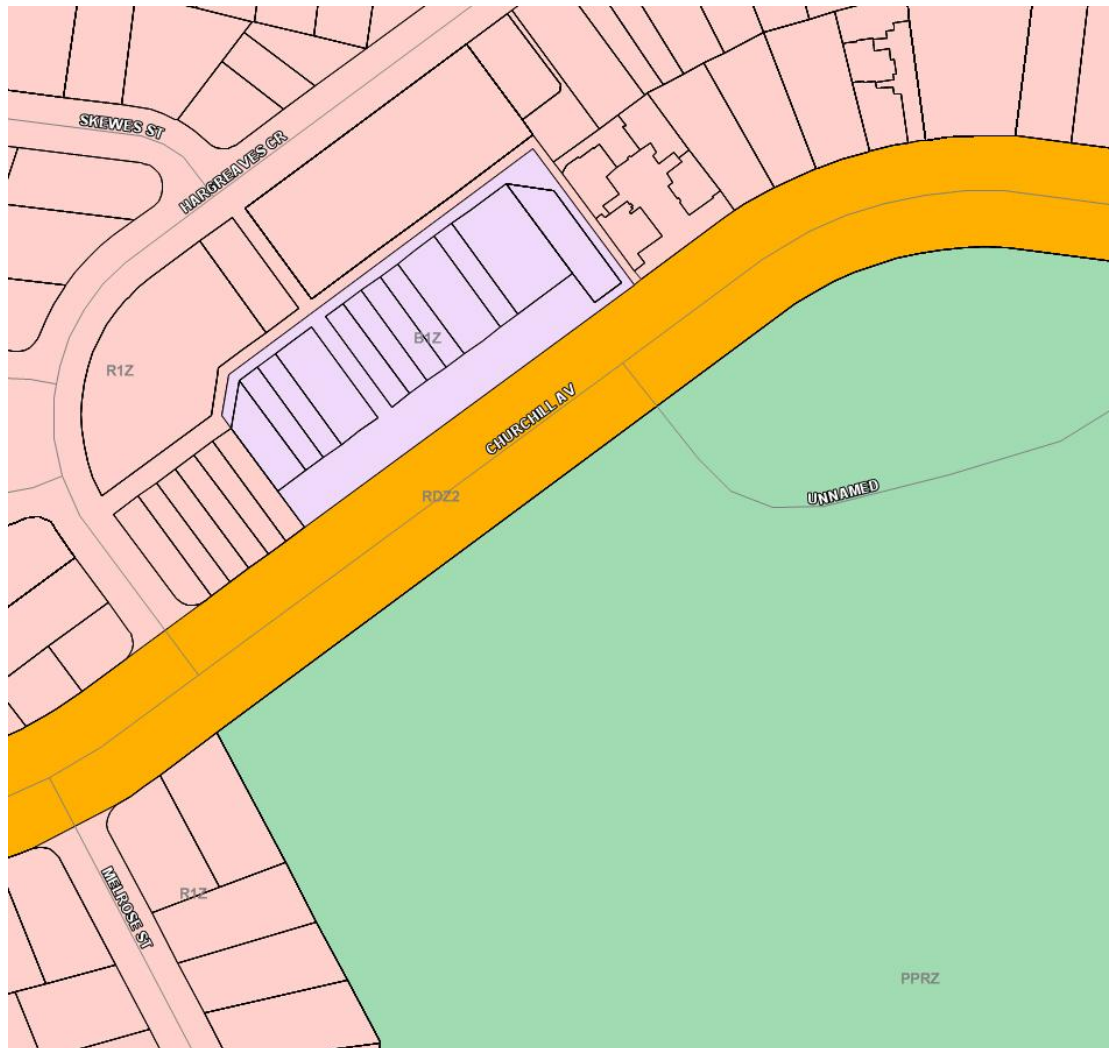
Extent and Structure

- A relatively compact strip of 10 premises set back from Churchill Avenue with car parking in front

Size

- A total area of approximately 1,100 sq m of retail and commercial floorspace of which 830 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	5	50	5	38
Milk Bar/Take Away	1	10	2	15
Other Retailing	1	10	2	15
Cafes and Restaurants	0	0	0	0
Retail Services	1	0	1	8
Total Retail	8	80	10	77
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	0	0
Health Services	1	10	1	8
Community Services	1	10	2	15
Automobile Services	0	0	0	0

Vacant Premises	0	0	0	0
Total Sites	10	100	13	100

Magnets/Main Uses

- John & Wayne's SuperValue Supermarket
- Western Cellars
- Medical centre and Churchill Avenue Community Pharmacy
- Two community services – Salvation Army Aged Care Program and Youth Enterprise Hub
- Two take-away food shops

Public Transport Facilities

- Two bus services (408 and 410 occasionally) along Churchill Avenue

Change and Development In Adjacent Areas

- Renewal of Department of Human Services residential properties
- New housing developments to the east and west of the centre (total of about 30 dwellings)
- Improvements to the community centre across Churchill Avenue
- Recent upgrade of Skinner Reserve

Primary Roles

- Local convenience retailing role with niches in groceries (including bread and cakes), liquor and takeaway food
- Local medical services role
- Community services – Youth Enterprise Hub and administration centre for the Salvation Army Community Aged Care Program
- Across the road from the major Community and Youth Centre
- Outdoor meeting place and hang-out centre for young people
- Not a café or restaurant centre

SWOT Analysis

Strengths

- Strategic location across the road from a major community centre
- Compact structure
- Good range of small scale basic convenience goods/services including a small supermarket, liquor outlet and pharmacy
- Reasonable take-away food offer
- Expansion of the number of businesses operating in the centre from 10 to 13 over the last four years
- No vacancies
- Reasonable ambience because it is not located on a busy main road and is well set back from Churchill Avenue
- Meeting place particularly for young people in the neighbourhood, particularly with the Youth Enterprise Hub established within the last four years
- Some sense of community atmosphere and village feel

Weaknesses

- Lack of a brand supermarket
- Poor centre identification signage on the shops
- Poor presentation of some shops
- Erratic opening hours of the Sportsrat Fashion shop
- The administration centre for the Salvation Army is physically out of character with the predominantly retail or service business premises along the strip – not an active frontage
- Harsh appearance because of the lack of landscaping

Opportunities

- Potential to expand to consolidate its convenience retailing, medical and community services roles
- New centre identification signs
- Landscaping and street furniture to improve the public spaces in the centre and to develop a stronger sense of place and community

Threats

- Very limited competition because it is the only one of two local centres serving Braybrook in the north-western part of the municipality

Recommended Strategies and Actions

Future Role and Vision

- Continuation and enhancement of the mixed use convenience retailing and health services role
- Maintenance of a strong community services role

Land Use Structure

- Small expansion of the existing overall structure to diversify the business mix

Business Mix

- Maintenance of similar types of retail businesses as well as the medical services
- Attraction of a main brand supermarket to strengthen the convenience retail role

Public Spaces

- Establishment of new signage identifying the centre
- Landscaping and street furniture to improve the public spaces in the centre and develop a stronger sense of place and community

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

South Road and Duke Street Local Activity Centre



Location

- On the south side of South Road east of the intersection with Duke Street in the west-central part of the municipality. Melways reference 41 A 2
- Approximately 1.5 km directly west of Central West Major Activity Centre

Extent and Structure

- A compact strip of 17 premises along South Road between Duke Street and Crick Street

Size

- A total area of approximately 1,700 sq m of retail and commercial floorspace of which 1,600 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	4	22	3	18
Milk Bar/Take Away	4	22	4	24
Other Retailing	2	11	2	12
Cafes and Restaurants	1	6	0	0
Retail Services	3	17	3	18
Total Retail	14	78	12	71
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	0	0
Health Services	1	6	1	6
Community Services	0	0	0	0
Automobile Services	0	0	0	0

Vacant Premises	3	17	4	24
Total Sites	18	100	17	100

Magnets/Main Uses

- Braybrook Supermarket and Cellars as a consolidated business
- Two Asian grocery stores (open late)
- Newsagency, post office and Tattsлото outlet
- South Road Medical Centre
- Greater Discount Chemist

Public Transport Facilities

- Two bus services (216, 219) along South Road

Change and Development In Adjacent Areas

- Application for residential redevelopment of nearby industrial site
- New apartment developments to the west of Duke Street in the City of Brimbank

Primary Roles

- Local convenience retailing role with niches in groceries and take-away food and other convenience-oriented retail products
- Local medical services role complemented by pharmacy

SWOT Analysis

Strengths

- Good location near the intersection of two main roads
- Compact structure
- Small scale basic convenience goods/services including the supermarket with liquor outlet, the Asian grocery stores, newsagency with post office and Tattsлото outlet, and pharmacy
- Reasonable take-away food offer
- Reasonable ambience because it is located off the main roads in the South Road service road and is screened by landscaping along Duke Street

Weaknesses

- Proximity to Central West
- Poor centre identification signage
- Increasingly high vacancy rate (24%) – higher than four years ago
- Loss of a café over the last four years
- Poor presentation of some shops
- Harsh appearance immediately in front of the shops because of the lack of landscaping

Opportunities

- New centre identification signs
- More convenience businesses that can feed off the food niche of the centre
- Landscaping and street furniture to improve the public spaces in the centre and develop a stronger sense of place and community

Threats

- Increasing competition from the larger Central West Plaza 1.5 kilometres to the east along South Road

Recommended Strategies and Actions

Future Role and Vision

- Enhancement of its mixed use convenience retailing and health services role
- Development of a stronger local community-oriented centre

Land Use Structure

- Maintenance of the existing overall structure – no expansion in retail or commercial floorspace

Business Mix

- Maintenance of similar types of retail businesses as well as the medical services
- Attraction of additional convenience-oriented retail businesses to reduce the number of vacant premises
- Attraction of a new café

Public Spaces

- Establishment of new signage identifying the centre
- Landscaping and street furniture to improve the public spaces in the centre and develop a stronger sense of place and community

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Tottenham Local Activity Centre



Location

- On the south side of Sunshine Road next to the intersection of Dempster Street opposite the Tottenham Railway Station in the central-western part of the municipality. Melways reference 41 E 4
- Approximately 500 metres from the Central West Major Activity Centre

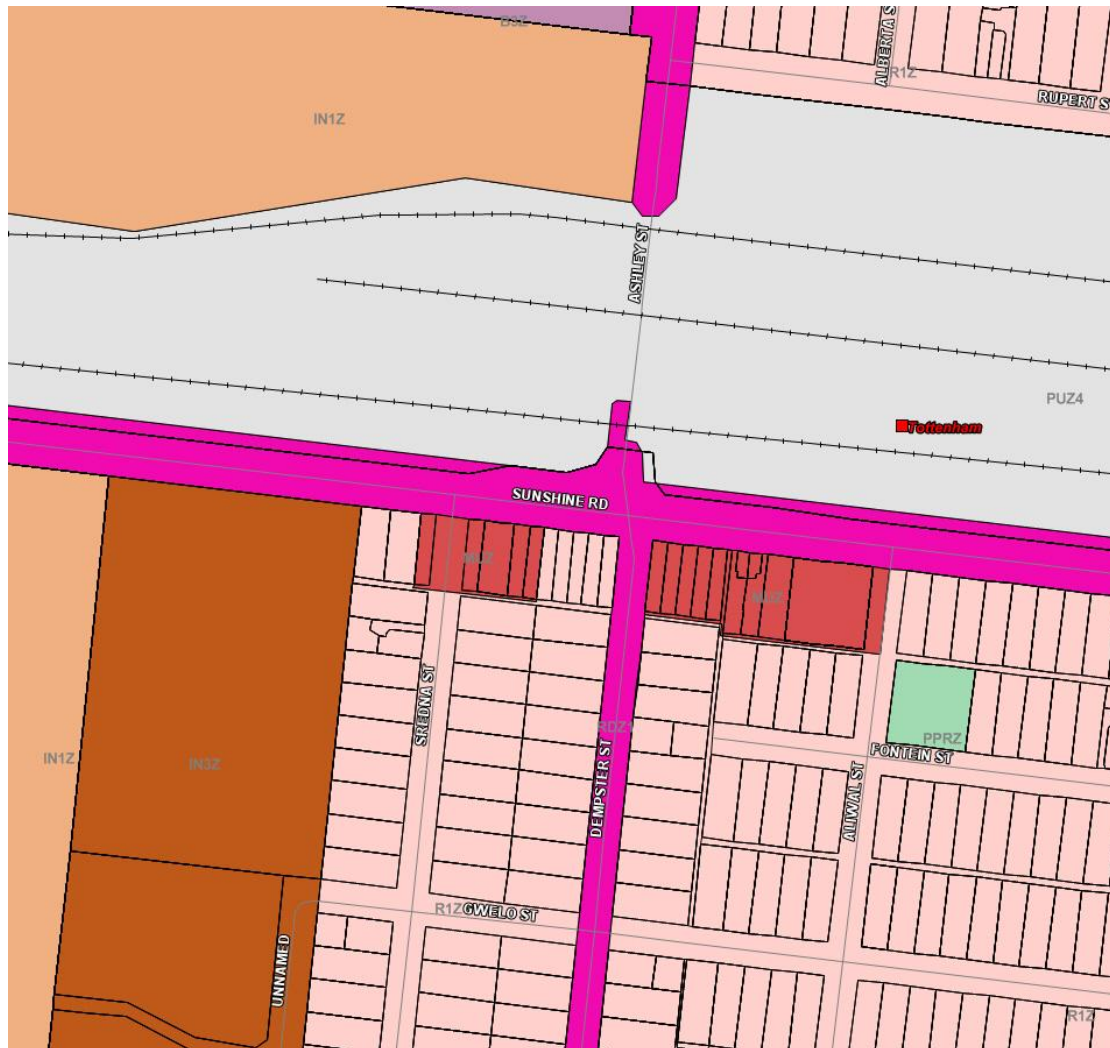
Extent and Structure

- A strip of 21 premises along Sunshine Road east and west of Dempster Street

Size

- A total area of approximately 2,800 sq m of retail, residential, commercial and light industrial floorspace of which 1,100 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	3	14	2	12
Milk Bar/Take Away	1	5	1	6
Other Retailing	4	19	3	18
Cafes and Restaurants	0	0	0	0
Retail Services	2	10	2	12
Total Retail	10	48	8	47
Professional and Commercial Services	2	10	1	6
Light industrial	1	5	0	0
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0

Automobile Services	0	0	0	0
Residential	5	24	3	18
Vacant Premises	3	14	5	29
Total Sites	21	100	17	100

Magnets/Main Uses

- Cellarbrations liquor store and drive-through
- Post office, Tattsлото, and tobacconist
- Convenience store

Public Transport Facilities

- Across from the Tottenham Railway Station
- No bus services

Change and Development In Adjacent Areas

- Further expansion of the retail and commercial facilities at Central West Recent establishment of Bristol Paint store on west side of Duke Street fronting Ballarat Road – a magnet use with spin-off benefits for this centre
- Current application for new retirement village of 150 dwellings nearby

Primary Roles

- Limited local convenience retailing role with niches in food and liquor products
- Very limited commercial services role
- Residential role

SWOT Analysis

Strengths

- High level of exposure from its location on Sunshine Road
- A small local centre to service that part of the West Footscray community south of Sunshine Road and west of Geelong Road
- Small scale basic convenience goods/services provided by the convenience store, liquor outlet, and post office with Tattsлото outlet
- Close to the Tottenham Railway Station

Weaknesses

- Proximity to Central West
- Noisy and dirty because of its location on a busy main road
- Divided into two main sections by Dempster Street
- Disjointed as a result of the mix of traditional residences interspersed with business premises
- Declining convenience retailing offer
- Limited take-away food offer
- Generally a poorly performing centre
- Poor centre identification signage
- Poor presentation of some businesses
- Very high vacancy rate (29%) - has increased over the last four years
- Harsh appearance because of the lack of landscaping
- Lack of community atmosphere and village feel

Opportunities

- Redevelopment into a mixed use destination retail, commercial, light industrial and/or residential strip without a strong local community retail focus

Threats

- Increasing competition from the larger and much better presented Central West Major Activity Centre 500 metres to the north along Ashley Road
- Development of Dempster Street into a major north-south road, causing further divisions and lack of amenity in the centre

Recommended Strategies and Actions

Future Role and Vision

- Development of a stronger mixed use destination role and as a quick drop-in centre
- Not to be developed as a local community centre

Land Use Structure

- Maintenance of the existing overall structure
- Redevelopment of the traditional residential premises in the centre as part of new retail, commercial or mixed use floorspace to consolidate the centre
- Alternatively, redevelopment into more intensive housing

Business Mix

- Maintenance of a similar spread of retail and commercial business types reliant on passing trade along a busy road

Public Spaces

- Establishment of new signage identifying the centre

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Geelong Road and Wales Street Local Activity Centre



Location

- On Geelong Road Kingsville between Geelong Street and Somerville Road in the south-central part of the municipality. Melways reference 41 J 6

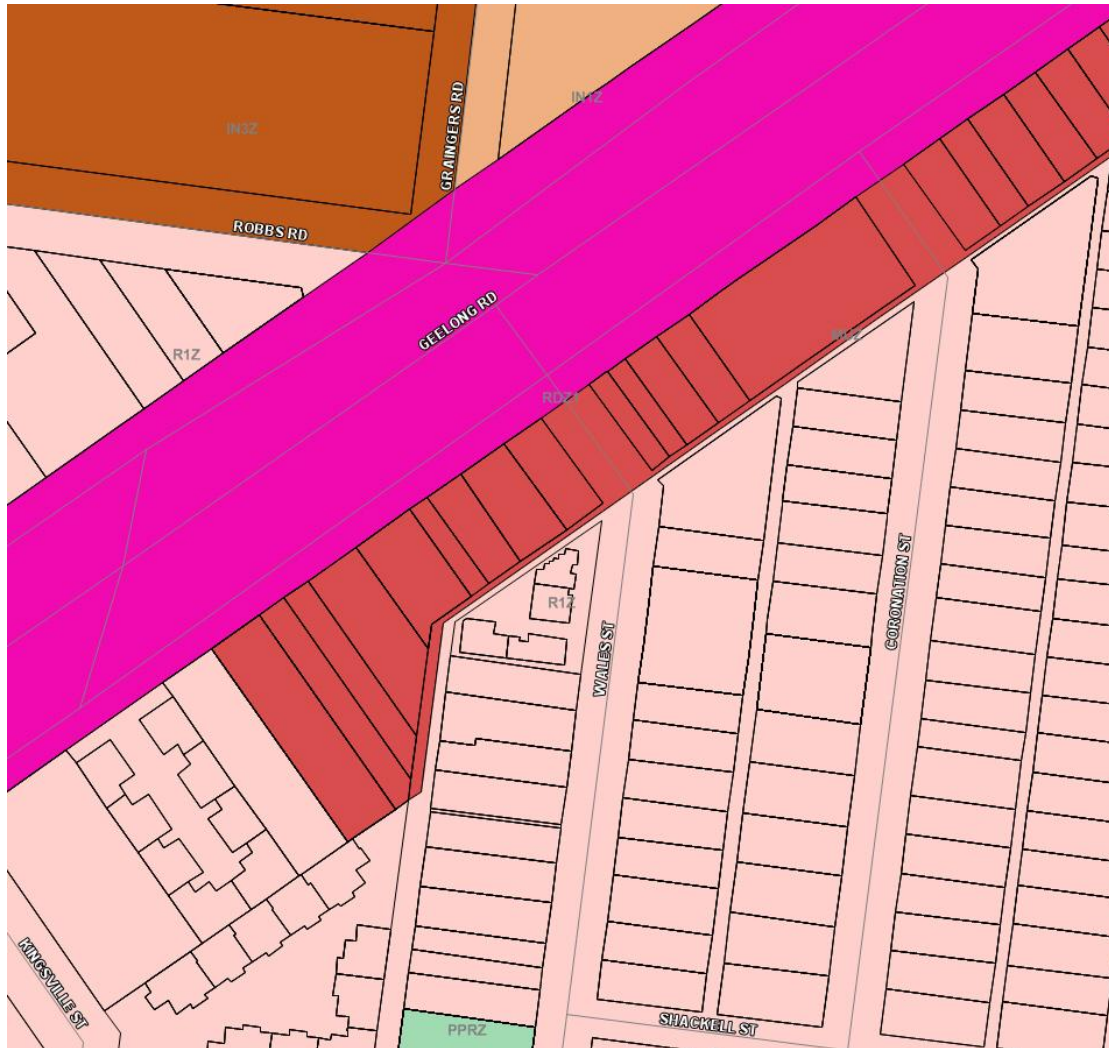
Extent and Structure

- A fairly compact strip on the south service road of Geelong Road at Wales Street

Size

- A total area of approximately 1,750 sq m of retail and commercial floorspace of which 1,450 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	1	7	1	7
Milk Bar/Take Away	4	29	3	21
Other Retailing	4	29	4	29
Cafes and Restaurants	0	0	0	0
Retail Services	3	21	3	21
Total Retail	13	86	11	79
Professional and Commercial Services	0	0	2	14
Leisure and Entertainment	1	7	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	1	7	1	7

Vacant Premises	0	0	0	0
Total Sites	14	100	14	100

Magnets/Main Uses

- DG Bottle Shop
- Combined newsagency, Tattsлото, and dry cleaning
- Milk bar and two other take-away food shops
- Michael Lee Pharmacy
- Bros Exhausts
- Doors Galore
- Two new commercial offices established over the last four years

Public Transport Facilities

- Four bus services (409, 411, 412, 414) along Geelong Road

Change and Development In Adjacent Areas

- Residential redevelopment to the north – e.g., Cedar Woods next to West Footscray Centre accommodating 450 dwellings

Primary Roles

- Very limited local convenience retailing role with niches in liquor, take-away food and chemist supplies
- Specialist retailing role in auto service as well as doors
- Small scale professional services role

SWOT Analysis

Strengths

- Good exposure on the south side of Geelong Road
- Compact structure
- No vacancies
- Mix of small scale basic convenience goods/services including the bottle shop, newsagency, pharmacy, and milk bar
- Reasonable take-away food offer
- A local centre for the Kingsville community south of Geelong Road and west of Williamstown Road
- More mixed use than other local centres including destination businesses such as the two professional service offices, doors and exhaust specialists

Weaknesses

- Location on an increasingly busy Geelong Road – loss of amenity
- Declining convenience retailing role due to a lack of a supermarket or convenience store
- Loss of a brand name take away shop (Pizza Hut) over the last four years
- Confused niche – is it a local centre or a highway retail destination centre?
- Poor centre identification signage
- Poor presentation of some shops
- Harsh appearance because of its location on a major road and the lack of landscaping

Opportunities

- Ongoing redevelopment into a mixed use highway retail and commercial centre focus
- Possible extension of the western boundary of the centre
- New centre identification signs on Geelong Road

Threats

- Increasing competition from the Kingsville centre one kilometre to the west along Geelong Road

Recommended Strategies and Actions

Future Role and Vision

- Ongoing redevelopment as mixed convenience and destination retail and commercial centre reliant on its location on Geelong Road

Land Use Structure

- Small extension of the western boundary of the centre

Business Mix

- Maintenance of a similar spread of business types
- Ongoing emphasis on both convenience and speciality destination businesses

Public Spaces

- Establishment of new signage identifying the centre

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Gamon Street Seddon Local Activity Centre



Location

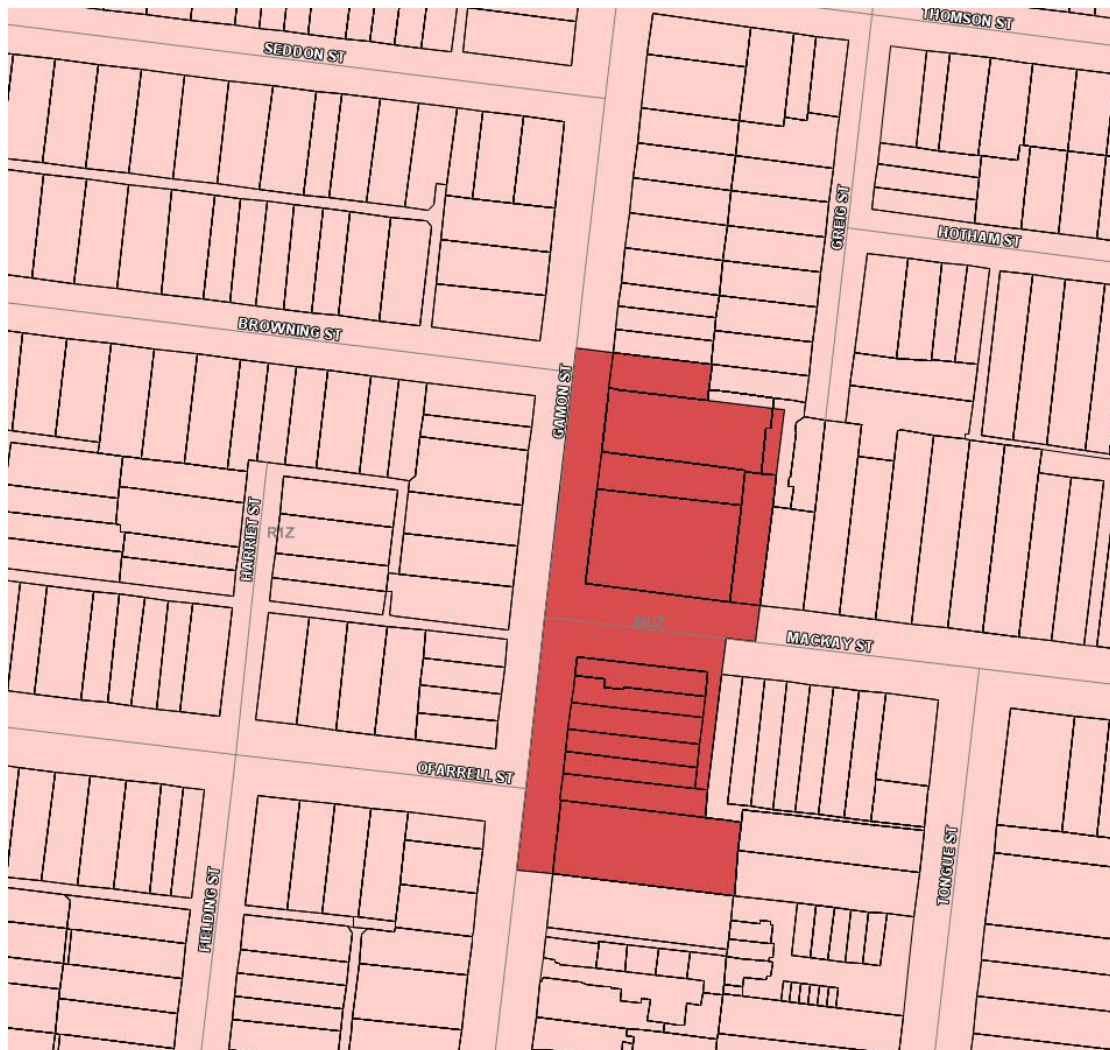
- On Gamon Street Seddon midway between Charles Street and Somerville Road in the south-eastern part of the municipality. Melways reference 42 A 7
- Between the Seddon and Yarraville Neighbourhood centres

Extent and Structure

- A compact strip on both sides of Gamon Street between Browning Street and O'Farrell Street
- Heritage Overlay over the whole centre

Size

- A total area of approximately 2,050 sq m of retail, commercial and community services floorspace of which 1,300 sq m is retail floorspace

Zoning

Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	0	0	0	0
Milk Bar/Take Away	2	13	2	13
Other Retailing	4	25	4	25
Cafes and Restaurants	2	13	2	13
Retail Services	3	19	3	19
Total Retail	11	69	11	69
Professional and Commercial Services	2	13	2	13
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	2	13	2	13
Automobile Services	0	0	0	0
Residential	1	6	1	6
Vacant Premises	0	0	0	0
Total Sites	16	100	16	100

Magnets/Main Uses

- Milk bar and Cuoco's Pizza & Pasta
- Gourmet on Gamon
- Gravy Train Café
- Stables Secret Garden Nursery
- Seddon Uniting Church and Play Group

Public Transport Facilities

- One bus service (223) along Gamon Street

Change and Development In Adjacent Areas

- Ongoing gentrification
- No major new residential developments

Primary Roles

- Local convenience and specialist retailing role with distinct niches in cafes and retail services
- Community services role provided by the church and play group
- Minor professional services role

SWOT Analysis

Strengths

- Small upmarket centre responding to the gentrification occurring nearby
- No vacancies
- Range of cafes, restaurants, take-way food outlets and retail services with nice ambience
- Specialist retail product niche – e.g., Stables Secret Garden nursery
- More mixed use than other local centres with residential and professional uses as well as community services (church and play school)

Weaknesses

- Somewhat disjointed as a result of the mix of traditional residences interspersed with business premises and businesses on both sides of Gamon Street
- Lack of a supermarket, convenience store, and take-away liquor outlet
- Poor centre identification signage

Opportunities

- Development of a stronger local centre feel with more food and other convenience businesses
- New street furniture to improve the public spaces in the centre
- New centre identification signs

Threats

- Very limited because this is a distinct upmarket centre with a strong café/restaurant and gourmet culture for its size
- Perhaps some competition from the nearby Seddon Neighbourhood Centre in Charles Street

Recommended Strategies and Actions

Future Role and Vision

- Enhancement of its specialist retailing and community services role which give the centre a sense of place and community

Land Use Structure

- Maintenance of the existing overall structure
- Redevelopment of the traditional residential premise in the middle of the centre as part of new retail, commercial or mixed use development to consolidate the centre

Business Mix

- Maintenance of a similar spread of convenience and specialty retail businesses
- Maintenance of the community services in the centre
- Strong support for the continuation of the cafés and restaurants

Public Spaces

- Establishment of new signage identifying the centre
- Small scale landscaping and street furniture to improve the public spaces in the centre and develop a stronger sense of place

Private Buildings and Spaces

- No actions

Kingsville Local Activity Centre



Location

- On Somerville Road to the east of its intersection with Geelong Road Yarraville in the south-central part of the municipality. Melways reference 41 G 7

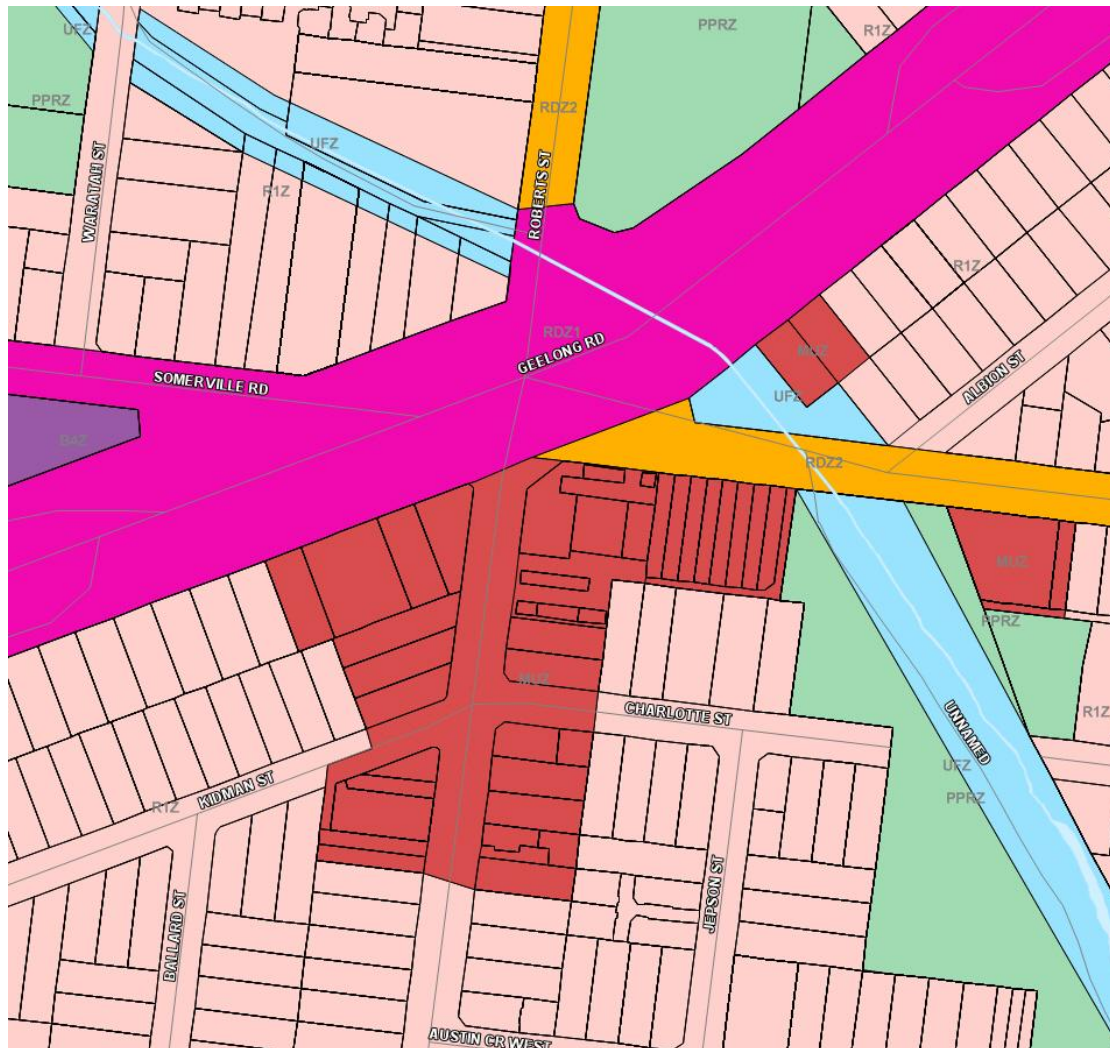
Extent and Structure

- A fairly compact strip on both sides of Somerville Road extending 50 metres to the east of the Geelong Road intersection

Size

- A total area of approximately 2,100 sq m of retail and commercial floorspace of which 1,800 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	2	15	2	15
Milk Bar/Take Away	4	31	3	23
Other Retailing	2	15	6	46
Cafes and Restaurants	0	0	0	0
Retail Services	2	15	1	8
Total Retail	10	77	12	92
Professional and Commercial Services	2	15	1	8
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	0	0	0	0

Vacant Premises	1	8	0	0
Total Sites	13	100	13	100

Magnets/Main Uses

- Stand alone Hungry Jacks on the north side of Somerville Road
- Newsagency, post office and Tattsлото
- Bottle-o liquor outlet
- Tony's Pies
- Kingsville Pharmacy
- Large Cash Converters on prominent corner site
- Ideal electrical supplies
- Gym Co fitness equipment

Public Transport Facilities

- Five bus services (409, 411, 412, 414, 430) at the Geelong Road-Somerville Road intersection

Change and Development In Adjacent Areas

- New residential development to the south along Roberts Road

Primary Roles

- Limited local convenience retailing role with niches in liquor, take-away food, hairdressing, and chemist supplies
- Destination retailing role provided by the fitness equipment, electrical supplies, and pawnbrokers

SWOT Analysis

Strengths

- Strategic location near the intersection of two main roads
- High level of exposure with the Hungry Jacks sign
- Reasonably compact structure
- Small scale basic convenience goods/services including the liquor outlet, newsagency with post office and Tattsлото outlet, and pharmacy
- Increasing destination retailing role over the last four years
- Reasonable take-away food offer for a centre of this type and size
- A local centre for the Kingsville and Yarraville communities south of Geelong Road and west of Williamstown Road
- More mixed use than other local centres including destination businesses such as the fitness equipment, electrical specialists, and major pawnbroker chain store

Weaknesses

- Lack of a supermarket or convenience store
- Loss of main brand video store over the last four years
- Confused niche – is it a local centre or a highway retail destination centre?
- Poor centre identification signage on Somerville Road and Geelong Road
- Poor presentation of some shops
- Harsh appearance because of the lack of landscaping
- Noisy because of its position right next to a very busy road – lack of a local village feel

Opportunities

- Continued redevelopment into a mixed use convenience and destination retailing and commercial centre focus
- Landscaping and street furniture to improve the public spaces in the centre
- New centre identification signs on Somerville Road and Geelong Road

Threats

- Competition from the Yarraville Square Neighbourhood Centre in Williamstown Road (with its more substantial convenience retailing offer) and to a lesser extent the Geelong Road and Wales Street centre one kilometre to the east on the south side of Geelong Road

Recommended Strategies and Actions

Future Role and Vision

- Ongoing redevelopment as mixed convenience and destination retail and commercial centre reliant on its location at a major traffic intersection

Land Use Structure

- Maintenance of the existing overall structure – no expansion in retail or commercial floorspace

Business Mix

- Maintenance of a similar spread of retail and commercial business types
- Ongoing emphasis on speciality destination businesses

Public Spaces

- Establishment of new signage identifying the centre

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

Wembley Avenue Yarraville Local Activity Centre



Location

- In Wembley Avenue south of Francis Street (Docklands Highway) Yarraville in the south-central part of the municipality. Across from the Wembley Primary School. Melways reference 41 G 10
- 600 metres to the east along Frances Street of the proposed new Yarraville Gardens Neighbourhood Activity Centre at the Bradmill site
- Opposite Wembley Primary School

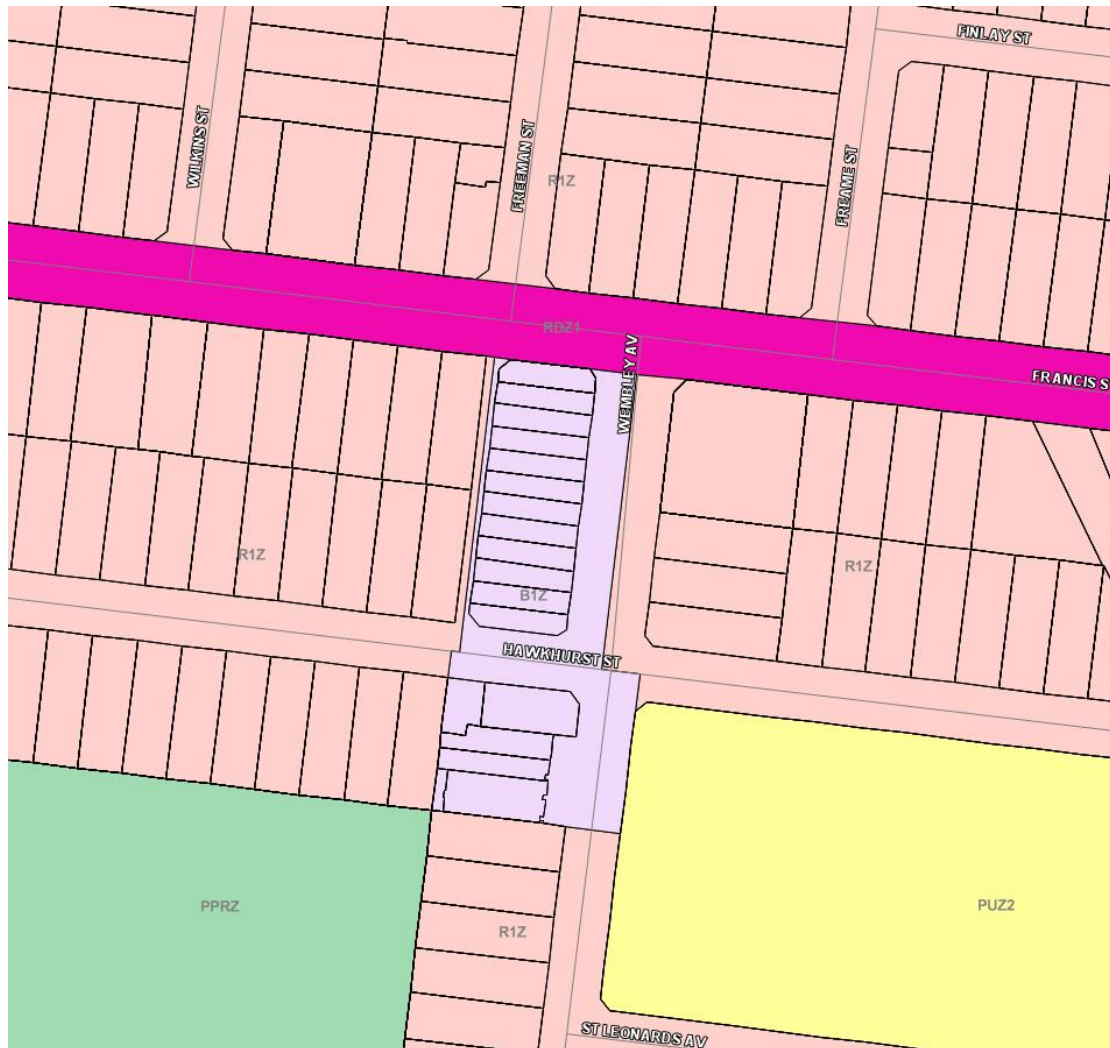
Extent and Structure

- A compact strip of 17 premises on the west side of Wembley Avenue to just south of Hawkhurst Street

Size

- A total area of approximately 2,000 sq m of retail and commercial floorspace of which 1,600 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	4	25	4	24
Milk Bar/Take Away	3	19	3	18
Other Retailing	4	25	4	24
Cafes and Restaurants	1	6	1	6
Retail Services	1	6	1	6
Total Retail	13	81	13	78
Professional and Commercial Services	0	0	1	6
Leisure and Entertainment	0	0	0	0
Health Services	1	6	0	0
Community Services	1	6	1	6
Automobile Services	0	0	0	0

Residential	1	6	1	6
Vacant Premises	0	0	1	6
Total Sites	16	100	17	100

Magnets/Main Uses

- Liquor Legends
- Wembley Fresh Fruit & Vegetables
- Wembley Avenue Meats
- Maria's Pharmacy including a post office
- Fresko Kafe
- Yarraville Library – proposed to be relocated to the Yarraville Gardens Neighbourhood Centre at the Bradmill site

Public Transport Facilities

- One bus service (430) along Wembley Avenue

Change and Development In Adjacent Areas

- Planning Scheme Amendment C 63 proposing a major redevelopment of the Bradmill site including 1,000 new dwellings with a mixture of type and density, as well as a new Neighbourhood Activity Centre of over 7,000 sq m containing a supermarket, speciality retail outlets, cafes, a library, medical centre and other facilities

Primary Roles

- Local convenience retailing role with niches in fresh food, liquor and pharmacy products
- Local community services role provided by the library
- Likely to be substantially reduced with the new Yarraville Gardens Neighbourhood Centre and the relocation of the library

SWOT Analysis

Strengths

- Compact structure
- Location off a main road and adjacent to the Wembley Primary School
- Good land use mix - one of the best in terms of Maribyrnong's local centres
- Good range of small scale basic convenience goods/services including the liquor store, meat supply, fruit supply, pharmacy and post office
- Reasonable take-away food offer for a centre of this type and size
- One of the few local centres with some form of café culture
- Current availability of a library
- Reasonable ambience because it is not located on a busy main road
- Some sense of community atmosphere and village feel

Weaknesses

- Proximity to the new Yarraville Gardens Neighbourhood Activity Centre which will affect its long term viability
- Lack of a brand supermarket
- Loss of the licensed grocery store over the last four years
- Loss of the medical centre over the last four years
- Poor centre identification signage
- Poor presentation of some shops
- Harsh and unfriendly because of the lack of landscaping and street furniture

Opportunities

- New centre identification sign
- Landscaping and street furniture to improve the public spaces in the centre and develop a stronger sense of place and community

Threats

- Competition from the Yarraville Square Neighbourhood Centre in Williamstown Road because of the supermarket there
- Major future threat from the proposed Yarraville Gardens Neighbourhood Centre to be located further west on Francis Street at the Bradmill site

Recommended Strategies and Actions

Future Role and Vision

- Enhancement of its mixed use convenience retailing and community services role

Land Use Structure

- Maintenance of the existing overall structure – no expansion in retail or commercial floorspace

Business Mix

- Maintenance of a similar spread of retail and community services
- Attraction of a small supermarket to strengthen the centre's local convenience retailing role
- Strong support for the continuation of the café

Public Spaces

- Establishment of new signage identifying the centre
- Landscaping and street furniture to improve the public spaces in the centre and develop a stronger sense of place and community

Private Buildings and Spaces

- Improvement in the presentation of buildings and adjacent spaces

8. Small Destination Centres

There are five Small Destination Centres in the City of Maribyrnong:

- Somerville Road – Wales to Coronation Streets
- Somerville & Williamstown
- Somerville & Gamon
- Williamstown & Francis
- Western Gateway Centre at Williamstown Road and Thomas Street

All are located along and/or at the intersection of major roads in the municipality. They are car-dominated centres with access to limited public transport services in the form of one or more bus services.

The places are destination centres because they do not have a convenience retailing role. This is due primarily to the lack of a supermarket or grocery store and associated stores selling day-to-day products and services. Their niche relates to speciality retail or commercial services.

Because of their location on major roads, they also do not have a strong sense of place and are not strongly connected to the local community. Customers and clients do not linger in these centres, but make quick trips in and out. The ambience of most of these centres is poor.

The Small Destination Centres are not the desired form of small mixed use activity centres envisaged by Melbourne 2030. There is no sense of place or community. Most of these centres are declining. As a result, it is recommended that these commercial areas no longer be considered as “activity centres” within the Maribyrnong framework. They should be considered as out-of-centre developments.

The commercial structure of these areas should be contained, and over time redevelopment to intensive housing should be encouraged.

No new forms of Small Destination Centres should be established in the City of Maribyrnong.

Detailed analysis of the five existing Small Destination Centres follows.

Somerville Road - Wales Street to Coronation Street Small Destination Centre



Location

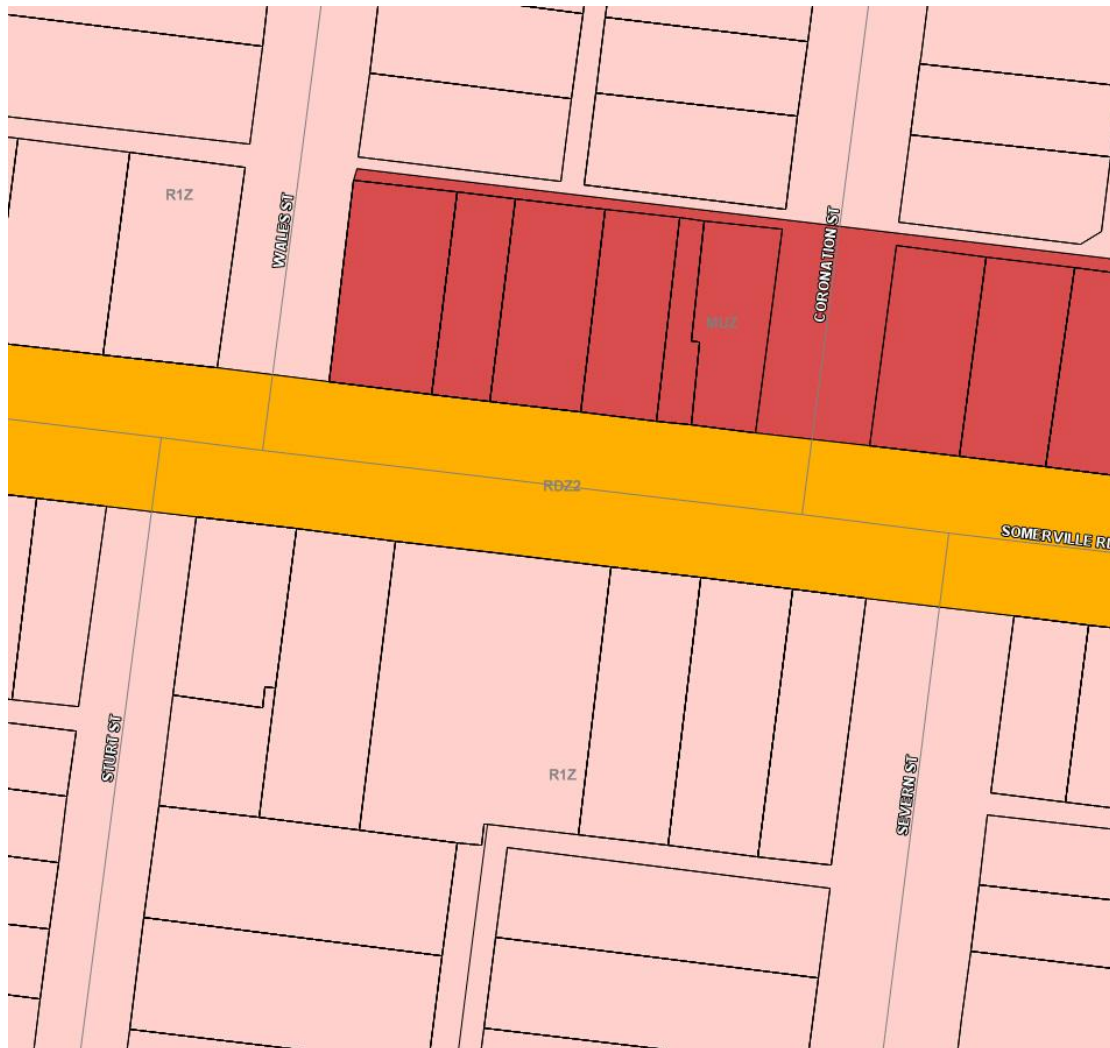
- On Somerville Road between Geelong Road and Williamstown Road in the south-central part of the municipality. Melways reference 41 J 7-8

Extent and Structure

- A compact strip on the both sides of Somerville Road between Wales Street and Coronation Street

Size

- A total area of approximately 1,850 sq m of retail and commercial floorspace of which 1,000 sq m is retail floorspace

Zoning**Activity Mix Analysis – Comparison between 2005 and 2009**

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	1	11	0	0
Milk Bar/Take Away	2	22	2	22
Other Retailing	0	0	1	11
Cafes and Restaurants	1	11	1	11
Retail Services	1	11	1	11
Total Retail	5	56	5	56
Professional and Commercial	0	0	0	0

Services				
Leisure and Entertainment	0	0	0	0
Health Services	1	11	1	11
Community Services	0	0	0	0
Automobile Services	1	11	0	0
Vacant Premises	2	22	3	33
Total Sites	9	100	9	100

Magnets/Main Uses

- Somerville Road Fish & Chips
- Milk bar
- Sue's Thai restaurant

Public Transport Facilities

- One bus service (430) along Somerville Road

Change and Development In Adjacent Areas

- No major changes expected with the established heritage area to the north of the centre

Primary Roles

- Limited small scale retail destination role along a busy road – not convenience retailing

SWOT Analysis

Strengths

- High level of exposure on Somerville Road
- Quick drop-in and pick-up centre
- Small scale

Weaknesses

- Increasingly high vacancy rate over the last four years
- Loss of National Meat Company and Buckley's Auto Repairs as two previously key magnets
- On very busy road particularly during the day – noisy
- Car dominated centre – very limited public transport services (one bus service)
- Lack of ambience
- Lack of a distinctive niche – very mixed range of businesses
- Poor centre identification signage

Opportunities

- Redevelopment into intensive housing

Threats

- Further decline in not being able to deal successfully with the harsh conditions

Recommended Strategies and Actions

Future Role and Vision

- Containment as an out-of-centre retail and commercial development
- Redevelopment into more intensive housing

Land Use Structure

- Maintenance of existing structure or redevelopment for housing

Business Mix

- Ongoing emphasis on speciality destination businesses
- No encouragement of new types of retail or commercial development that would be better located in a nearby activity centre

Public Spaces

- No improvements recommended as this is an out-of-centre development

Private Buildings and Spaces

- Some improvement in the presentation of buildings and adjacent spaces

Somerville Road & Williamstown Road Small Destination Centre



Location

- On Somerville Road at and west of the intersection with Williamstown Road to Chirside Street in the south-central part of the municipality. Melways reference 41 J-K 8

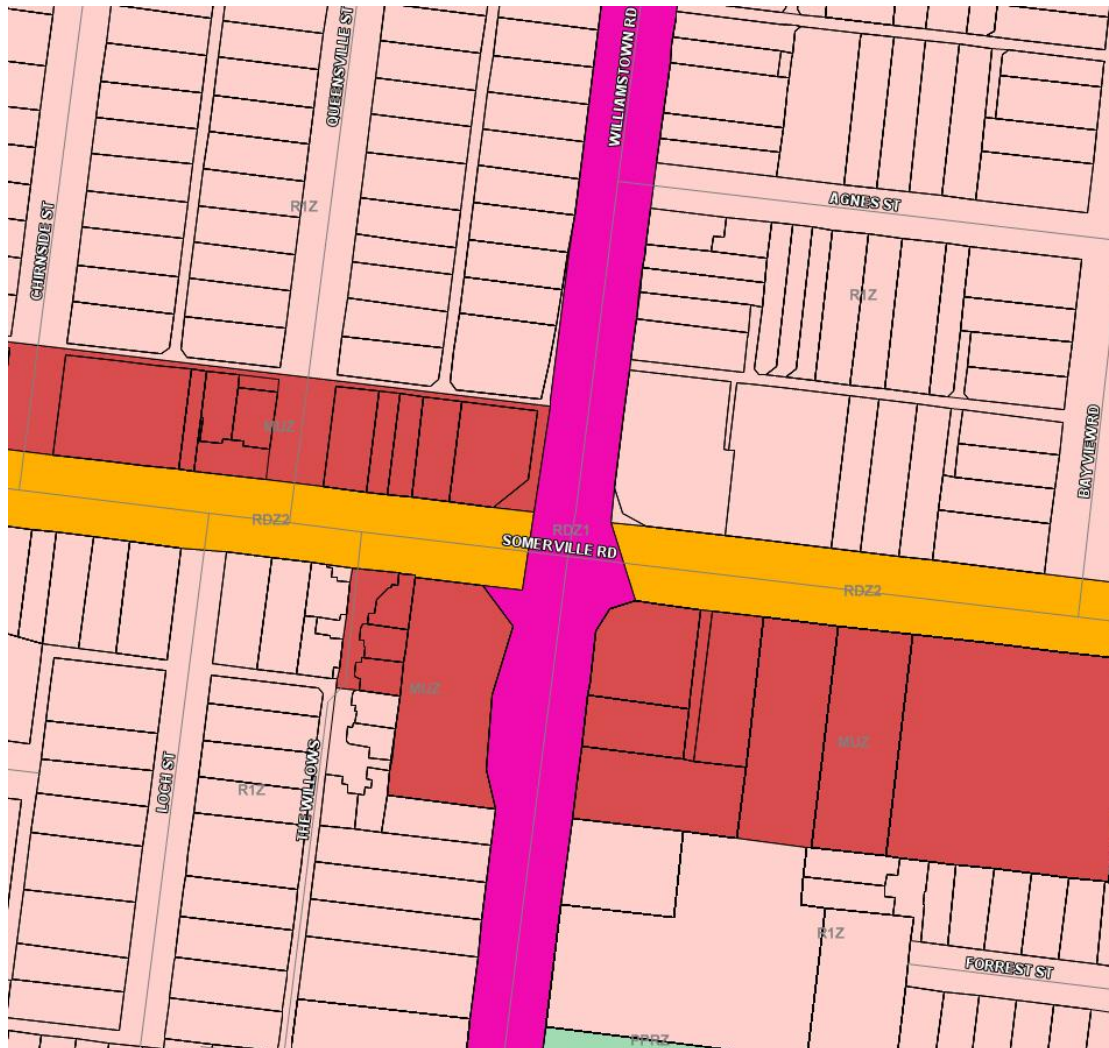
Extent and Structure

- At all corners of the intersection of Somerville Road and Williamstown Road, and on both sides of Somerville Road extending 80 metres west of the intersection

Size

- A total area of approximately 4,400 sq m of retail, commercial and residential floorspace of which 1,600 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	3	12	3	12
Milk Bar/Take Away	3	12	3	12
Other Retailing	3	12	3	12
Cafes and Restaurants	0	0	0	0
Retail Services	2	8	1	4
Total Retail	11	42	10	38
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	1	4
Health Services	2	8	3	12
Community Services	0	0	0	0
Automobile Services	1	4	1	4

Residential	12	46	11	42
Vacant Premises	0	0	0	0
Total Sites	26	100	26	100

Magnets/Main Uses

- KFC
- 7 Eleven
- Cellarbrations
- Carnovale Pharmacy
- Post office
- Zak's Fruit Markets
- The Western Medical Centre
- Red Tomato Café
- Extensive residential component interspersed among the retail and commercial uses

Public Transport Facilities

- Two bus services (223, 472) at the Somerville Road- Williamstown Road intersection

Change and Development In Adjacent Areas

- Recent nearby development of 20 dwellings

Primary Roles

- Small mixed use destination centre along a busy road in the southern part of the municipality, relying to a large extent on passing traffic
- Residential uses mixed in with retail and commercial uses

SWOT Analysis

Strengths

- High level of exposure at the key intersection of Somerville Road and Williamstown Road
- Convenient - quick drop-in and pick-up centre
- No retail or commercial vacancies
- New more intensive residential development of nine units at 163 Somerville Road over the last four years
- Availability of chain take-away food outlets - McDonalds and 7 Eleven

Weaknesses

- At a very busy intersection – congested and noisy
- Divided into clusters on each of the main corners of the intersection
- Disjointed as a result of the mix of traditional residences interspersed with business premises along Somerville Road
- Generally harsh environment
- Car dominated centre – very limited public transport services (one bus service)
- Not a community-oriented centre
- Poor centre identification signage

Opportunities

- Containment of destination retail and commercial uses
- Further redevelopment into intensive housing

Threats

- Limited because this place provides a distinctive role along this busy road in the southern part of the municipality

Recommended Strategies and Actions

Future Role and Vision

- Containment as out-of-centre retail and commercial development
- Redevelopment into more intensive housing

Land Use Structure

- Maintenance of the existing overall structure
- Redevelopment of the traditional residential premises in the section on Somerville Road west of Williamstown Road into more intensive housing

Business Mix

- No encouragement of new types of retail or commercial development that would be better located in a nearby activity centre

Public Spaces

- No improvements recommended as this is an out-of-centre development

Private Buildings and Spaces

- Some improvement in the presentation of buildings and adjacent spaces

Somerville Road & Gamon Street Small Destination Centre



Location

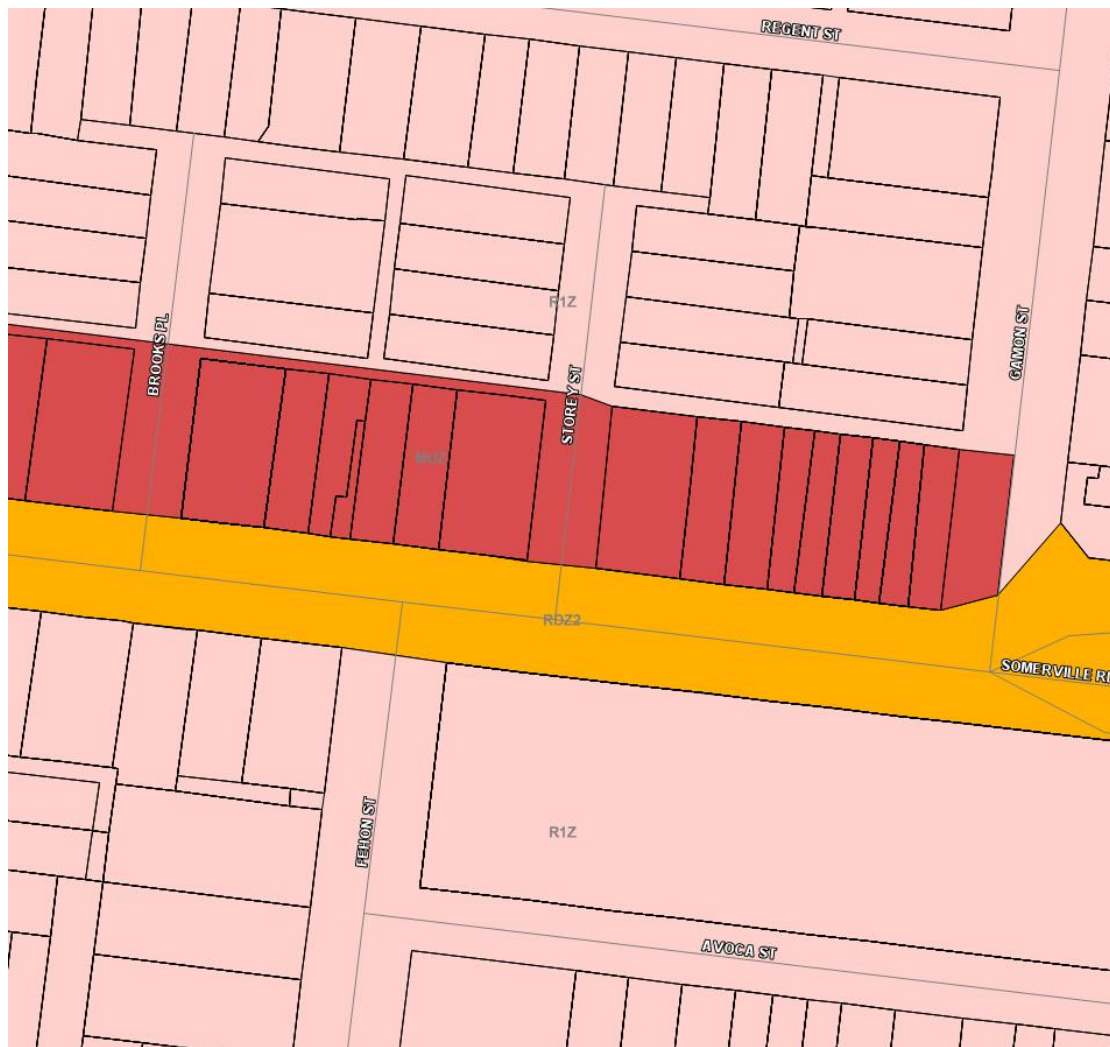
- On Somerville Road near the intersection with Gamon Street in the south-eastern part of the municipality. Melways reference 42 A 8

Extent and Structure

- A mixed use strip centre along the north side of Somerville Road extending from Gamon Street west to Brook Place

Size

- A total area of approximately 2,200 sq m of retail and commercial floorspace of which 1,100 sq m is retail floorspace

Zoning**Activity Mix Analysis – Comparison between 2005 and 2009**

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	0	0	0	0
Milk Bar/Take Away	0	0	0	0
Other Retailing	5	31	5	31
Cafes and Restaurants	0	0	0	0
Retail Services	2	13	1	6
Total Retail	7	44	6	38
Professional and Commercial Services	8	50	8	50
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	0	0	0	0
Vacant Premises	1	6	2	13
Total Sites	16	100	16	100

Magnets/Main Uses

- Four real estate companies – Wilson Pride, Nicholas Scott, and Stephens
- Sneddon's Restoration Store
- Fairfax Community Newspaper office
- Wine Shed
- Middendorf's Plumbing Supplies

Public Transport Facilities

- One bus service (223) at the Gamon Street - Somerville Road intersection, but with no connection to the Seddon Railway Station

Change and Development In Adjacent Areas

- No significant residential applications in adjacent areas

Primary Roles

- Small mixed uses along a busy road, relying to a large extent on passing traffic
- Commercial services role focusing on real estate and plumbing operations
- Limited and specialist retailing role (furniture restoration, wine)

SWOT Analysis

Strengths

- Good level of exposure along Somerville Road
- Reasonably compact
- Convenience - quick drop-in and pick-up centre
- Profile retail operations – Sneddon's and The Wine Shed
- Distinctive commercial services niche particularly with the three real estate agencies – the degree of commercial focus is not evident in most of the smaller centres
- Limited vacancies
- Reasonably good presentation of businesses

Weaknesses

- On a very busy road – noisy
- Generally harsh appearance
- Not a community-oriented centre
- Car dominated centre – very limited public transport services (one bus service)
- Poor centre identification signage

Opportunities

- Containment of destination retail and commercial uses

Threats

- Limited because this place provides a distinctive role along this busy road in the southern part of the municipality

Recommended Strategies and Actions

Future Role and Vision

- Containment as out-of-centre retail and commercial development

Land Use Structure

- Containment of the existing structure – no expansion in retail or commercial floorspace

Business Mix

- No encouragement of new types of retail or commercial development that would be better located in a nearby activity centre

Public Spaces

- No improvements recommended as this is an out-of-centre development

Private Buildings and Spaces

- Some improvement in the presentation of buildings and adjacent spaces

Williamstown & Francis Small Destination Centre



Location

- At the intersection of Williamstown Road with Francis Street (Docklands Highway) in the south-central part of the municipality. Melways reference 41 J 10

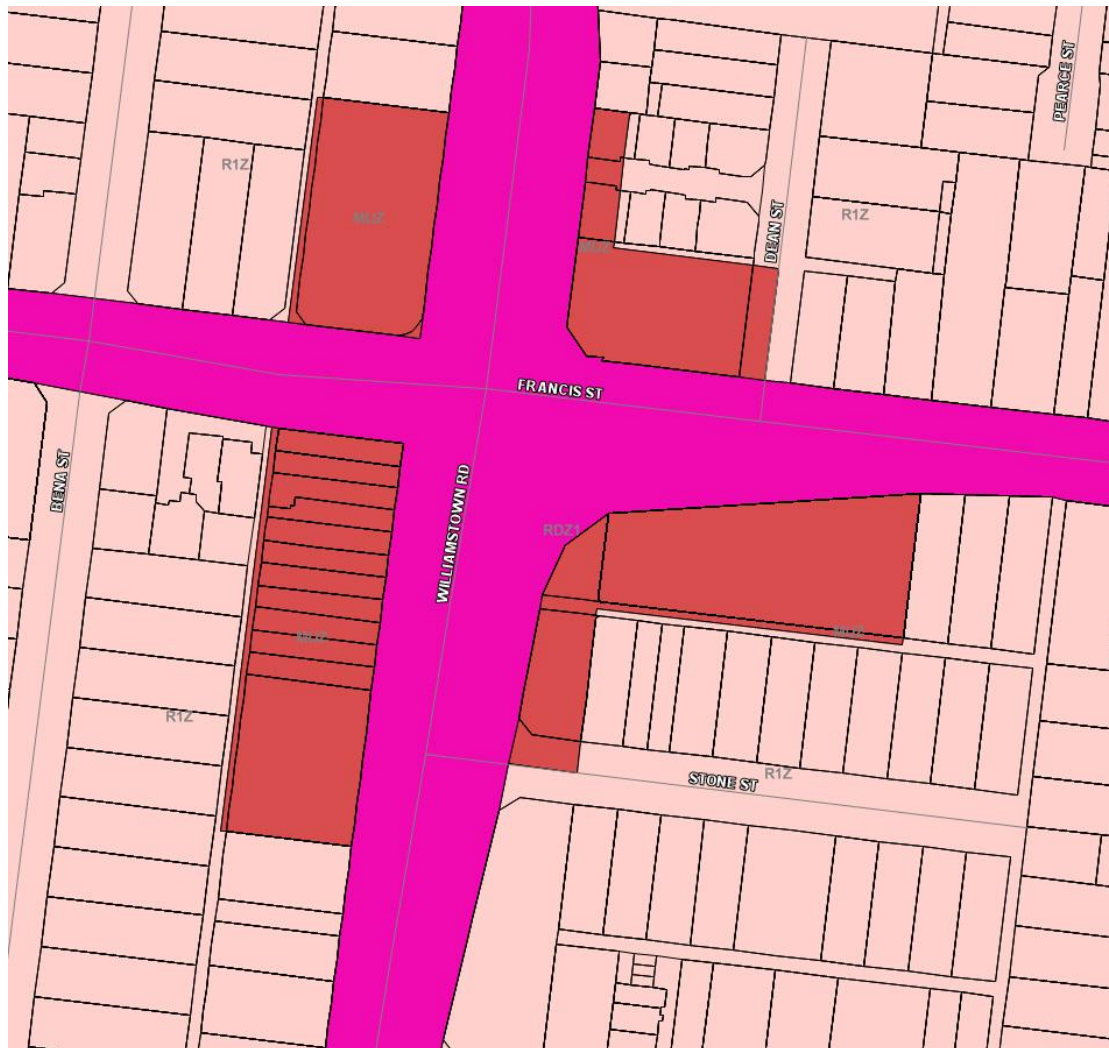
Extent and Structure

- Small business clusters or stand-alone premises at the intersection – a stand-alone bathroom supply outlet on the north-west corner, an automobile service station on the north-east corner, an equipment hire place on the south-east corner, and a small strip of mixed use premises on the south-west corner

Size

- A total area of approximately 3,900 sq m of retail, commercial, auto service, community facility and residential floorspace of which only 280 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	0	0	0	0
Milk Bar/Take Away	0	0	0	0
Other Retailing	2	17	2	5
Cafes and Restaurants	1	8	0	0
Retail Services	0	0	0	0
Total Retail	3	25	2	5
Professional and Commercial Services	6	50	5	12.5
Leisure and Entertainment	0	0	1	3
Health Services	0	0	0	0
Community Services	1	8	0	0
Automobile Services	1	8	2	5

Residential	0	0	25	63
Vacant Premises	1	8	5	12.5
Total Sites	12	100	40	100

Magnets/Main Uses

- 25 new apartment units on the south side of Francis Street east of Williamstown Road
- McCanns Bathroom Kitchen Supply
- Liberty petrol station
- Yarra Hire and the trailer hire

Public Transport Facilities

- Three bus services (429, 430, 472) at the Williamstown Road - Francis Street intersection

Change and Development In Adjacent Areas

- No significant residential applications in adjacent areas

Primary Roles

- Small mixed use destination uses (with a very limited retail role) at a key intersection in the southern part of the municipality, relying on passing traffic
- Small commercial services role

SWOT Analysis

Strengths

- High level of exposure at the intersection of Williamstown Road and Francis Street
- New more intensive residential development
- Small mixed use destination uses
- Small scale commercial services niche

Weaknesses

- At a busy intersection – congested and noisy
- Disjointed - divided into clusters on each of the main corners of the intersection
- Car dominated centre – very limited public transport services (two bus services)
- Generally harsh, rundown and uninviting appearance
- Increasingly high vacancy rate over the last four years
- Not a community-oriented centre
- Lack of smart prominent businesses except for McCanns
- Poor centre identification signage

Opportunities

- Containment of destination retail and commercial uses
- Further redevelopment into intensive housing

Threats

- Further decline particularly in the section in Williamstown Road in not being able to deal successfully with the harsh conditions

Recommended Strategies and Actions

Future Role and Vision

- Containment as out-of-centre retail and commercial development
- Redevelopment into more intensive housing

Land Use Structure

- Maintenance of the existing overall structure
- Redevelopment into more intensive housing

Business Mix

- No encouragement of new types of retail or commercial development that would be better located in a nearby activity centre

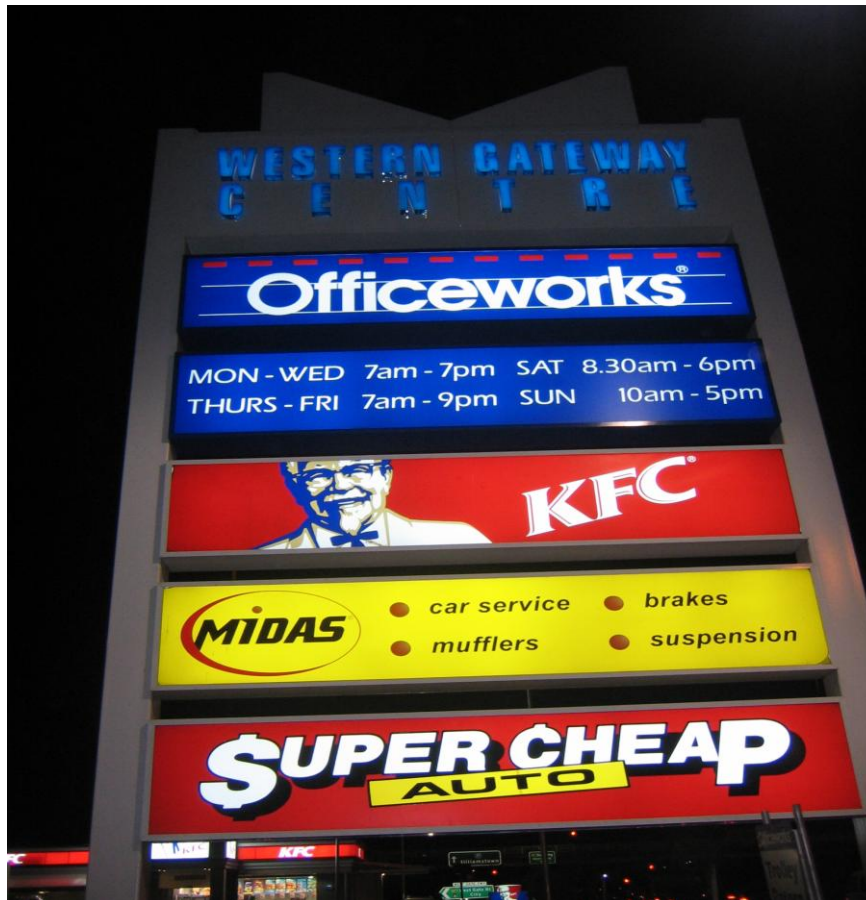
Public Spaces

- No improvements recommended as this is an out-of-centre development

Private Buildings and Spaces

- Some improvement in the presentation of buildings and adjacent spaces

Western Gateway Small Destination Centre



Location

- On the east side of Williamstown Road at the intersection of Thomas Street just north of the West Gate Freeway in the central-southern most part of the municipality. Melways reference 41 J 11

Extent and Structure

- A compact cluster of four retail outlets with car parking in front and at the side

Size

- A total area of approximately 1,750 sq m of retail and auto care floorspace of which 1,500 sq m is retail floorspace

Zoning



Activity Mix Analysis – Comparison between 2005 and 2009

Category	2005		2009	
	No. of Uses	% of Total	No. of Uses	% of Total
Grocery Retailing (food & liquor)	0	0	0	0
Milk Bar/Take Away	1	25	1	25
Other Retailing	2	50	2	50
Cafes and Restaurants	0	0	0	0
Retail Services	0	0	0	0
Total Retail	3	75	3	75
Professional and Commercial Services	0	0	0	0
Leisure and Entertainment	0	0	0	0
Health Services	0	0	0	0
Community Services	0	0	0	0
Automobile Services	1	25	1	25

Vacant Premises	0	0	0	0
Total Sites	4	100	4	100

Magnets/Main Uses

- Large Officeworks store of approximately 1,000 sq m
- KFC
- Super Cheap Auto outlet
- Midas car service

Public Transport Facilities

- Two bus service (429, 472) along Williamstown Road

Change and Development In Adjacent Areas

- No significant residential applications in adjacent areas

Primary Roles

- Destination retailing role primarily in office products
- Secondary retailing role in automobile products and take-away chicken
- Vehicle service role

SWOT Analysis

Strengths

- High level of exposure along Williamstown Road just north of the West Gate Freeway
- Small and compact
- Convenient - quick drop-in and pick-up centre
- High profile retail operations particularly Officeworks and KFC
- No vacancies
- Very good presentation of businesses both during the day and at night
- Excellent centre identification signage

Weaknesses

- Limited parking
- Very difficult access to and from Williamstown Road
- Car dominated centre – very limited public transport services (two bus services)

Opportunities

- Containment of existing destination retail and commercial uses

Threats

- Limited because this place provides a distinctive role along this busy road in the southern part of the municipality

Recommended Strategies and Actions

Future Role and Vision

- Containment as out-of-centre retail and commercial development

Land Use Structure

- Maintenance of the existing overall structure

Business Mix

- No encouragement of new types of retail or commercial development that would be better located in a nearby activity centre

Public Spaces

- No improvements recommended as this is an out-of-centre development

Private Buildings and Spaces

- No further actions