

21.04 SETTLEMENT

10/11/2016
C108

21.04-1 Activity Centre Planning

15/09/2012
C82(Part 1)

The overall retailing pattern in the City of Maribyrnong is consistent with the objectives of the State Planning Policy Framework as most retailing in the municipality is undertaken in activity centres. Retail activity outside the activity centres is generally marginal and in many cases declining.

The City of Maribyrnong’s activity centre network comprises:

Activity Centres

Centre Type	Location
Central Activities District (CAD)	Footscray
Principal Activity Centre (PAC)	Highpoint
Major Activity Centre (MAC)	Central West
Specialised Activity Centre (SAC)	Victoria University
Existing Neighbourhood Activity Centres (NAC)	Barkley Village West Footscray, Braybrook Shopping Centre, Edgewater, Seddon, Yarraville, and Yarraville Square.
Proposed Neighbourhood Activity Centres	Maribyrnong Defence Site and at the Bradmill precinct in Yarraville. These centres, created as part of the overall planning for the redevelopment of the sites, will cater for local retail, services and business needs of those new communities.
Local Centres	Ballarat and Duke, Ballarat and Summerhill, Ballart and Gordon, Braybrook Village, Gamon Street, Mitchell and Hampstead, Waterford Gardens, and Wembley Avenue. The centres listed below are expected to decline as local convenience-oriented centres for their local neighbourhoods because of their location on very busy roads or their proximity to other centres providing a better range of goods and services: Geelong Road and Wales Street, Kingsville – Somerville and Geelong Road, South Road and Duke Street, and Tottenham.
Small Destination Centres	Western Gateway (Cnr Williamstown Road and Thomas St), Williamstown Road at Francis Street, Somerville Road from Wales to Coronation Streets, Somerville Road at Williamstown Road, and Somerville Road at Gamon Street.

The activity centre network excludes various retail clusters of businesses and shops, mostly around major intersections, because they do not provide local convenience retailing and are not preferred locations for expansion of retailing.

Generally the city's activity centre network has limited transit orientation. Footscray and Yarraville are the only two centres with a train station in the heart of the centre. Buses serve most centres and are the main form of public transport. The majority of centres are on or immediately adjacent to busy roads and concentrate on exposure to passing car traffic rather than interaction with pedestrians. Planning for centres must focus on the role of activity centres as places that can encourage sustainable transport practices such as increased walking, cycling and use of public transport.

The preferred development and improvement of activity centres is being guided by the *Review of Retail Development and Activity Centre Policy 2009*, structure plans and urban design frameworks.

There are a number of local centres that provide convenience retailing and commercial services for local communities. The local centres with the most potential for growth and diversification are in the redeveloping and growing northern part of the municipality.

Objective 1

To create an activity centre network with a variety of easily accessible, pleasant and safe places where people can gather, socialise, shop, work, live, be entertained and make use of many kinds of community and leisure services without having to travel far.

Strategies

Encourage development that implements the relevant Urban Design Framework or Structure Plan.

Promote the complementary nature of Footscray and Highpoint activity centres.

Facilitate the development of new neighbourhood centres at the Bradmill Precinct site, Yarraville and Maribyrnong Defence Site, to cater for local retail, services and business needs of those new communities.

Ensure that development at the new neighbourhood centre at the Maribyrnong Defence Site is complementary to the nearby Highpoint Principal Activity Centre.

Maintain and enhance the viability of the network of centres by ensuring any expansion of retailing floorspace is appropriate for the centre's place in the hierarchy.

Protect areas adjacent to activity centres from negative impacts.

Limit the expansion of small destination centres with poor connections to public transport and a declining role to reduce their influence on the activity centre network.

Objective 2

To transform the Footscray CAD, Highpoint PAC and Central West MAC into mixed use retail, commercial, residential and community services centres with a sense of place.

Strategies

Increase housing intensification within and adjacent to the Footscray CAD, Highpoint PAC and Central West MAC in accordance with centre structure plans.

Develop the city's larger activity centres as regional arts, recreation and leisure nodes.

Objective 3

To develop centres in accordance with their place in the activity centre hierarchy.

Strategies

Encourage new buildings in activity centres to provide for a mix of uses.

Encourage residential uses above and to the rear of business uses.

Ensure new developments in activity centres respect the character, form and height of buildings within any adjoining Residential 1 zoned land on or within 10 metres of the site boundaries.

Discourage uses or new developments in activity centres which will be incompatible with a continued residential presence whether through scale, image or off-site environmental or amenity impacts.

Objective 4

To enhance the community focus of local activity centres.

Strategies

Encourage a wider business and land-use mix in local activity centres geared to servicing a wider range of local resident needs.

Increase employment opportunities in local activity centres.

Increase opportunities for social interaction in local activity centres.

Policy Guidelines

Support the implementation of the Activity Centre Zone in Footscray CAD and Highpoint PAC.

21.04-2

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Housing Growth

The city's population is growing and is forecast to reach 104,000 by 2031, an increase of 30,800 from 2011. It is anticipated that about 14,000 - 16,000 new dwellings will be needed to support this increase. With an increasing proportion of Melbourne's growth expected to occur within established suburbs and at higher densities, this forecast may increase in the future.

The population structure of the municipality will change depending upon the form of development, the increase in population and through ageing.

Council has developed a Housing Growth Area Framework (included at Clause 21.07) that indicates the opportunities for residential development to cater for the forecast population and housing increase over the next 20 years.

Objective 5

To accommodate between 14,000 and 16,000 additional households by 2031.

Strategies

Direct most of the residential development to identified substantial change areas, and substantial change activity centres.

Support incremental change across residential areas.

Limit change in established residential areas with heritage significance or an identified residential character, and areas with an identified constraint, such as inundation, that necessitate protection through a specific overlay.

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Social Impact

Despite increasing gentrification the municipality is one of the most disadvantaged in Victoria. The city continues to have high levels of unemployment, combined with higher levels of refugees and new arrivals, a highly mobile population and greater burden of preventable disease associated with poor socio-economic populations. The level of disadvantage is even higher in some locations, especially around public housing areas.

Objective 6

To minimise adverse social impacts from development and land uses.

Strategies

Require a social impact assessment for significant rezoning proposals, residential developments greater than 300 dwellings and major commercial developments.

Use social impact assessments to determine what new facilities are needed and the contributions required from developers.

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Open Space network

The city has a network of just over 150 open spaces covering more than 307 hectares of land. A notable feature of the open space network is its diversity. This includes large historical gardens, major sporting reserves, open space corridors along the Maribyrnong River and Stony Creek, and the highly valued smaller neighbourhood and local parks and spaces. However, large parts of the city are without quality open space including areas where existing parks need improvement and additional facilities, while in other parts of the city there is no open space within safe and easy walking access of the community. Access to open space can be limited due to barriers, such as main road and rail lines, distance and the lack of appropriate facilities. While much of the open space is located along the Maribyrnong River with regional open space and biodiversity values, it is distant from the populated areas and is subject to flooding, which limits the extent of possible improvement and use.

The open space and recreational needs of the community are changing due to the city's significant redevelopment, the changing population structure, recreational trends and increasing expectations. Many recreational facilities are ageing and require significant renewal. Additional and improved open space and new or upgraded recreational facilities will be needed to broaden the range of recreational settings and opportunities available to the community.

The open space and recreational needs of the community will be influenced by higher density living and the forecast population growth. Significant medium and high density redevelopment will increase demands on public open space and facilities. An increasing proportion of single person households creates the need for more diverse recreational options that provide opportunities for social interaction.

In the central and southern parts of the city, a combination of seeking opportunities to provide new open space and improve the diversity, quality and accessibility of existing open space will create a better connected network of open spaces, activity centres and facilities. The northern part of the city includes significant redevelopment sites with opportunities for providing new open space to meet the sport and recreation needs of new communities. In particular, redevelopment of the former Maribyrnong Defence Site offers the opportunity to provide additional sporting facilities and passive open space, along with extending the linear open space system along the Maribyrnong River improving both the biodiversity and recreational values of this corridor.

Objective 7

To expand and improve the network of open space throughout the municipality.

Strategies

Provide new open space in areas identified as underserved.

Improve access to open space and recreational facilities for the increasing residential and worker population.

Upgrade existing public open space to meet changing community needs including the condition, accessibility, facilities and character/aesthetics.

Develop shared path linkages between existing and new open space, community recreation facilities and activity centres.

Promote shared path linkages along existing railway, transport linkages and waterways.

Ensure that new development contributes to the planned open space network.

Objective 8

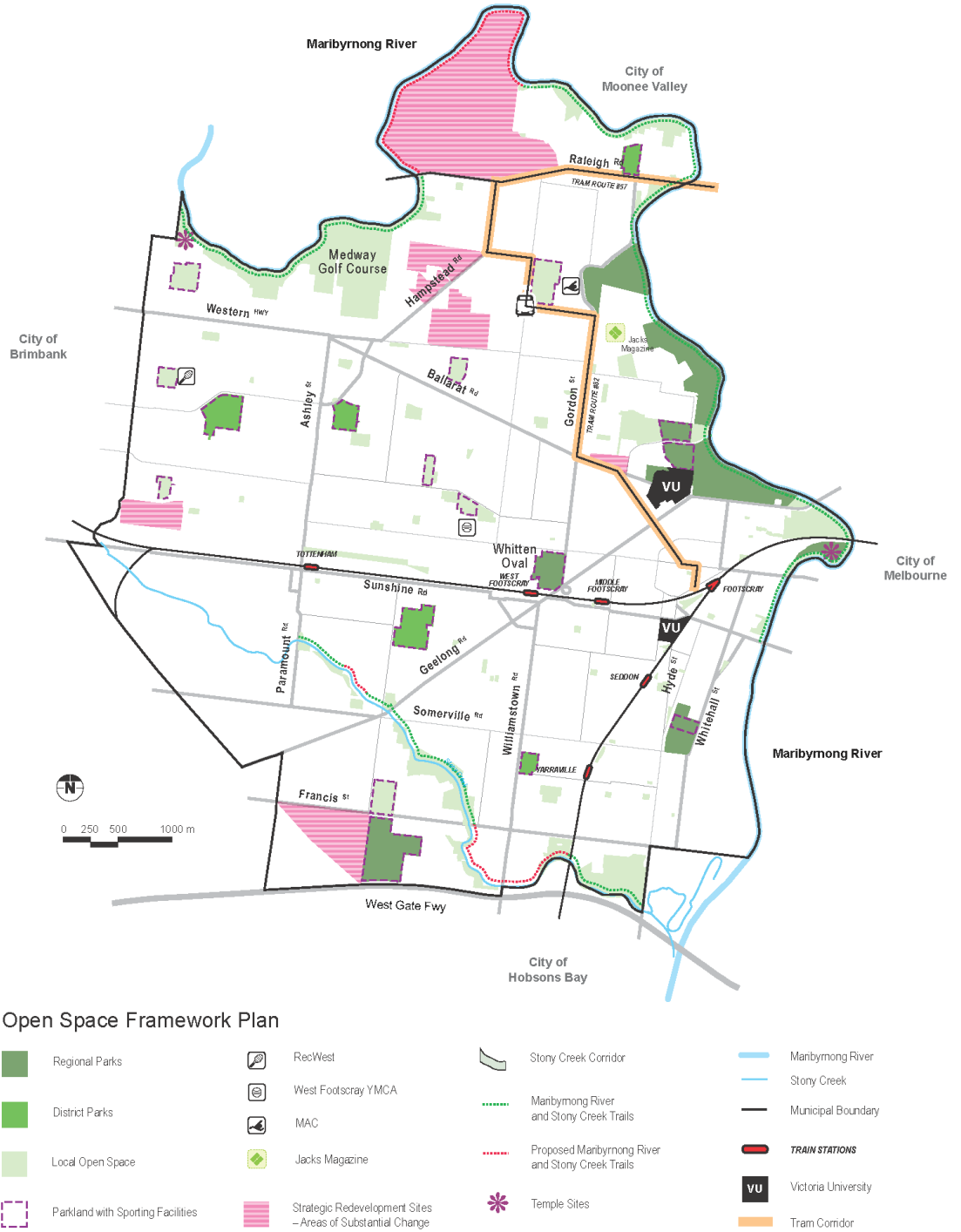
To provide a continuous linear open space network along the Maribyrnong River and Stony Creek.

Strategies

Complete the gaps in the linear open space and trail network along the Maribyrnong River with connections to the adjoining urban areas, regional trail system, adjacent open space, community facilities and activity centres.

Develop a linear open space corridor and shared trail along Stony Creek with connections to surrounding urban areas.

Improve the biodiversity values along the Maribyrnong River and Stony Creek.



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Strategic Employment Investigation Areas

Three areas have been identified for investigation due to having significant limitations or issues. Further investigation is required to determine if these uncertainties can be addressed in order for these areas to retain or increase their employment role. Strategic Employment Investigation Areas are considered to be employment areas until such time as further investigation clearly demonstrated that this is not a viable option. The areas are:

- Braybrook Ashley Street

- Gordon & Mephan Street
- Yarraville Mobil Terminal

In addition to these three areas, the redevelopment of the Maribyrnong Defence Site provides an opportunity to potentially extend the tram route and further improve public transport access to this area.

Braybrook Ashley Street

The area is located west of Ashley Street, Braybrook, extending north from South Road to Hampden Street. The area also has direct residential street abuttal along Crothers, Joy and Melon Streets. The area is located north of the Central West Shopping Centre and 4.1 Ashley Street Braybrook Core Employment Area. The closure of the carpet manufacturing activities from the area has left a large portion of land with large purpose-built industrial buildings, which are not readily adaptable for other industrial uses.

Gordon & Mephan Street

The area is located east of Gordon Street and predominantly south of Mephan Street, but also includes one large parcel north of Mephan Street, between Mephan and Birdwood Streets. The close proximity of new residential development to existing industrial uses potentially gives rise to amenity issues at the interface, including heavy vehicle usage of partially residential streets, industry noise and visual impact.

Yarraville Mobil Terminal

The area is a small industrial pocket located in the south east corner of the municipality, straddling the intersection of Hyde and Francis Streets, and directly opposite the Mobil Yarraville Terminal, a recognized major hazard facility situated in the neighbouring City of Hobsons Bay. Existing residential use in the precinct is problematic given the close proximity to the Mobil Yarraville Terminal, while future land use is also influenced by Port Environs controls.

Tram routes

The city's two tram routes (57 and 82), link the Footscray CAD with the Highpoint PAC and provide access from northern Maribyrnong to Moonee Ponds and the Melbourne CBD. The tram routes have the potential to become more important transport and development corridors linking key development nodes with activity centres and transport interchanges. This is occurring between Footscray CAD and Highpoint PAC, with sites such as Victoria University, Kinnears, the Edgewater neighbourhood activity centre, and the Maribyrnong Defence Site. With service improvements, and appropriate land use planning and design, these routes can improve the access residents have to key activity centres and employment based in the Melbourne CBD, as well as increasing and further encouraging the use of sustainable public transport.

Potential residential development along the tram corridors needs to be further explored, however it is likely that it will take the form of 'development nodes' rather than continuous linear development. This type of link is envisaged by the *Western Region Employment and Industrial Development Strategy*.

Objective 9

To manage the redevelopment of Strategic Employment Investigation Areas and land along tram corridors in an integrated manner.

Strategy

Ensure the Strategic Employment Investigation Areas and land along tram corridors are appropriately planned and developed.



Settlement Framework Plan

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|-------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------|
| Strategic Redevelopment Sites – Areas of Substantial Change | Strategic Employment Investigation Areas | Principal Activity Centre and Central Activities District | TRAIN STATIONS |
| Open Space | Heritage precincts – areas of limited change | Major Activity Centre | Freight Rail Line (Newport - Sunshine) |
| Western Hospital Precinct | Areas of important Neighbourhood Character – limited change | Neighbourhood Activity Centres | Victoria University |
| Municipal Boundary | Areas of Incremental Change | Local Activity Centres | PPTN Tram Corridor |
| | | | Maribyrnong River |
| | | | Stony Creek |

Note: This map shows simplified information only. Please refer to planning scheme maps, detailed policies or other reference documents for further details.