POTENTIAL URBAN RENEWAL AREAS

Dynon
This area mainly accommodates freight with some industrial activities. In the longer term these activities could be reconfigured and rationalised within the area in conjunction with the planning and development of the Port of Melbourne and the proposed Melbourne Freight Terminal serving the port south of Dynon Road. The State Government’s planned West Link freeway interchange will significantly change the western end of the precinct.

As part of this, there is potential for the renewal of the northern section of this area. This area will be investigated for urban renewal in this context. Any urban renewal of this area should not constrain the operations of the port freight terminal to the south. The planning for this area will be undertaken by the State Government in conjunction with the City of Melbourne.

The current strategies for this local area are outlined below

Economic development
- Support the ongoing use of the Dynon Precinct, west of City Link, for a range of transport, manufacturing, wholesale and distribution industries.
- Support advanced manufacturing, service industries, and port/rail use compatible with the Port of Melbourne and nearby manufacturing, freight and transport logistics industries along the Maribyrnong River while ensuring that the amenity of the river is enhanced.
- Support the development of a freight distribution hub at Dynon Road with enhanced links to the Port of Melbourne.

Built Environment
- Encourage buildings fronting Dynon and Footscray Roads to have active and attractive fronts.
- Ensure new development along the Maribyrnong River and Moonee Ponds Creek enhances the recreational and environmental amenity of these waterway corridors and has appropriate setbacks.
- Enhance open space and recreational opportunities along the Maribyrnong River and Moonee Ponds creek.
Flemington and Kensington

Flemington and Kensington (west) are residential areas adjacent to the Flemington Racecourse, the Royal Agricultural Showgrounds and the Maribyrnong River.

Maintaining and enhancing residential amenity and the heritage characteristics of the area is a priority.

The ongoing operation and growth of Flemington Racecourse and the Royal Agricultural Showgrounds is supported along with the expansion of the recreational role of the Maribyrnong River and its enhancement as part of the Municipality’s open space network.

The rail corridor between Flemington Racecourse and the Showgrounds has potential for urban renewal. This will depend on future options for a rail service to the area.
Housing

- Ensure development in residentially zoned areas of Kensington maintains its generally low scale nature of heritage streetscapes and buildings.
- Ensure development in Kensington Banks maintains its generally low scale nature.
- Discourage the encroachment of non-residential uses associated with education and medical institutions into neighbouring residential zones.
- Support the provision of a range of housing including social housing in the Office of Housing Estate.
- Support the conversion of industrial uses on land bounded by Hobsons Road, Kensington Road and the Maribyrnong River to a mix of residential, commercial and recreational uses to ensure that they are more compatible with the adjoining Kensington Banks.

Economic Development

- Support the ongoing operation of Flemington Racecourse and the Royal Agricultural Showgrounds, including ancillary activities.
- Support the revitalisation of the Royal Agricultural Showgrounds to enhance its capacity as a recreation facility.
- Minimise the impact of Flemington Racecourse and the Royal Agricultural Showgrounds, including traffic, noise and parking on nearby Residential and Mixed Use Zones.
- Strengthen the role of the Macaulay Road shopping area for convenience shopping and facilities with a neighbourhood focus.
- Strengthen the recreational role of Holland Park and the Maribyrnong River.

Built Environment and Heritage

- Ensure development in the residentially zoned (stable residential) area of Flemington and Kensington maintains its generally low scale nature of heritage streetscapes and buildings.
- Ensure development in Kensington Banks maintains its generally low scale nature.
- Ensure development along the Maribyrnong River facilitates public access to the river and reflects its increasing recreational role.
- Ensure that development along the Maribyrnong River is river focused and does not dominate in terms of height, scale and bulk of development.
- Encourage sympathetic infill redevelopment and extensions that complement the architecture, scale and character of Kensington and Flemington.
- Ensure that the scale and built form of any new development on land along Hobsons Road is compatible with the prevailing built form of Kensington Banks.

Transport

- Strengthen pedestrian links between Flemington Racecourse and the Footscray Botanical Gardens across the Maribyrnong River.
- Strengthen public space and pedestrian and cycle connections on both sides and across the Maribyrnong River and Moonee Ponds Creek.
Sports and Entertainment Area

The Sports and Entertainment Area includes some of Melbourne’s major sporting and entertainment venues as well as some of the largest areas of parkland in the vicinity of the Central City, along the Yarra River corridor. It provides recreational, cultural and entertainment opportunities including Birrarung Marr, the Shrine of Remembrance, Government House, Sidney Myer Music Bowl and the National Herbarium within the Domain and Royal Botanic Gardens.

This area’s development will continue to provide Melbourne with world class recreational, entertainment and leisure facilities. Its future development could incorporate the urban renewal of the Jolimont rail corridor.
**Economic development**
- Ensure that commercial uses in the Royal Botanic Gardens and Domain Parklands do not detract from their landscape qualities and amenity.

**Built Environment and Heritage**
- Investigate the potential future development of the Jolimont railyards corridor.
- Protect key views to the Shrine of Remembrance and ensure that new buildings surrounding the Shrine of Remembrance preserve its significance as a historic and cultural landmark.
- Maintain the beauty, cultural values and functionality of the Royal Botanic Gardens and Domain Parklands and the institutions within them.
- Support the maintenance of the natural state of Yarra Park by retaining and enhancing its native vegetation.

**Transport**
- Ensure existing access and links to transport facilities in the area are maintained and strengthened.
- Develop pedestrian links between the water side entertainment and recreational attractions.
- Develop pedestrian links between Birrarung Marr across the Yarra River to Alexandra Gardens.
- Develop pedestrian links from the Sports and Entertainment Precinct to areas to the north and east, especially Richmond Station and other public transport nodes.
- Support the extension of Spring Street to Brunton Avenue and the development of the triangle of land between this new link, Wellington Parade and west of Jolimont Road.
- Minimise the impact of car parking on Yarra Park by reducing vehicle access and car parking as new opportunities arise.

**Infrastructure**
- Support the functioning and growth of sports and entertainment facilities commensurate with their key state and national role.
Figure 15 Sports and Entertainment Precinct