

## Report to the Future Melbourne Planning Committee

Agenda item 6.1

## Maribyrnong Waterfront: A Way Forward

2 June 2020

Presenter: Emma Appleton, Director City Strategy

Future Melbourne Committee

## Purpose and background

1. The purpose of this report is to seek endorsement for *Maribyrnong Waterfront: A Way Forward* ('the report' - see Attachment 2) which recommends a position on land-use and spatial planning for the Maribyrnong waterfront area. The area includes the full length of the City of Melbourne's interface with the Maribyrnong River, excluding Port of Melbourne land, and is bordered by the Dynon rail yards and Kensington residential area to the east.
2. In July 2018, five sites at 160-232 Kensington Road, West Melbourne were rezoned from Commercial 2 Zone to Mixed Use Zone through Amendment C221 to the Melbourne Planning Scheme at the request of the land owners. The development application for the rezoned area will be considered by the Future Melbourne Committee in the near future. Amendment C221 brought forward individual landowner requests to seek site specific amendments which led City of Melbourne to undertake strategic work to consider if further rezoning was advisable in the broader area.
3. The City of Melbourne 2018-2019 Annual Plan includes an initiative (API 8.21) to "*Work with landowners and the community to develop a vision and strategic framework for West Melbourne Waterfront*". API 8.21 of the 2019-20 Annual Plan is to "*Prepare a vision and planning framework for Maribyrnong River to guide future development*".

## Key issues

4. *Maribyrnong River Waterfront: A Way Forward* defines the strategic and policy context for the area. It identifies site issues and opportunities and sets out principles and next steps to be undertaken in collaboration with the Victorian Government, Traditional Owner Groups, land owners and other key stakeholders. It has been informed by background studies including an Aboriginal cultural values assessment, an economic and employment analysis, a preliminary land contamination assessment, an industrial risk assessment and an integrated water management strategy, as has been informed by targeted consultation with Traditional Owner groups, local landowners and key stakeholders.
5. Independent economic analysis demonstrated that the Maribyrnong Waterfront, with its current mix of industrial and commercial uses, plays an important economic and employment role in the city. This area is one of the few in the municipality in a Commercial 2 zone and is located in a strategically important area adjacent to the Port and existing industrial and commercial activity in Dynon. On this basis, management recommends that the current planning framework is maintained in the area in the medium term and that economic development opportunities are explored to enable this area to realise its full potential within its current zoning. It is anticipated that this area could become a destination for Seafood industries, manufacturing, creative industry and start-ups, while protecting the existing heavier industrial uses required in close proximity to a developing Central City.
6. Further strategic planning work for the broader Dynon precinct is being led by the Victorian Government and is in the preliminary stages. Until flooding and contamination is understood across the wider Dynon area, the potential future use of this land is determined and buffers from heavy industry are no longer active it is deemed premature to rezone this area to mixed use.
7. If the development at 160-232 Kensington Road, West Melbourne is approved and progressed, Council will monitor the benefits that may be unlocked due to the adjacency of mixed use to an important employment zone which supports Seafood industries, a mix of light industrial uses and more intensive industrial uses such as concrete batching plants. Council will also monitor how the challenges identified through Amendment C221, such as noise, smell and traffic management, are managed, to ensure that incumbent land uses are able to fully function.
8. *A Way Forward* recommends that further planning work for Dynon focuses on adapting the area to a changing context; regenerating and celebrating the Maribyrnong River; and improving connectivity into and within the area. It also suggests future opportunities for public realm upgrades. These are based around the themes of water and open space, land use, built form and transport and access.

**Recommendation from management**

9. That the Future Melbourne Committee:
  - 9.1 Endorses the *Maribyrnong Waterfront: A Way Forward* as Council's position regarding retaining the current Commercial 2 land use zone in the defined area for the medium term.
  - 9.2 Requests management work with existing businesses through economic development to realise the opportunities of existing and adjacent land uses to support a significant employment area in City of Melbourne.
  - 9.3 Notes the future opportunities identified for regenerating and celebrating the river, flood management, achieving connectivity, and concepts for public realm improvements are propositional only and are not costed projects.
  - 9.4 Notes that the Aboriginal Cultural Values Assessment and engagement with Traditional Owners should form the basis of any future progression of projects in this area.
  - 9.5 Authorises the General Manager Strategy Planning and Climate Change Action to make any further minor editorial changes to the document prior to publication.

Attachments:

1. Supporting Attachment (Page 3 of 57)
2. Maribyrnong Waterfront A Way Forward (Draft) (Page 4 of 57)
3. Engagement Summary (Page 48 of 57)

## Supporting Attachment

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### Legal

1. There are no direct legal implications arising from the recommendation from management.

### Finance

2. The delivery of opportunities within in the plan will be considered by Council as part of future annual budget and service planning processes.

### Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.'

### Health and Safety

4. In developing this proposal, no Occupational Health and Safety issues or opportunities have been identified.

### Stakeholder consultation

5. Targeted consultation has been undertaken with stakeholders including Traditional Owner Groups, government stakeholders and landowners.
6. Attachment 3 is a summary of the engagement process

### Relation to Council policy

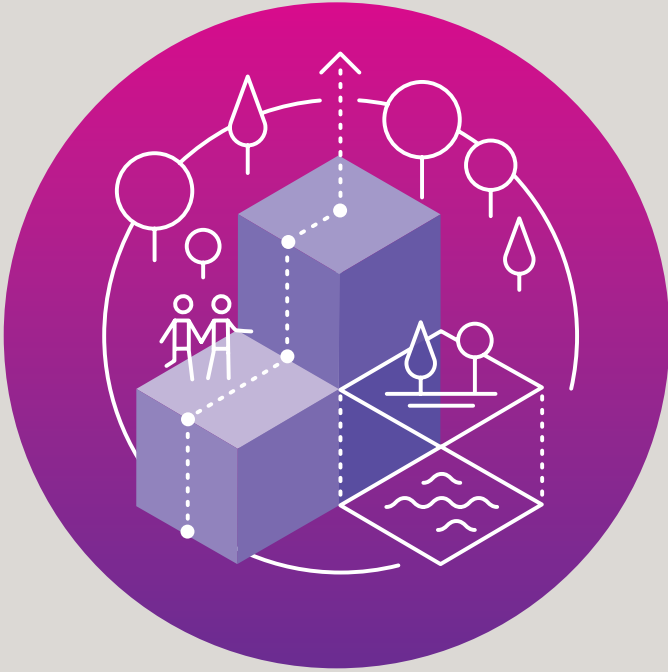
7. The plan is consistent with Council's broader policy objectives to deliver sustainable development in our inner city as outlined in our Municipal Strategic Statement. The plan delivers on Council's Goal 8: A city that plans for growth.

### Environmental sustainability

8. The plan provides a range of opportunities to increase the resilience and sustainability of the area. Retaining employment use within the area will help to deliver the Victorian State Governments objective of achieving a 20 minute city and allow residents to walk to work, reducing emissions associated with travel. The plan identifies opportunities which would result in a net gain of trees and public open spaces to improve the amenity for the growing resident and worker populations. The plan identifies opportunities to mitigate the impacts associated with localised flooding through public realm works.

# MARIBYRNONG WATERFRONT A WAY FORWARD JUNE 2020





# A CITY PLANNING FOR GROWTH

Melbourne will be a leader in planning for growth and technological advancement. We will guide and influence the future development of the city for the benefit of all city users and in a way that values and celebrates its historical and cultural identity.

## Acknowledgement of Traditional Owners

The City of Melbourne respectfully acknowledges the Traditional Owners of the land, the Boon Wurrung, Bunurong and Woiwurrung (Wurundjeri) peoples of the Kulin Nation and pays respect to their Elders, past and present.

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Issue 1 - Maribyrnong Waterfront: A way forward

2 June 2020

Cover Image: Waterfront of the Maribyrnong River along Sims Street.

## Disclaimer

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# EXECUTIVE SUMMARY

## A Way Forward

### Purpose

The purpose of the Maribyrnong Waterfront project is to investigate the opportunities and considerations for future strategic work for the Maribyrnong Waterfront.

*Maribyrnong Waterfront: A way forward* summarises the key findings from background work to date, as well as future opportunities, to help engage the community and stakeholders on the future of the Maribyrnong Waterfront.

### Background

*Maribyrnong Waterfront: A way forward* has been informed by a City of Melbourne Context, Issues and Opportunities Report, five background studies and early stakeholder engagement.

Background studies explored the historic, cultural, social, economic, environmental and development context of the Maribyrnong Waterfront. They identified site issues and strategic opportunities and the drivers behind them.

The five consultant background studies are:

- Aboriginal Cultural Values Assessment
- Economic and Employment Analysis
- Preliminary Land Contamination Assessment
- Industrial Risk Assessment
- Integrated Water Management Strategy

### Engagement approach

The City of Melbourne has undertaken stakeholder engagement with Traditional Owner groups, Victorian Government departments and agencies, local land owners and businesses. The purpose of the engagement was to introduce the project and provide an opportunity to share insights on the area.



Figure 1.1: Project progression

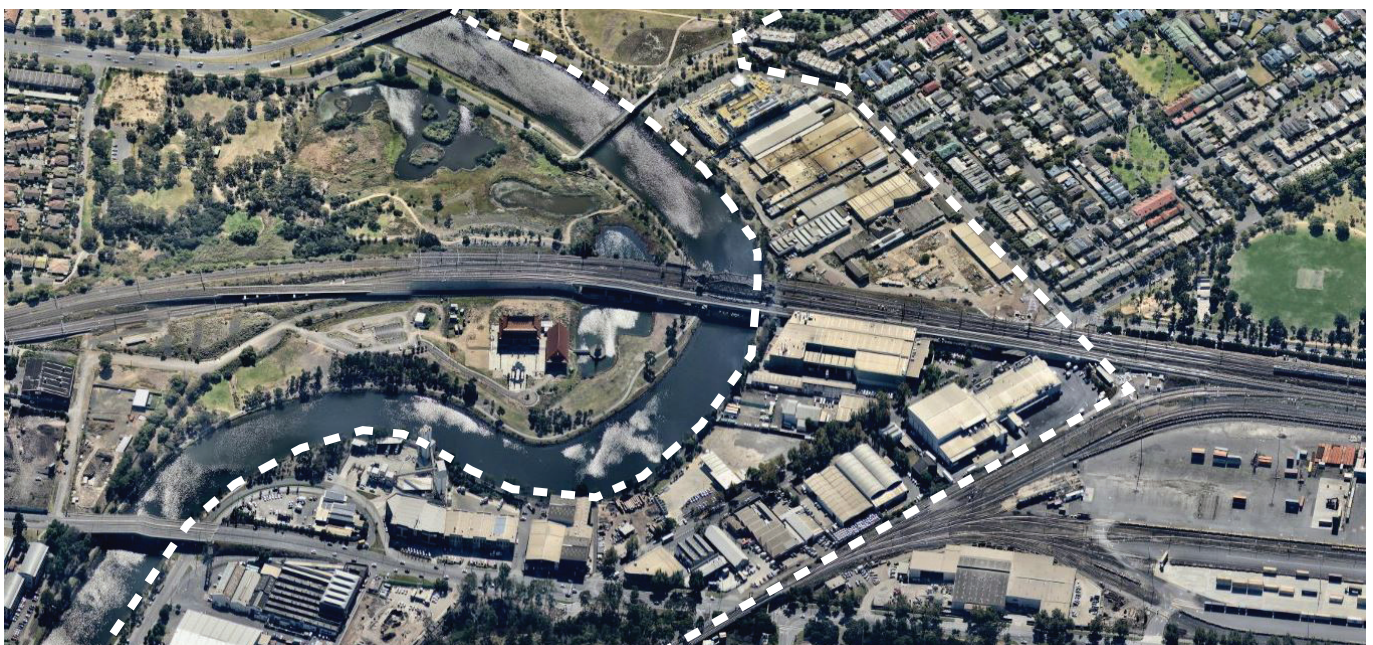


Figure 1.2: Aerial of Maribyrnong Waterfront

## Key Findings

### Aboriginal Cultural Values

- Aboriginal Cultural Values must be embedded in the vision for the Maribyrnong Waterfront area.

### Land use

- There are a number of industrial land uses in the area that omit noise and smell pollutants that may cause potential risks and amenity impacts to sensitive land uses.
- Most sites have a high potential for contamination.
- The Economic and Employment Analysis recommends that areas south of Dynon Road be retained for industrial land uses to avoid compromising the future potential employment function of the Dynon precinct.
- It recommends that given the established residential uses in Kensington, that the mixed use zoning along Hobsons Road remains an appropriate interface to this community.
- It recommends the existing Commercial 2 Zone along Kensington and Dynon roads be retained as it serves an important interface function between sensitive land uses and industrial land uses. The zone also accommodates a diverse mix of businesses.
- It identified significant current and planned investment in neighbouring port and related freight infrastructure.

### Urban Structure and built form

- Historic industrial uses have turned away from the river and as a result have created an isolated area with an unclear sense of 'place'.

- The heritage industrial buildings in the area give a sense of place.
- The current built form response to flooding includes elevated ground floors, which has created hard interfaces to the street and river frontage.

### Water and Open Space

- The area is subject to extensive flooding and existing flood mitigation is currently not sufficient to protect existing properties.
- Industrial use and land contamination is impacting the river's health and local biodiversity networks.

### Transport and access

- Kensington and Dynon roads function as key freight and vehicle routes, which have created an environment that is unsafe for people walking and cycling.
- Access to nearby open spaces and the Footscray activity centre is difficult for people walking and cycling due to few safe river crossings, busy roads and other infrastructure barriers.

## Next Steps

The City of Melbourne will continue to work with the Victorian Government on the strategic planning for the wider Dynon precinct. The three Future Principles **Adapt to a changing context, Regenerate and celebrate the river, and Improve connectivity** (see page 12) will be embedded in any future development and capital works that occur in the Maribyrnong Waterfront. Aboriginal Cultural Values should be embedded in the future vision of Maribyrnong Waterfront and Dynon to ensure meaningful future recognition.

WHAT THIS DOCUMENT DOES	WHAT THIS DOCUMENT DOES NOT DO
Sets the strategic intent for the Maribyrnong Waterfront area	Provide the justification for any land use changes or rezoning
Proposes a vision and principles to guide any future decisions in the area	Commit Council to any capital works
Considers future opportunities for water and open space, land use, built form and transport and access	



# CONTEXT

**The Maribyrnong Waterfront is located 3.5 kilometres west of the Central City. It is approximately 58 hectares in size and is bordered by the Maribyrnong River to the west and Dynon Rail yards and Kensington residential area to the east. The Maribyrnong Waterfront runs along the length of the City of Melbourne’s boundary with the Maribyrnong River, not including Port of Melbourne land.**

The study area has been determined by the following:

- Properties and open space adjacent to the Maribyrnong River and Dynon Tidal Canal
- Areas recently rezoned Mixed Use Zone, including the sites subject to Amendment C221
- Surrounding commercial and industrial sites with potential future development opportunity.

Maribyrnong Waterfront is located within the suburb West Melbourne (industrial), however to avoid confusion with West Melbourne (residential) has been referred to as Maribyrnong Waterfront throughout.

## Historic Context

The Maribyrnong River was known as the ‘Saltwater’ river until 1913. The West Melbourne swamp sat adjacent to the Maribyrnong River and was fed by the Moonee Ponds Creek and the Yarra River flood tide. The draining and filling of the swamp commenced in the early 1900s to allow for local industry to develop, including the railway yards. The area has been shaped by its topography, water and its continued industrial role within the broader city economy.

## Strategic Context

The Maribyrnong Waterfront is an industrial precinct experiencing growth and transition. The Maribyrnong River is surrounded by established industry and a number of major urban renewal areas and infrastructure projects that are changing the role and future character of this area.

### Dynon

The study area falls partly within the Dynon precinct, identified in Plan Melbourne as a potential urban renewal area. It is vital that the strategic planning of the Maribyrnong Waterfront responds to the broader state and local policy framework for Dynon.

### Metro Tunnel Project and Western Portal Development Plan

Rail Infrastructure Alliance (RIA) is delivering the Western Portal Development Plan on behalf of Rail Projects Victoria. The plan addresses proposed landscaping and public realm proposals in accordance with an Urban Design Strategy and Environmental Performance Requirements.

The City of Melbourne will collaborate with RIA to integrate the future vision for the Maribyrnong Waterfront with the public realm improvements occurring around South Kensington Station and Kensington Road.

### West Gate Tunnel Project

The West Gate Tunnel Project is a road project led by the Victorian Government in partnership with Transurban. Construction of the West Gate Tunnel Project is expected to be completed by 2022. This project will impact how different transport modes interact within the Maribyrnong Waterfront.

### E-Gate urban renewal area

E-Gate is a 20 hectare identified urban renewal area owned by the Victorian Government between the railway yards and Docklands. The timing of the renewal of E-Gate is uncertain and may be impacted by the West Gate Tunnel Project.

### Footscray

Footscray was recently identified as a priority precinct by the Department for Jobs, Precincts and Regions. The Footscray Structure Plan covers just under 5km<sup>2</sup> of the City of Maribyrnong. It includes eight precincts which are identified as ‘transformational levels of change’. This level of change will bring with it increased resident and worker numbers and potentially redevelopment pressure.

### Joseph Road Precinct

The Joseph Road Precinct is one of the precincts within the Footscray Structure Plan. It has been rezoned to allow its redevelopment for approximately 4,000 dwellings, new retail and commercial premises and an upgraded street network that will include pedestrian and cycling connections. Future development in this precinct will significantly change the views from the Study Area to a skyline of buildings interfacing to the river.

### Creative spaces

There are emerging creative clusters developing on industrial land around the Maribyrnong River and the Moonee Ponds Creek. These spaces often use existing warehouses for studios and exhibition/performance spaces.

### Maribyrnong River

The Maribyrnong Waterfront River Valley Design Guidelines (2010) provide a framework to help achieve greater planning consistency along the river corridor. The guidelines were developed in collaboration from Brimbank, Hume, Maribyrnong, Melbourne and Moonee Valley councils, the Department of Planning and Community Development, Parks Victoria, Melbourne Water and the Port of Melbourne Corporation.

The Department of Environment, Land, Water and Planning (DELWP) released the Waterways of the West Discussion Paper at the end of 2019. It investigates issues affecting major waterways to the west of Melbourne and provides recommendations that may include land use, planning controls and land and water management.

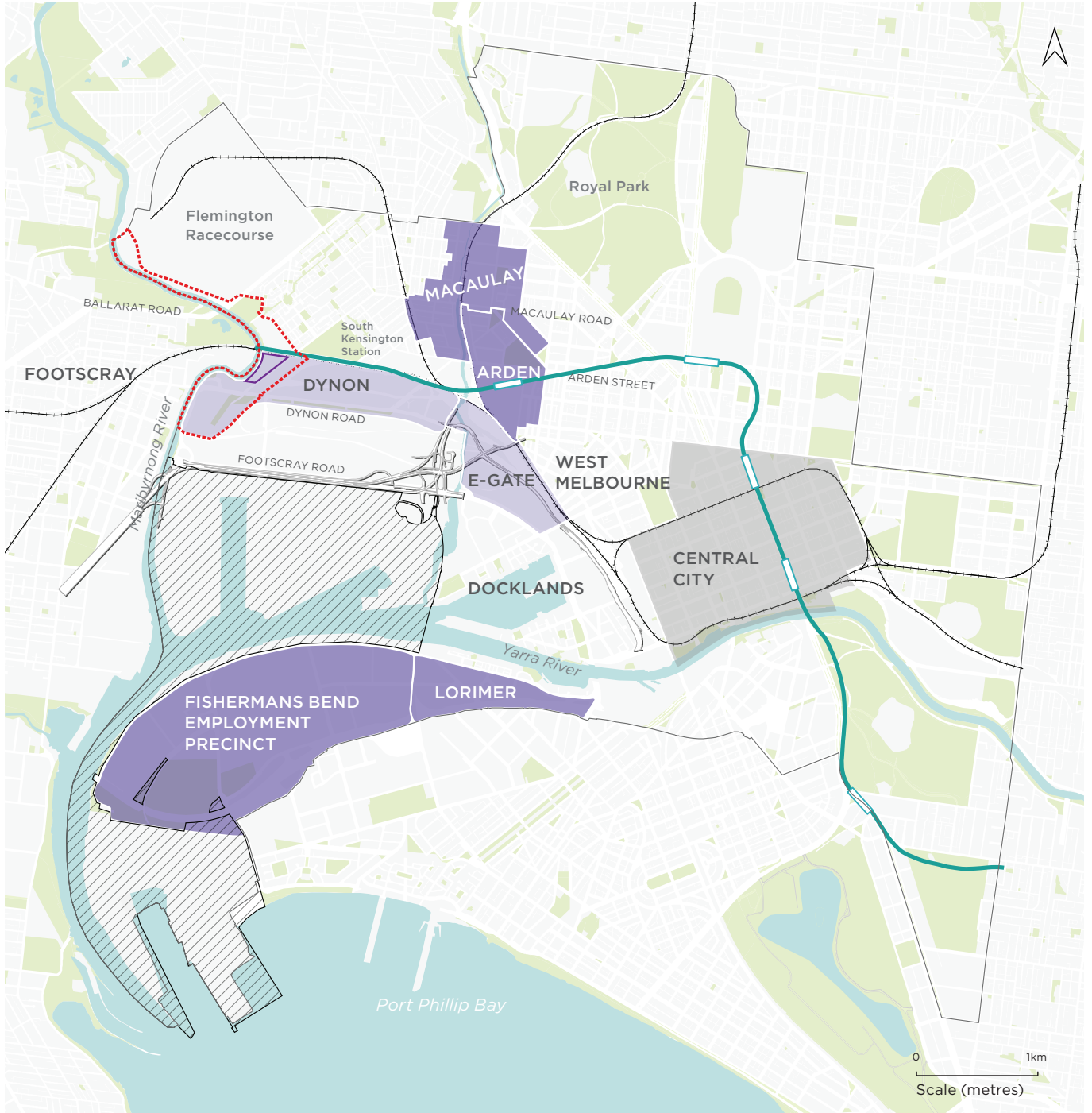


Figure 1.3: Key projects and activities occurring around the Maribyrnong Waterfront

## Municipal Strategic Statement

The City of Melbourne's current Municipal Strategic Statement (MSS) was gazetted in 2015. The MSS identifies a number of precincts within the Maribyrnong Waterfront study area as 'potential urban renewal areas'. These precincts are located in two MSS local areas known as Dynon, Flemington & Kensington (see Figure 1.5).

The MSS sets out the strategic vision for these local areas, as well as a series of strategies for the built environment, economic development, heritage, transport and housing. To view all the proposed strategies refer to the Melbourne Planning Scheme clause 21.15.

### Dynon

Dynon 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 potential for the renewal of the northern section of Dynon should be investigated. 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 Dynon local area strategies that apply to the Maribyrnong Waterfront focus on supporting economic development in manufacturing, industry and freight and enhancing open space along the Maribyrnong River.

### Flemington and Kensington

Flemington and Kensington are residential areas adjacent to the Flemington Racecourse, the Melbourne Show grounds 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 the Racecourse and Show grounds 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 Flemington and Kensington local area strategies that apply to the Maribyrnong Waterfront focus on housing, response new development to surrounding scale appropriate scale of development on the Maribyrnong River and connections to and across the Maribyrnong River.

## Amendment C221 West Melbourne Waterfront

### Planning Scheme Amendment C221

Planning Scheme Amendment C221 (Amendment C221) to the Melbourne Planning Scheme was prepared by the City of Melbourne at the request of the land owners of 160-232 Kensington Road, West Melbourne. The purpose of the Amendment was to facilitate a mixed use redevelopment of the affected land, including for commercial, residential and public open space uses.

It was gazetted on 19 July 2018 and resulted in the following changes:

- Rezoning of the subject land from Commercial 2 Zone to Mixed Use Zone
- Introduction of a Development Plan Overlay (DPO13) to guide long term development of the site, including new public realm and built form controls
- Application of an Environmental Audit Overlay (EAO) to the subject land.

This area represents the only land in the Dynon Precinct to have been rezoned to the Mixed Use Zone.

### Why is Amendment C221 relevant?

Amendment C221 acts to facilitate an urban renewal outcome for an area of land in advance of a comprehensive strategic planning process for the broader Dynon Precinct.

The issues that were raised through this process will inform the research and analysis of the Maribyrnong Waterfront area and future Dynon Precinct.

### Key themes

Key themes from the Planning Panel report that are relevant to the Maribyrnong Waterfront:

- The specific features and characteristics of the Maribyrnong Waterfront distinguish it from the rest of Dynon, allowing for urban renewal in advance of the wider context.
- Further analysis is required to support the preparation of a strategic framework for the Maribyrnong Waterfront. This should address potential land use conflicts between industrial and sensitive land uses, both within the study area and the wider Dynon area.

**Key considerations**

- Identify key strategic pressures in Dynon to ensure alignment with Maribyrnong Waterfront.
- Understand the relationship with the broader state and local policy framework for Dynon.
- Establish an evidence base that acknowledges the wider Dynon Precinct, the physical characteristics of the site and neighbouring land uses.
- Understand the potential risks and amenity impacts of industrial land uses in and around the precinct following the introduction of sensitive land uses.
- Undertake an industrial demand study and economic impact assessment.
- Engage with primary government stakeholders.

**Development Plan Overlay (DPO13)**

A Development Plan overlay requires a Development Plan to be prepared that determines new land uses and built form over a defined area. The Development Plan for DPO13 has been developed by the land owners and is currently under assessment with the City of Melbourne. The Plan builds on the existing design framework of DPO13 and provides greater design detail for land use mix, built form, accessibility and open space. All future development applications will need to comply with the finalised Development Plan.

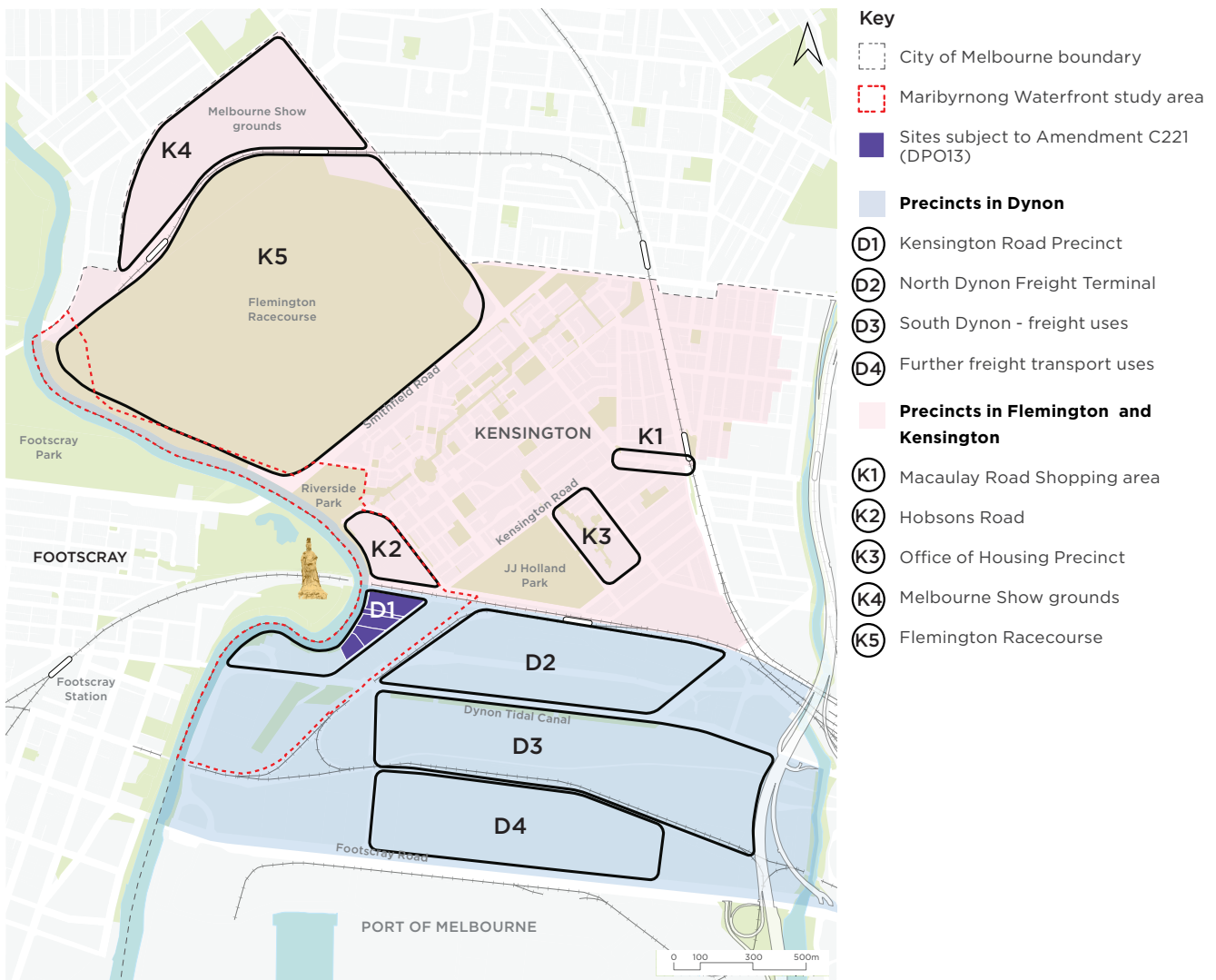


Figure 1.4: Precincts in potential urban renewal areas as outlined in the Municipal Strategic Statement (Clause 21)

# ABORIGINAL CULTURAL VALUES

## What do we know?

### Landscape

The Maribyrnong Waterfront is located near the original confluence of the Yarra and Maribyrnong rivers and was once at the edge of the vast wetlands of the West Melbourne Swamp. Long before, and following European arrival, the Maribyrnong River area has been an important place for Aboriginal people, their cultures and traditions. It was a place where European settlers and Aboriginal people interacted.

### Process

The City of Melbourne commissioned Context GML to undertake an Aboriginal Cultural Values Assessment for the Maribyrnong Waterfront in February 2019. Given the small size of the study area and the role of the river within the broader context, the report draws on a wider zone of reference that encompasses both sides of the Maribyrnong River and the broader Dynon area.

### Aboriginal Cultural Values

Aboriginal Cultural Values can be held for recognised Aboriginal heritage places as well as other otherwise unrecorded places. Aboriginal cultural values can be attributed to all cultural heritage, whether tangible and intangible, that is created by Aboriginal people.

Aboriginal Cultural Values are not the same thing as Aboriginal heritage values, which are assessed and managed under the Aboriginal Heritage Act (Vic.) 2006. The assessment of Aboriginal heritage values can be (and usually is) a statutory requirement, whereas the identification of Aboriginal cultural values is not.

Aboriginal Cultural Values can be attributed to recognised Aboriginal heritage places as well as to other otherwise unrecorded places and areas. Where a place is determined to be of Aboriginal heritage significance, however, it follows that the place will also, by implication, have Aboriginal cultural value.

Aboriginal Cultural Values can co-exist with other recognised heritage values, such as historic archaeology, social and historical significance, and social value. This is a typical situation in a built-up urban area such as the City of Melbourne. Places that are found to have both Aboriginal heritage significance and historic heritage significance may be said to have 'shared heritage'. Some places in and around the Maribyrnong Waterfront could be determined to have shared heritage value to Aboriginal and non-Aboriginal people.

### History of the Maribyrnong Waterfront

A detailed history of the area with a particular focus on the Aboriginal experience has been developed around ten historical themes. A thematic structure has been adopted to provide context and linkages between people, places and stories both in the development of an overall history and for use in future planning for the area, including interpretation.

1. Living on Country
2. Making contact with newcomers
3. Moving and meeting
4. Defence and military
5. Incarceration and institutionalisation
6. Finding work
7. Living on the margins
8. Sport and recreation
9. Expressing cultural and spiritual life
10. Taking political action and overcoming disadvantage.

For more information about the history of the Maribyrnong Waterfront in relation to these themes, please refer to the Maribyrnong Waterfront Aboriginal Cultural Values Assessment.

### Engagement with Traditional Owner Groups

The Aboriginal Cultural Values for a place can be drawn from archaeological records and historic (documentary) records and through consultation with the Traditional Owners of the subject area. Initial consultation with the three Traditional Owner organisations took place between June and September 2019:

- Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation
- Boon Wurrung Foundation
- Bunurong Land Council Aboriginal Corporation

Each consultation session included an initial workshop, information session and site visit. The location of the site visit included Lynch's Bridge, Riverside Park and heritage warehouses along Hobsons Road.

## Key Findings

A set of Aboriginal Cultural Values has been identified for the Maribrnyong Waterfront. These values have been informed by both documented history of the study area and surrounds, the Aboriginal Cultural Heritage Register Information System database, and the knowledge held by Traditional Owner groups. The cultural values in this report are broad ranging and speak to traditional, historical and present-day Aboriginal culture.

Eight values have been identified for the Maribrnyong Waterfront:

1. **Caring for Country** - Holistic approach to Country, nurturing Country, including the land, water, plants, birds and animals
2. **Connections to Country** - Stories and traditions (both old and new) that strengthen connections to Country
3. **Traditional Knowledge** - Promoting, preserving, reigniting traditional knowledge, including Aboriginal languages and education
4. **New knowledge** - Using archaeological work and historical research that uncovers new information about Aboriginal history
5. **Respect for ancestors** - Remembering the stories of ancestors
6. **Stories of survival** - Stories of Aboriginal people finding their community and keeping community strong over time
7. **Celebrating Community** - Inclusion and celebration of all communities, including recent immigrant groups
8. **Celebrating culture** - Expressing Aboriginal cultural and spiritual life.

These values have been embedded in the vision and principles for the Maribrnyong Waterfront and will be used to guide next steps and future opportunities in the area.

## Next Steps

Continued engagement with each of the Traditional Owner groups is crucial to ensure that these values are appropriately and respectfully embedded within any planning framework.

## Future Opportunities

It is recommended that the following future opportunities are further explored:

- For Aboriginal Cultural Values to be embedded in and guide all future planning for the Maribrnyong Waterfront area, including strategic planning for Dynon.



Figure 1.5: Existing mural along the Maribrnyong River trail, paying respect to Traditional Owner groups

# VISION & PRINCIPLES

## Vision

The Maribyrnong Waterfront will continue to support a diversity of uses, including adaptive industrial uses, a growing creative cluster and residential population.

Increased walking and cycling connections across the Maribyrnong River and along the Dynon canal will better connect the precinct to surrounding areas and help realise its potential as a place of recreation and discovery.

The Maribyrnong River will be revitalised, improving social and biodiversity outcomes and fostering a strong connection to country.

## Principles

Three Principles have been developed to help guide the future of the Maribyrnong Waterfront.

### Adapt to a changing context

Future development will continue to support a true mix of land uses that adapt to a changing climate, community and economy. Opportunities for supporting and fostering a diverse range of creative uses in the area will be explored.

The stories, cultures, traditions and knowledge of the Traditional Owners will be embedded into the future planning of the Maribyrnong Waterfront, strengthening connections to Country, the local community and diversifying the local economy.

### Regenerate and celebrate the Maribyrnong River

The Maribyrnong River has served many roles in the city. The river once framed the edge of a vast wetlands that was home to a diverse wildlife and ecology. As Melbourne developed, this salt water river became a booming industrial hub as well as a dumping ground for the city's waste.

As the impacts of climate change intensify, future development will need to embrace Aboriginal culture and land management practices and prioritise the regeneration of local ecology and biodiversity systems to celebrate the river as a key asset to the city.

### Improve connectivity

The Maribyrnong Waterfront's historic industrial role has led to a street network that is dominated by trucks and freight, and unsafe for pedestrians and cyclists.

As the area transitions to support a greater mix of uses, streets will need to be redesigned to prioritise the needs of pedestrians and cyclists, and to improve access to public transport, the Maribyrnong River and surrounding neighbourhoods.

Streets and open spaces will be designed to improve physical, perceived and cultural connections to the Maribyrnong River and its rich history.

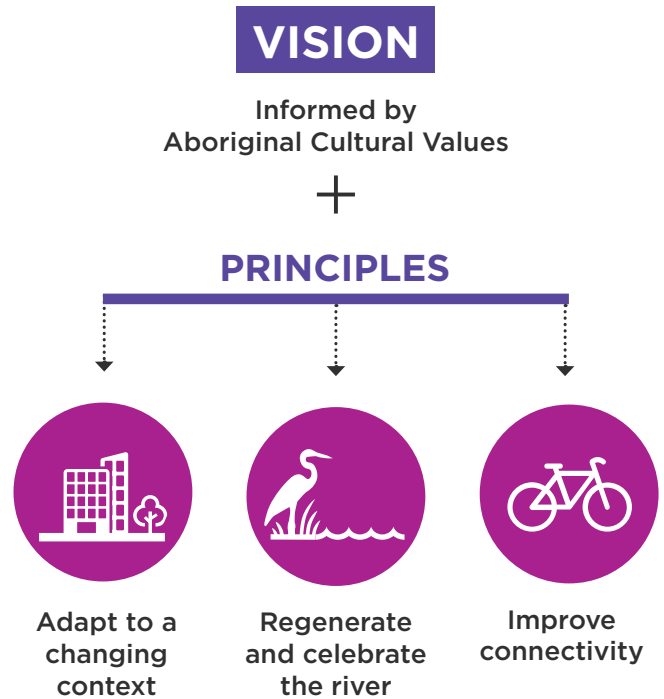


Figure 1.6: Three future principles will inform any future vision for the Maribyrnong Waterfront

## Themes

The following pages identify the strategic context, next steps and future opportunities for the following themes:

- Land use and employment
- Urban structure and built form
- Water and Open Space
- Transport and access

Figure 1.7: Photo of the waterfront of the Maribyrnong River





# LAND USE AND EMPLOYMENT

## What do we know?

### Historical land use

From the 1840s onwards the presence of industry along the river, including abattoirs and other noxious trades, transformed the Maribyrnong Waterfront into an industrial hub. These industries crowded the banks and discharged their untreated waste into the rivers.

The City of Melbourne established abattoirs at Flemington and relocated its cattle yard to Newmarket in 1860. Redevelopment of the Lower Yarra by the Melbourne Harbor Trust from 1877 saw many more noxious trades transferred to the Maribyrnong River at Footscray and Kensington. The foul air and filthy rivers that followed branded Melbourne as 'Marvellous Smelbourne'.

The expansion of the chemical and defence industries before and after World War I further engrained the industrial role of this river.

This historic role has endured to the present day, resulting in significant contamination of the soils and river.

### Current land use

The Maribyrnong Waterfront study area comprises of a mix of Industrial 1 Zone, Commercial 2 Zone and Mixed Use Zone (amongst others) that transition between the industrial land use to the south, and the mixed use and residential areas within the Maribyrnong Waterfront and Kensington Banks.

Land is predominantly used for industrial purposes, including transport and distribution, storage, wholesale trade, construction and manufacturing. These uses are particularly concentrated around the southern section of the study area adjoining the Dynon precinct and around Kensington Road. Current land uses and relevant development activity is shown in Figure 1.7.

The recent introduction of the Mixed Use Zone to specific sites in the Maribyrnong Waterfront has served as a catalyst for residential development in the northern section of the study area. The property at 71-111 Hobsons Road, Kensington was recently completed and provides 182 dwellings. A second mixed use development is proposed at 160-232 Kensington Road. The area along Hobsons Road is also home to several manufacturing businesses and a State Government depot for the West Gate Tunnel Project.



Figure 1.8: Predominant Land Uses (CLUE data)

### Surrounding context

Key strategic projects and development activity surrounding the Maribyrnong Waterfront study area will impact its current and future role.

Most significantly, the study area falls within the Dynon precinct identified in Plan Melbourne as a potential urban renewal area. Detailed strategic planning has not been completed at this stage, however early strategic direction provided by the City of Melbourne Planning Scheme and Plan Melbourne supports employment uses accordant with its proximity and relation to the Port of Melbourne and Melbourne's future direction in advanced manufacturing.

The future role of the Maribyrnong Waterfront needs to respond to the broader state and local policy framework for the Dynon precinct.

The Footscray Activity Centre is undergoing significant change toward a greater mix of residential and commercial land uses. This is most significant in the Joseph Road Precinct which proposes a new, dense, mixed-use precinct.

Adjacent to the river, south of Dynon Road, is the Footscray cultural hub. The Footscray Community Arts Centre, gallery and workshop spaces adjoin open space facing the river. This area has seen a clustering of creative businesses emerge on industrial land. These spaces use existing warehouses for studios, exhibition and performance spaces.

Areas west of the study area are characterised by established, low-rise residential property.

### Key

- ① Holcim concrete batching plant (8-22 Sims Street)
- ② City Wide Transfer Station and Resource Recovery Centre (437 Dynon Road)
- ③ Melbourne Seafood Centre (133 Kensington Road)
- ④ Tasmanian Pacific Oyster company (209 Kensington Road)
- Properties currently subject to Mixed Use Zone (allows sensitive uses)
- Sites with current development applications or approvals (including sensitive uses) (May 2019)
- Sites examined for separation distances as part of Amendment C221
- ⋯ Default buffers indicating separation distances from the activity boundary of existing industrial land uses (subject to EPAV Publication 1518)



## Key Findings

### Contamination & buffers

There are a number of industrial land uses in the area that omit noise and smell pollutants that may cause potential risks and amenity impacts to sensitive land uses such as residential property.

In response to the proposed land use change of Amendment C221, four sites in the Maribyrnong Waterfront are subject to the Environmental Protection Authority of Victoria's (EPAV) guidelines for separation distances from sensitive uses. These properties and their separation distances are shown in Figure 1.8.

A preliminary land contamination assessment found that the Maribyrnong Waterfront has been subject to a broad range of potentially contaminating activities and concluded that most sites in the area would have a high potential for contamination. The study recommended that an Environmental Audit Overlay (EAO) be applied to all parcels within the study area.

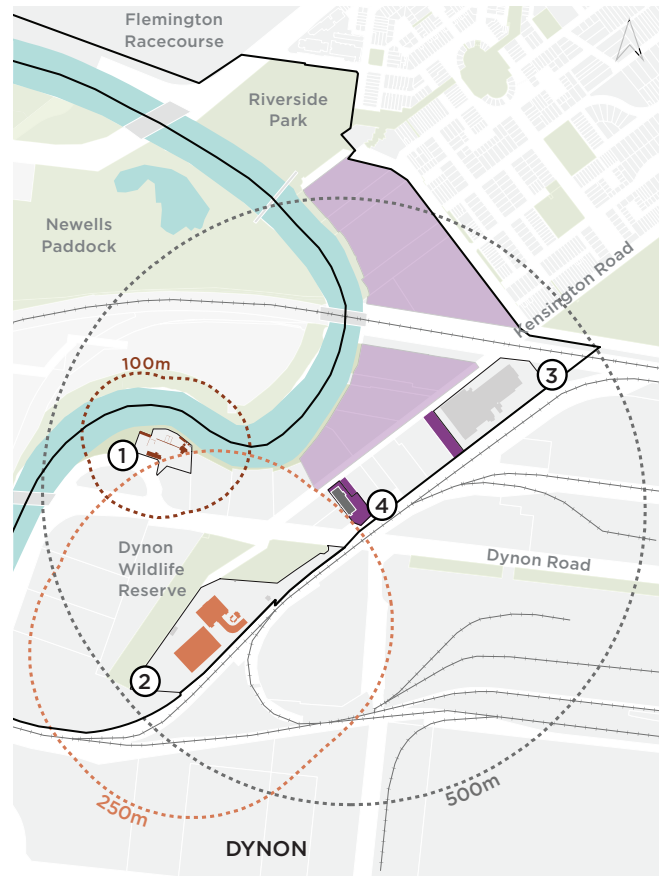


Figure 1.9: Impact of required separation distances for industrial land uses in accordance with the EPAV's Guidelines and in response to Amendment C221 planning processes.

### The economic role of Maribyrnong Waterfront

An Economic Analysis assessed the current and potential future economic role of the Maribyrnong Waterfront in context of the City of Melbourne and wider metropolitan area based on strategic need, policy and market factors.

The report recommends that:

- the areas south of Dynon Road be retained for industrial land uses to avoid compromising the future potential employment function of the Dynon precinct.
- the area north of Dynon Road accommodate a wide range of economic activities.
- the mixed use zoning along Hobsons Road be retained as an appropriate interface to the established residential community in Kensington.

The recommendation to retain industrial land uses is supported by:

- strong market conditions characterised by increasingly scarce industrial land supply within inner-metro Melbourne.
- ongoing strong demand for inner-metro industrial land that is strategically proximate to the central city and key transport infrastructure such as the Port of Melbourne.
- the recently released Draft Melbourne Industrial and Commercial Land Use Plan released by DELWP, which recommends the retention of industrial land in Dynon.

The industrial and commercial zoned areas accommodate a diverse mix of businesses that service the surrounding community and provides local employment opportunities.

### Next Steps

No additional rezoning should occur in the short to medium term as this area plays an important economic role within the city.

As the Dynon urban renewal area evolves over the long term, changes to land use within this area may be reconsidered. Built form controls could also be reviewed at this time.

### Future opportunities

It is recommended that the following future opportunities are further explored:

- To capitalise on the changing role of industrial land (see p. 18)
- To establish a local centre along Kensington Road (see p. 17)
- To encourage the location of creative uses within the area to strengthen the existing identified cluster.

# FUTURE OPPORTUNITIES: LAND USE AND EMPLOYMENT

## Local Activity Centre

### To establish a local centre along Kensington Road

The growing residential and worker community requires a greater mix of uses and services to be established to serve its needs, such as supermarkets, restaurants, cafes, bars and a post office. Kensington Road offers a desirable location for the establishment of a local centre around which new activity would be concentrated.

This role is supported by its central location within Maribyrnong Waterfront and direct connections with Kensington and the future Dynon precinct. Established trees, slow traffic conditions, existing bike lanes and public transport all contribute to Kensington Road's potential to be an active and walkable local neighbourhood centre.

The role of the street can be developed by encouraging active and diverse businesses to locate along it facilitating a built form that responds to and enhances the street. This would be supported by capital works to upgrade pedestrian and cycling infrastructure (see p. 34).



Figure 1.12: Existing street conditions of Kensington Road support a future role as a local activity center.



Figure 1.11: Render of a proposed office refurbishment within the study area. The development will provide office space within a refurbished warehouse, retaining the original internal mass and external industrial character and providing an active street interface.

# FUTURE OPPORTUNITIES: LAND USE AND EMPLOYMENT

## Industrial Change

### To capitalise on the changing role of industrial land

Small, high-value and innovative urban manufacturers in Melbourne (defined as 'makers') can benefit significantly from the agglomeration economies associated with inner-urban locations. Uses like affordable commercial spaces, re-use and repair hubs, artist studios, small manufacturers, start-ups and cultural centres could provide complementary uses for the growing local community.

The Dilemma of Urban Employment Land study, prepared by the Inner Melbourne Action Plan (IMAP) found that there is a critical mass of small urban manufacturers in Melbourne (particularly IMAP councils), however space and redevelopment pressures threaten this 'making' base.

The existing Commercial 2 Zone along Kensington Road is some of the only remaining land of this zone in the City of Melbourne. In the context of limited inner-metro land supply, Maribyrnong Waterfront provides an attractive location for small urban manufacturers.

These characteristics are similarly attractive to creative businesses seeking low cost, inner-city land. Supporting the ongoing presence of the arts and cultural sector in the study area is considered appropriate given the existing presence of an existing arts studio (River Studios), the growing mass of creative businesses establishing in nearby Footscray, and the compatibility of large warehouses to be converted into creative spaces.



Figure 1.13: Render of Youngusband Industrial Village being developed in a Commercial 2 Zone in nearby Kensington - the project includes a mix of uses including eCommerce, photography studios, and gallery spaces.

### Cremorne - Australia's magnet for tech talent

"Cremorne has emerged as Australia's premier destination for creative design, particularly in the tech and digital space. Its reach is now global, with several billion dollar tech firms mixing healthily with small-to-medium sized entities, start-ups and co-working spaces.

Enabled by the City of Yarra's foresight and steadfastness to retain its employment focus, and spurred by some committed and engaged local landowners and businesses, Cremorne is going through a profound period of growth, reinforcing its industry specialisation and strategic potential, and furthering Melbourne's economic ecosystem.

Drawing from its industrial heritage and building stock, proximity to central Melbourne, diversity of small and large land parcels, pokey lane ways complementing good public transport access, and the amenities provided on Swan and Church Streets, Cremorne has all the characteristics of an enterprise precinct tailored to the needs of the emerging economy.

Reflecting these characteristics, development activity is running hot in Cremorne. During this period of rapid change, the challenge will be in ensuring development adds to the precinct's economic functioning and 'buzz', maintaining it as a creative place to work for years to come".

Case Study from "Unlocking Enterprise in a Changing Economy" DELWP, 2018

### The role of land use zoning for bees, mice, gazelles and elephants

In his 1979 report 'The Job Generation Process', David Birch showed that small companies accounted for the majority of new jobs in the US, thereby challenging conventional wisdom at that time about how new jobs were created in society.

Birch subsequently coined the terms "mice", "gazelles" and "elephants" to categorise companies: mice being businesses that start small and stay small; gazelles being companies that start small and grow rapidly; and elephants being the few large companies that employ a lot of people but do not grow significantly. The phrase "bees" has been added as a way of describing enterprises that either do not function as a formal businesses (e.g. various forms of arts and creative endeavours) or that are in the very early stages of forming a business.

Studies into business formation and job creation since the original work of Birch have found that it is not small firms per-se, but rather it is new small firms that create the most jobs. The effect of new small establishments on employment is mainly in the initial years after set up and the employment effect decreases over time.

In order to attract a healthy diversity of businesses to the municipality, the a variety of the right land use conditions must exist. These conditions include commercial zones which offer lower rent and often include larger floor plate buildings.

Case Study adapted from "Providing Affordable Workspace for Enterprise" Echelon Planning



Figure 1.14: The "bee", "mice", "gazelles" and "elephants" definition to categorise companies

# URBAN STRUCTURE AND BUILT FORM

## What do we know?

The Maribyrnong Waterfront is characterised by industrial land uses and large irregular lots with few streets that connect to the river's edge. The area is physically isolated by barriers on all sides - the river to the west, rail yards to the east, arterial roads to the south and the rail line to the north. Incremental development and the industrial role of the area has led to an unclear sense of 'place' along the Maribyrnong Waterfront.

A small number of properties within the Maribyrnong Waterfront have been recognised as having heritage value, with five properties included in the Heritage Overlay. This includes Flemington Racecourse, three bridges across the Maribyrnong River and the old Kensington Bone Mill.

Existing built form can be categorised as:

- Large industrial warehouses
- Small/medium industrial warehouses and
- Sawtooth warehouses

Building floor plates often denote the relationship between the building and the intended land use at the time of construction. The large floor plates reflect the Maribyrnong Waterfront's historic role as an established industrial precinct. This is characterised by development that faces away from the river and creates an unpleasant and unsafe river corridor.

Following the rezoning of certain land parcels to Mixed Use Zone, apartment developments are beginning to emerge as another building typology along the Maribyrnong Waterfront. This new development interfaces the street or river with elevated ground floors as a flood mitigation measure creating blank walls to the surrounding context.

## Strategic Context

Built form controls only exist for sites that have recently been rezoned to Mixed Use Zone. These sites were redeveloped incrementally through a Development Plan Overlay (DPO13) and an Incorporated Plan Overlay (IPO2). The current built form controls do not include a density control, resulting in high density built form outcomes that are not responsive to the local context.

Maribyrnong River Valley Design guidelines (2010) state that buildings should create a strong urban edge with vegetation used to frame built form with partial screening. Buildings should not exceed three storeys at the river front edge. Throughout the study area buildings should retain the scale of adjoining areas.

As the Maribyrnong Waterfront transitions from a solely industrial area into an area with a mix of uses, built form will need to adapt to the changing context and respond to site constraints to ensure great built form outcomes.



Figure 1.15: Example of a recent residential development, located at 71-111 Hobsons Road, Kensington (Number 1 on map)



Figure 1.16: Example of a two storey warehouse used for retail and office uses (Number 2 on map)



Figure 1.17: Example of a sawtooth warehouse, located at 1-39 Hobsons Road. The site was originally used for meat processing and noxious trade. (Number 3 on map)

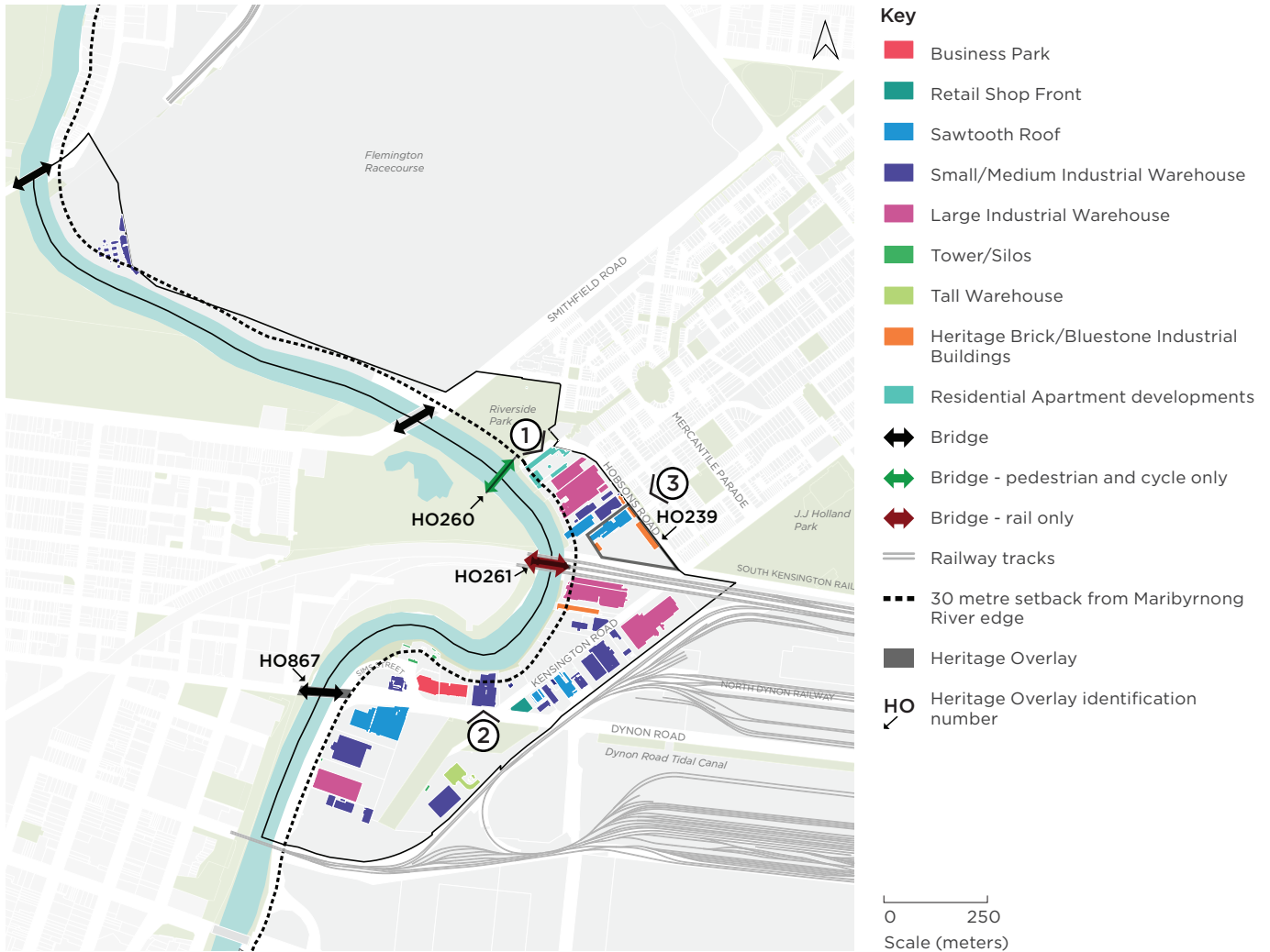


Figure 1.18: Building typologies and barriers

## Key Findings

The Maribyrnong Waterfront’s industrial history has led to development turning its back on the river, creating an isolated area with an unclear sense of ‘place’. The current built form response to flooding is elevated ground floors, creating a harsh interface to the street and river frontage.

## Next Steps

### Urban Design Guidelines for Flood Prone areas

Develop urban design guidelines for flood prone areas in partnership with Melbourne Water and the Victorian Government. This work will define an appropriate built form response to flooding that is relevant to a number of flood prone areas in the City of Melbourne and other municipalities.

Guidelines will show ways in which built form can engage the river without dominating the space and improve public safety by encouraging active frontages. Guidelines will be released in August 2020.

## Future opportunities

It is recommended that the following future opportunities are further explored:

- To adapt industrial buildings for new uses (see p. 22).



# FUTURE OPPORTUNITIES: URBAN STRUCTURE AND BUILT FORM

## Industrial Adaptation

### To adapt industrial buildings for new uses

As the Maribyrnong Waterfront changes, there is an opportunity to adapt larger floor plate buildings to retain the industrial history of this area whilst supporting different non-residential uses. This could provide additional creative spaces and social infrastructure for the growing community within the Maribyrnong Waterfront, and link to existing creative clusters in Footscray and Macaulay.

## Policy and Strategies

### New streets

Through Amendment C221 a Development Plan Overlay (DPO13) was introduced. In DPO13 one of the principles for this area is to "Ensure direct pedestrian and cycle access is provided from Kensington Road to the Maribyrnong River shared path at intervals of at least every 100 metres". As this is a condition to the permit, three additional through block links will need to be added along Kensington Road.

Properties located north of the train line in the mixed use area are covered by an Incorporated Plan Overlay (IPO2). In this is the incorporated document "Hobsons Road Precinct Built Form Framework Plan March 2008", this identifies the located of three new streets that link Hobsons Road to the Maribyrnong Waterfront. These new streets will need to be delivered when these properties redevelop.

### Case Study: Seven Seeds, Parkville

Breathe Architecture was consulted to adapt an existing industrial warehouse into a sustainable roastery and café facility in Parkville, Melbourne. The building adaptation creates a space to show farm to cup of coffee.

Photo: Breathe Architecture

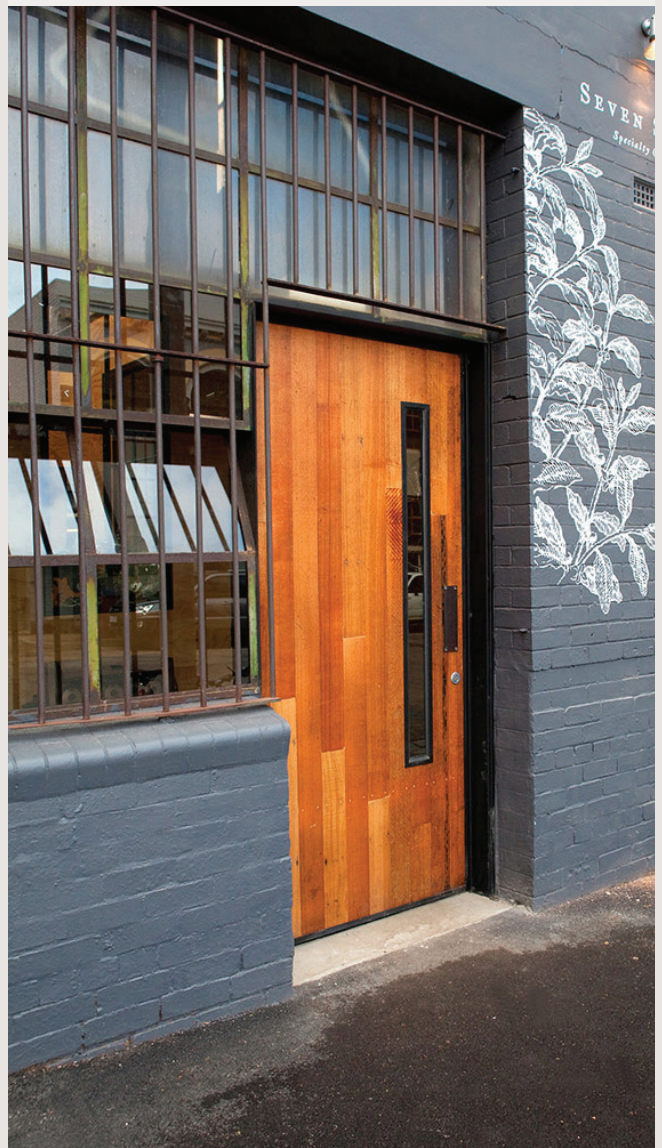


Figure 1.19: Entrance, Photo by Breathe Architecture

Figure 1.20: Photo of Railway Bridge across the Maribyrnong River (HO261)



# WATER AND OPEN SPACE

## What do we know?

### Responding to the River

The Maribyrnong Waterfront area is defined by its relationship with the Maribyrnong River, Melbourne's second largest waterway. The Maribyrnong River is a salt river running along the boundary between the cities of Melbourne and Maribyrnong. The lower river has existed in its present course for at least 2000 years, shaped by the force of flows upstream and by the tidal influence pushing back from the southern end of the Yarra.

Historically the river provided bream and other salt water fish as well as smaller sea foods such as shellfish. Significant swamplands spanned east and west of the Maribyrnong River and Melbourne's swamps were once open grasslands. Remnants of these swamps remain with the Dynon Tidal Canal still runs along Dynon Road.

Following European arrival, the salt water Maribyrnong River became a focus for industrial use, using the river as a dumping ground for industrial waste. This has led to a disconnection from the area's indigenous heritage and historic natural landscape.

Today, the City of Melbourne side of the Maribyrnong River acts as a 'through route'. There is limited public space between the river and adjacent industrial lots, creating an unsafe pedestrian environment further exacerbated by local wind conditions and flood events.

### Strategic Context

The City of Melbourne has supported the development of The Waterways of the West Discussion Paper (2019), which proposes a more holistic approach to managing waterways in the area.

The Maribyrnong Waterfront River Valley guidelines (2010) recommends development be set back from the river 15-30 metres. This aligns with State Planning Policy Clause 14.02 to "retain natural drainage corridors with vegetated buffer zones at least 30 metres wide along each side of the waterway to":

1. Maintain the natural drain function, stream habitat and wildlife corridors and landscape values
2. Minimise erosion of stream banks and verges, and
3. Reduce polluted surface runoff from adjacent uses

The City of Melbourne's Open Space Strategy 2012 recommends a future Capital City open space to the north of the study area, next to the Flemington Racecourse.

### Flood mitigation

The Maribyrnong Waterfront sits at a vulnerable position at the bottom of the Maribyrnong River catchment, in a low lying area on predominantly Coode Island silt. As a result it experiences pluvial, fluvial and coastal flooding.

Flooding conditions impact the safety, amenity and activity of the Maribyrnong Waterfront. Due to flood vulnerability, different flood mitigation measures have been constructed, including:

- a flood wall at Flemington Racecourse
- a flood detention area and wetlands at Riverside park
- raised ground floor levels at Kensington Banks
- raised ground floor levels at recent development at 71-111 Hobsons Road

### Melbourne Water flood mitigation proposal

Melbourne Water has put forward a proposal for managing water and flooding in the area in response to Amendment C221 and the recent development at Hobsons Road.

The proposal comprises a flood wall to a maximum 2.7 m AHD along the eastern river bank surrounding 218-156 Kensington Road to 1-111 Hobsons Road. The wall would raise the ground level adjacent to the river and along part of Kensington Road to meet the raised floor levels of new development to a maximum 3 m AHD. The raised area would be accessed via ramped humps at either end of Kensington and Hobsons roads.

## Key Findings

The Maribyrnong Waterfront is subject to extensive flooding. Existing mitigation measures are not sufficient to protect existing properties and create a disconnect between land uses and the river.

Flemington Racecourse still experiences regular flooding. The flood detention area at Riverside Park does not function as a wetland due to over-engineering. Industrial land uses and contamination have impacted the river's health and local biodiversity networks.

## Next Steps

### Deliver integrated water management

Work in partnership with Melbourne Water and the Victorian Government to update the Land Subject to Inundation Overlay and Special Building Overlay. The City of Melbourne is currently working with Melbourne Water to develop Urban Design guidelines for flood prone areas. These will help provide guidance for landowners and developers on preferred built form outcomes in all areas affected by flooding.

### Engagement and Collaboration

Continue to engage and collaborate with key stakeholders and landowners including Traditional Owner groups, Flemington Racecourse, Melbourne Water, Parks Victoria and the local community. The Future Melbourne Committee endorsed the Kensington Association’s vision for an integrated public realm design for the South Kensington rail corridor in November 2018. The City of Melbourne will continue to advocate to the State Government on behalf of the community to realise the vision.

Work with private land owners and developers on sites subject to Amendment C124 and C221 to realise new streets and open spaces.

### Align with surrounding strategies

Ensure alignment with surrounding strategic work including the Waterways of the West Discussion Paper, Metro Tunnel Project and Western Portal Development Plan.

### Future opportunities

It is recommended that the following future opportunities are further explored:

- To enhance the Maribyrnong River interface with open space and development that activates the river and responds to its flooding context (see p. 28).
- To create an adaptive community hub that connects JJ Holland Park to the Maribyrnong River (see p. 30).

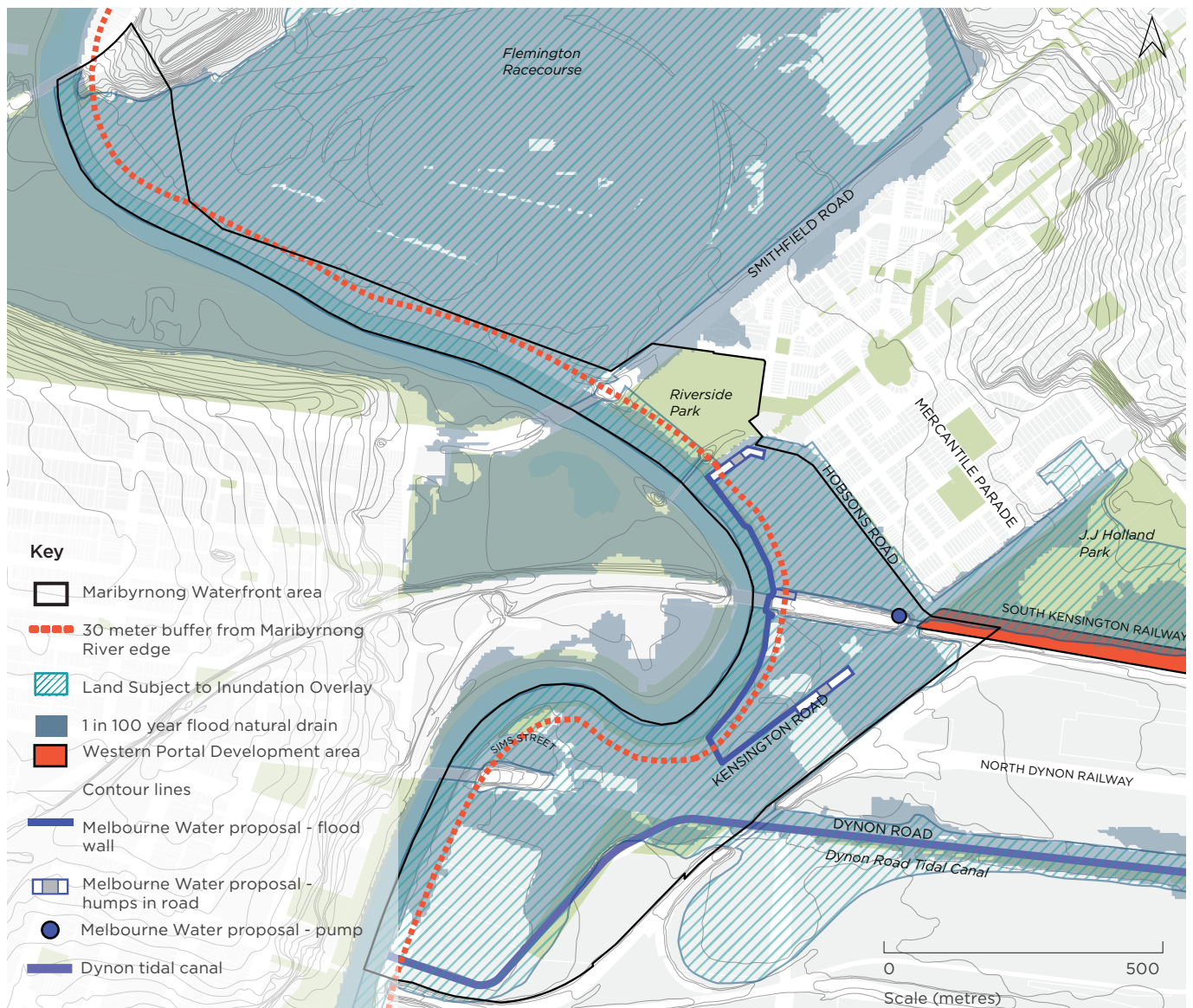


Figure 1.21: Water and flooding in Maribyrnong Waterfront

## Maribyrnong River design guide

### Maribyrnong River Valley Design Guidelines, 2010

The Maribyrnong River Valley Design Guidelines provide a framework to help achieve greater planning consistency along the river corridor. The guidelines were informed by the 'Melbourne 2030: Planning for Sustainable Growth', the State Planning Policy Framework and five Municipal Strategic Statements.

The guidelines were developed in collaboration from Brimbank, Hume, Maribyrnong, Melbourne and Moonee Valley councils, the Department of Planning and Community Development, Parks Victoria, Melbourne Water and the Port of Melbourne Corporation. They now serve as a reference document in the five Council Planning Schemes.

The design guidelines are featured as a reference document within the Melbourne Planning Scheme.

The Maribyrnong River Valley Design Guidelines can be strengthened by further guidance to address limitations in the document that include:

- Many of the guidelines are qualitative in nature and are subject to interpretation.
- The Guidelines do not respond to the specific detailed flood modelling for the river and local catchment.
- The Guidelines relating to built form development apply across the entire river corridor, limiting the ability for development to respond to the specific context of the West Melbourne Maribyrnong Waterfront.
- The current built form controls lack a density control to support the building design guidelines. This results in built form outcomes that reflect the planning envelope.
- No specification is given for how flood mitigation should be managed on site within the development.

### Maribyrnong Waterfront design principles

The following design principles should be considered to guide future public realm outcomes of the required 30 metre setback from the Maribyrnong Waterfront. They should be used as additional design principles on top of the Maribyrnong Waterfront River Valley guidelines (2010).

These design principles align with the vision and principles for the Maribyrnong Waterfront area and have been developed to:

- **Adapt to the changing river:** ensure that the waterfront to the Maribyrnong River is resilient to future flooding conditions. Ensure the waterfront is accessible during different flood depths by creating multiple corridors of movement (figure 1.18).
- **Regenerate the local ecology and biodiversity:** Ensure an indigenous planting palette is selected and increased greening along the waterfront.
- **Celebrate the rich history of the Maribyrnong River:** Ensure that existing land characteristics are maintained and any new planting, art or furniture reflects the history of the area.
- **Improve cultural connectivity to the river:** Enable increased visibility of Aboriginal values and history along the waterfront.
- **Improved movement and connectivity:** Ensure pedestrian and cycling access to the waterfront is maintained and improved. Ensure that new streets are public and open to sky to maintain a legible urban structure.
- **Building interface to the river should be flood safe and safe at all other times:** Ensure built form is activated along the waterfront through a variety of land uses. Robust materials should be used that can withstand water and reinforce the existing industrial character.

Figure 1.22: Photo of the waterfront of the Maribyrnong River



# FUTURE OPPORTUNITIES: WATER AND OPEN SPACE

## Maribyrnong River interface

**To enhance the with open space and development that activates the river and responds to its flooding context**

Expand and improve the Maribyrnong River interface between Hobsons Road and Dynon Road.

In accordance with State Planning Policy, all new development is required to be setback 30 metres from the river's edge. The design of this new public space should reflect the Maribyrnong River's rich cultural significance, revitalise local biodiversity and integrate water back into the local landscape.

Built form should respond respectfully to its river interface, building upon the principles of the existing Maribyrnong River Valley design guidelines and refining them for the local context. Buildings and the spaces between them will all work together to manage flooding in the local landscape and activate the river corridor, providing opportunities for people to meet, play, cycle and relax.

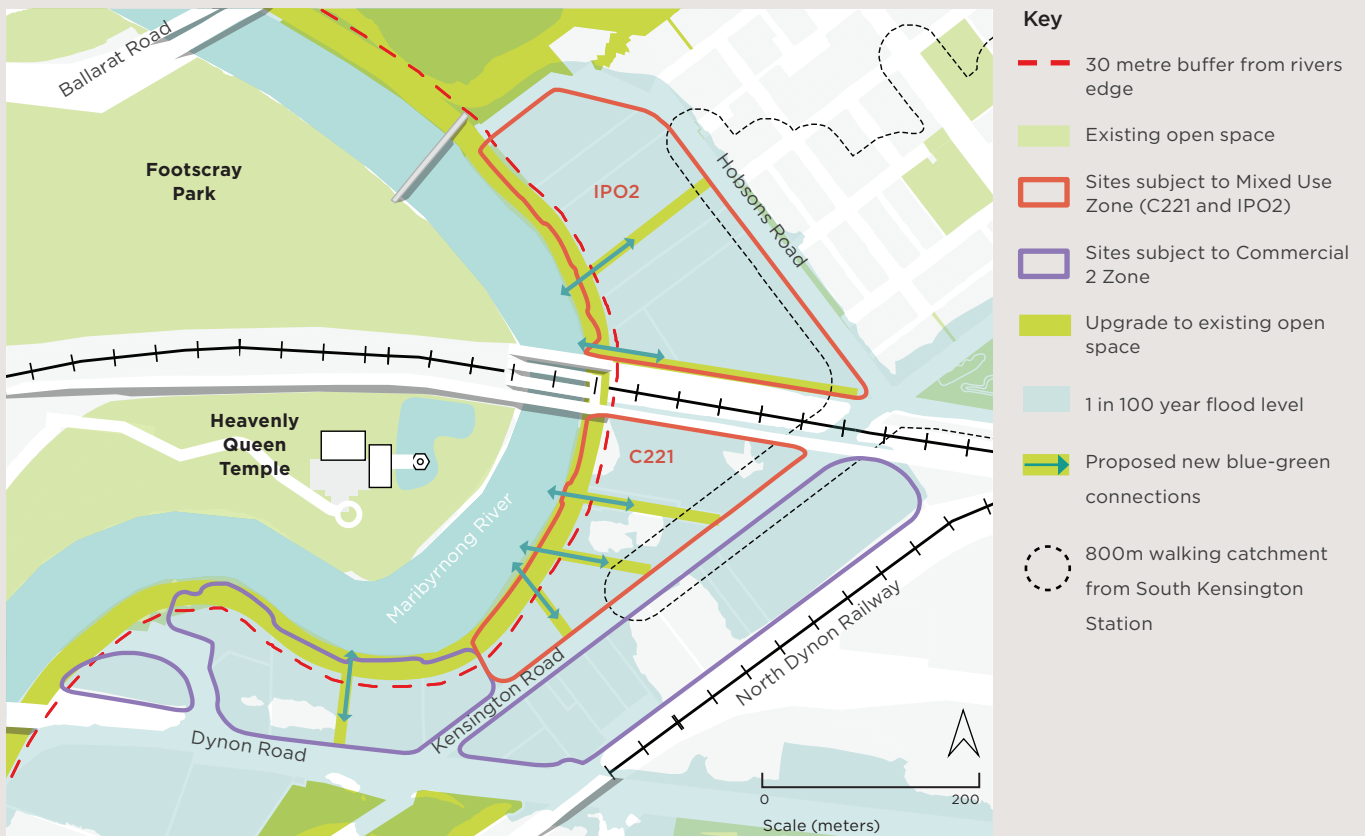


Figure 1.24: Map of Maribyrnong river interface between Hobsons Road and Dynon Road.



Figure 1.25: Artists' impression of West Melbourne Maribyrnong river interface. This image demonstrates how integrated water management principles support great design outcomes during low and high levels of flooding.  
Source: Maribyrnong Waterfront Integrated Water Management Strategy 2019 (REALM Studios)



# FUTURE OPPORTUNITIES: WATER AND OPEN SPACE

## Adaptive Community Hub

### To create an adaptive community hub that connects JJ Holland Park to the Maribyrnong River

This idea proposes a new riverside community hub that defines a new heart for the Maribyrnong Waterfront community. This space would serve as an important and complementary land use for the growing local community that improves accessibility between Kensington Road and the river.

The new community hub could support a mix of uses that enhance the local industry and celebrate the local community. Programs like affordable commercial spaces, re-use and repair hubs, artist studios, all abilities play areas and cultural centres could provide complementary uses for the growing local community.

A new open space with the community hub will not only activate the river's edge, but provide additional space to manage local flooding and improve the local biodiversity.

There are a number of sites that in the Maribyrnong Waterfront area that could accommodate a new hub. The ideal location for a new hub would be on a larger site that is adjacent to the river and in close proximity to existing public transport.

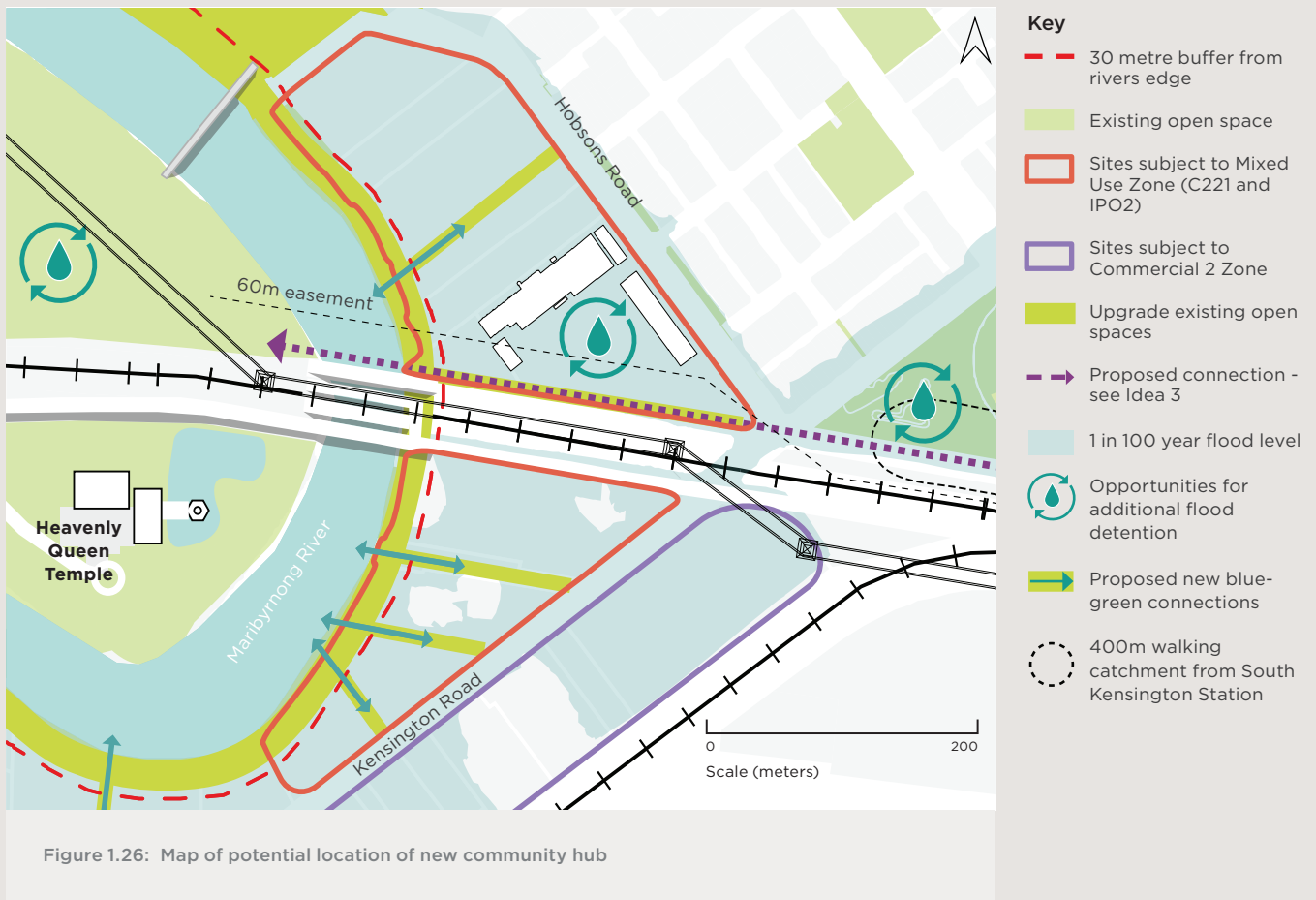




Figure 1.27: Artists' impression of the proposed Riverside Community Hub. The idea involves the adaptation of existing heritage buildings into a creative community hub, supported by a new open space that supports active recreation, accessible all abilities play areas and manages flooding in the local landscape  
Source: Maribyrnong Waterfront Integrated Water Management Strategy 2019 (REALM Studios)



### Case Study: Carriageworks, Sydney

The decommissioned Everleigh Carriage Workshops site was transformed into an arts facility in 2007. Numerous contemporary arts practitioners operate out of the workshops with over 400,000 people engaged with Carriageworks programs.

The facility houses arts, dance and performance, opera and film organisations utilising the transformable spaces. The Carriageworks Farmers Market operates on Saturdays selling products from across rural and regional New South Wales.

Carriageworks is an example of adaptive reuse of government land and heritage buildings that creates a community centre and promotes local arts and creative businesses.

Operator - NSW State Government

# FUTURE OPPORTUNITIES: WATER AND OPEN SPACE

## Flemington Racecourse river interface

**To enhance the Racecourse river interface as a movement corridor and destination.**

The idea proposes a new open space directly south of Fisher Parade and an upgrade to the Racecourse’s river interface. This will align with commitments the Victorian Racing Club have made to upgrade the waterfront.

An open air events space could be used for events by the Racecourse and surrounding community. New seating areas, native planting and improved boat access would also encourage daily use of the space year round. New pedestrian and cycling connections between the river and Flemington Racecourse Station will improve access to the river for the broader community.

Riverside Park, south of Smithfield Road, will also be upgraded with additional active recreation facilities and improved flood management.

Integrated water management will be embedded throughout the landscape and native planting will strengthen the Maribyrnong River as a thriving biodiversity corridor and reduce the urban heat island effect.

Any improvements should align with the development proposals for the Flemington Racecourse (notably the Flemington Racecourse Flood Wall Landscape Concept Plan, 2003) which envisaged improved public access to the north bank and a landscaped recreation corridor.

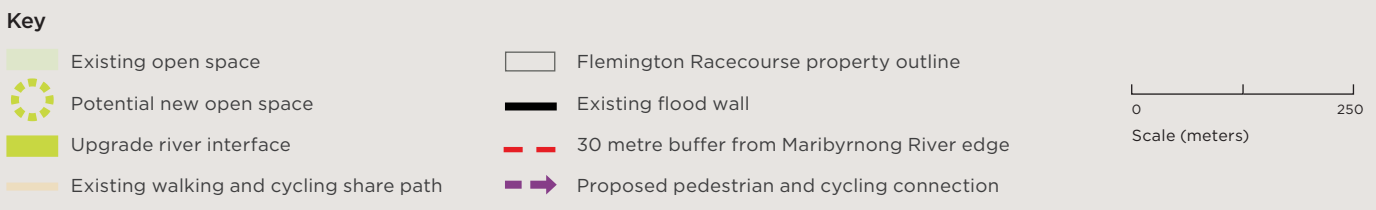
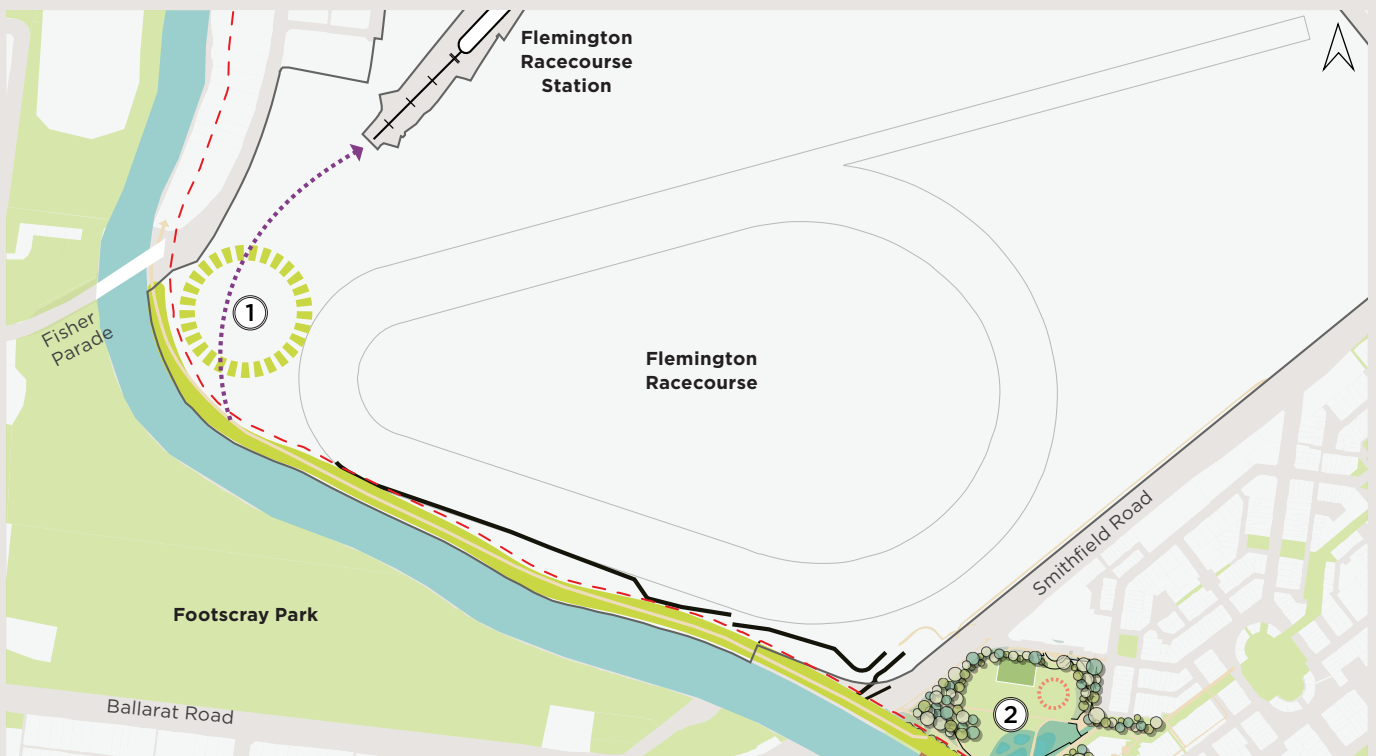


Figure 1.28: Map of Maribyrnong river interface between Smithfield Road and Fisher Parade

### Case Study: Footscray Park

Grimes Reserve is located on the western edge of the Maribyrnong River and connects the Footscray Waterfront and the Maribyrnong River trail.

The park accommodates a range of activities, including playgrounds, sporting events and community festivals. It also plays a key role in flood management.

In the Maribyrnong Waterfront area this type of park could be created for the surround community, but also for special community and sporting events and festivals.



Figure 1.29: Existing conditions of the open space between the Maribyrnong River and Flemington Racecourse



Figure 1.30: Existing conditions of the open space at Riverside park

# TRANSPORT AND ACCESS

## What do we know?

### Street network

The Maribyrnong Waterfront's street network supports key freight and traffic connections to adjacent industrial and residential areas. Dynon Road is the key connection between the central city and Footscray. Kensington Road serves as a central spine to the precinct, connecting Dynon Road through Kensington to the Macaulay urban renewal area. Sims Street runs along the river south of Dynon Road. Hobsons Road forms the boundary between the study area and Kensington Banks residential area. These roads are designed primarily to support freight and vehicle movements and provide limited amenity for people walking and cycling.

### Public Transport

Suburban and regional train lines run through the precinct. South Kensington train station is located 800 metres to the east of the study area. Large block sizes and the railway line limit access to the station for pedestrians and cyclists.

The western tunnel entrance of the Metro Tunnel project will be located alongside the existing rail corridor near South Kensington Station.

### Access

Large blocks and wide vehicle dominated streets limit access through the area to the river and to nearby open spaces and community facilities. Only a small portion of the Maribyrnong Waterfront is within an 800 metres walk to local community assets such as JJ Holland Park (see Figure 1.21 on p. 32).

There are five connections across the river, three of which are accessible for people walking and cycling; Footscray Road, the Kensington Stock Bridge and Lynch's Bridge at Ballarat Road-Smithfield Road.

### Walking and Cycling

Large block sizes and wide streets that prioritise cars and trucks create an unsafe environment for people walking and cycling.

Safe, separated cycling trails along the river provide a high quality route for people cycling, however, there are limited opportunities to safely access these trails from the surrounding area. Many dedicated cycling routes are located on arterial roads, impacting use and safety.

Amendment C221 requires that pedestrian and cycling access be provided at intervals of less than 100 metres. This will provide three new connections to the river and improve safety along Kensington Road and the river frontage.

Dynon Road has recently been upgraded with a separated bidirectional bike lane between Kensington Road and Maribyrnong Street.

### Freight

The Maribyrnong Waterfront is in proximity to the port via roads designated for container vehicles, Dynon Road, Sims Street and Footscray Road. The area is also strategically located to access Citylink and the Westgate Freeway via Footscray and Dynon (see Figure 1.22). This provides both north-south as well as east-west vehicle access across metropolitan Melbourne and Victoria.

The West Gate Tunnel project will impact the future role of Dynon Road as a key link for freight and vehicles, presenting an opportunity to rethink the role of this arterial corridor.

## Key Findings

The industrial history of the area has created large blocks with few streets in between them. Kensington and Dynon roads' main purpose is for freight and vehicle movement, which has created an environment that is unsafe for people walking and cycling.

An Economic Analysis of the area identified significant recent and planned investment in neighbouring port and related freight infrastructure.

## Next Steps

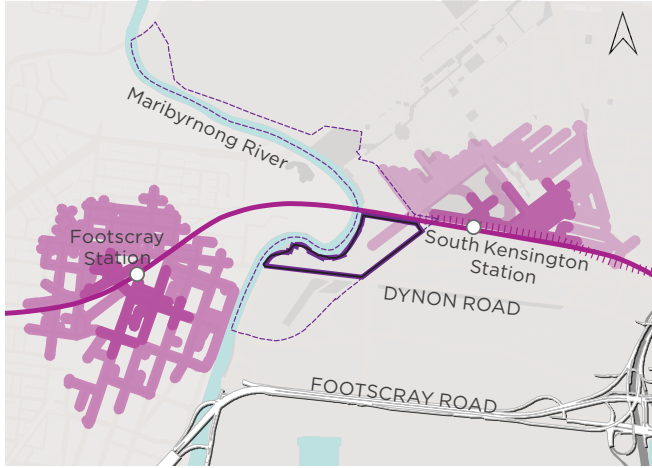
### Design guidance

Provide transport, access and design guidance to Melbourne Water on the future of Kensington Road as part of their road raising redesign.

## Future opportunities

It is recommended that the following future opportunities are further explored:

- To transform Kensington Road into a mixed-use local centre with high quality walking and cycling connections (see p. 34).
- To improve connections between the Maribyrnong River and the Arden precinct for pedestrians, cyclists and biodiversity (see p. 36).
- To explore the potential for new bridges across the river to complement increased permeability through the precinct. New pedestrian and cycling connections across the river will increase access to and from open spaces and the Footscray activity centre to the west.
- To investigate downgrading Dynon Road as an arterial route to take effect prior to, or at the completion of, the West Gate Tunnel.



**Key**  
 ● 400m/800m walking catchments

Figure 1.31: Walkability in the Maribyrnong Waterfront



**Key**

- Amendment C221 area
- ▭ West Gate Tunnel Project
- ← Existing rail line
- ▨ Metro Tunnel Project
- ← Key connectors
- Areas of growth

0 1km  
 Scale (meters)

Figure 1.32: Key connectors surrounding the Maribyrnong Waterfront

# FUTURE OPPORTUNITIES: TRANSPORT AND ACCESS

## Kensington Road for people

**To transform Kensington Road into a mixed-use local center with high quality walking and cycling connections.**

This idea proposes to transform Kensington Road as a local centre for the Maribyrnong Waterfront area, wider Kensington and future Dynon precinct.

Kensington Road could become a mixed-use street supporting employment uses, creative industries, small manufacturers, start-ups and community spaces. Kensington Road could provide a much needed centre to support the growing community to access a range of local shops and services within five minute walk of their front door.

Maintaining the industrial character, active interfaces on development sites fronting Kensington Street would help create a vibrant and active diverse street that supports local businesses to flourish (see p. 17 for more details on potential uses on Kensington Road).

The road would be redesigned with a greater focus on pedestrian and cycling. Hightt Street would be extended to provide service access for the properties east of Kensington Road. Integrated water management principles would be incorporated into the design of Kensington Road, so that it can continue to function as a local centre during times of flooding (see Figures 1.28 and 1.29).

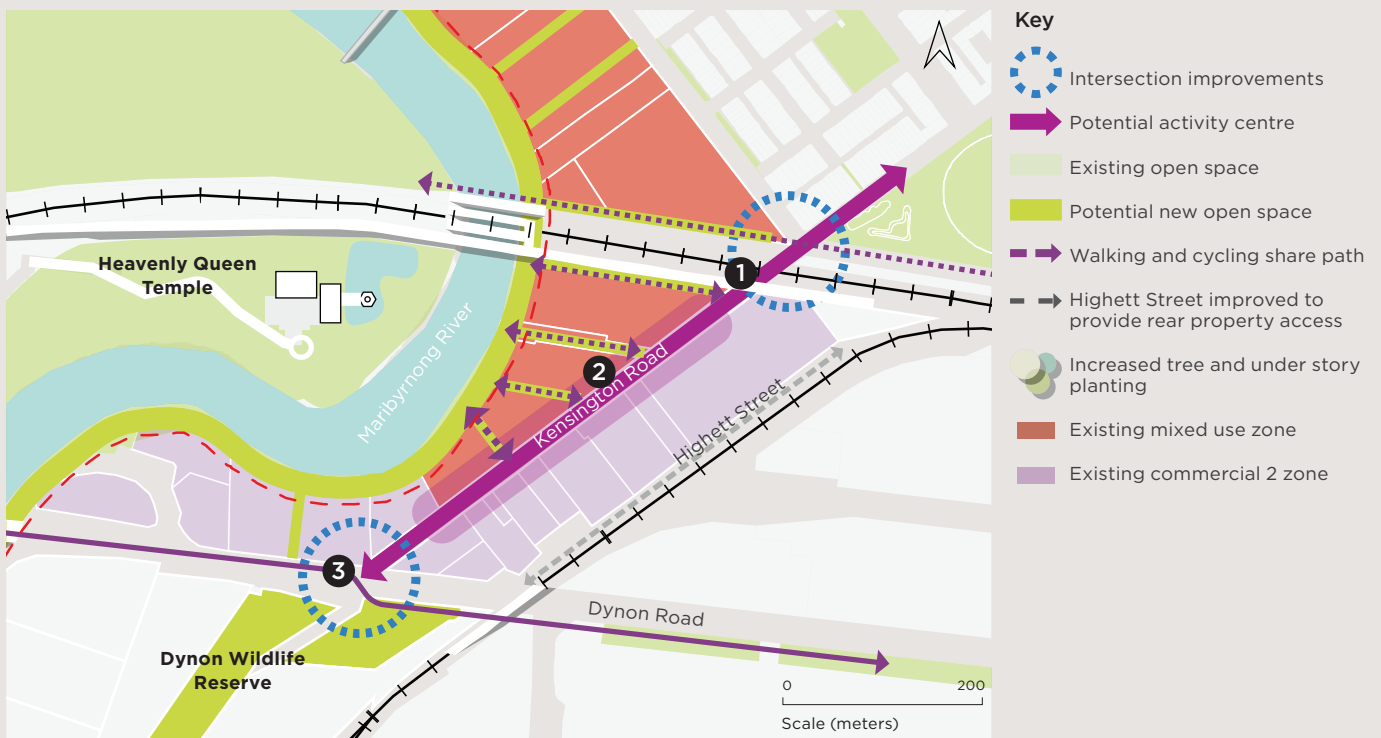


Figure 1.33: Kensington Street has the potential to become a high quality walking and cycling street connecting Kensington to the south and the future Dynon Urban Renewal Area



Figure 1.34: Kensington Street railway underpass with poor pedestrian access

Indicative sections of Kensington Road



Figure 1.37: Existing street sections



Figure 1.35: Commercial buildings on tree lined Kensington Street



Figure 1.38: Short term street section



Figure 1.36: Dynon Road and Kensington Road intersection currently being upgraded as part of VicRoads Dynon Road improvements



Figure 1.39: Long term street section



# FUTURE OPPORTUNITIES: TRANSPORT AND ACCESS

## Improved Connections

**To improve connections between the Maribyrnong River and the Arden precinct for pedestrians, cyclists and biodiversity.**

This idea proposes to enhance east/west connections for pedestrians and cyclists between the Maribyrnong River and the Arden precinct.

This would build on the improvements to Childers Street and South Kensington Station as part of the Metro Tunnel project. Proposed changes include a new pedestrian and cycling connection along the South Kensington rail line and over the river to link JJ Holland Park with Newells Paddock; and improvements to the intersection of Kensington Road and Hobsons Road to ensure safe and convenient access for people walking and cycling.

Improved pedestrian and cycling access on key streets that connect the Maribyrnong Waterfront to the Arden Precinct are also proposed, including upgrading the existing footbridge over the Kensington Railway to improve access to Arden, Macaulay and the new Arden Station.

Integrated water management and increased biodiversity value could be used to transform this linear corridor into an attractive place to pass through and a great place in its own right.



Figure 1.40: Photo of existing footbridge over the Kensington Railway, subject to HO638

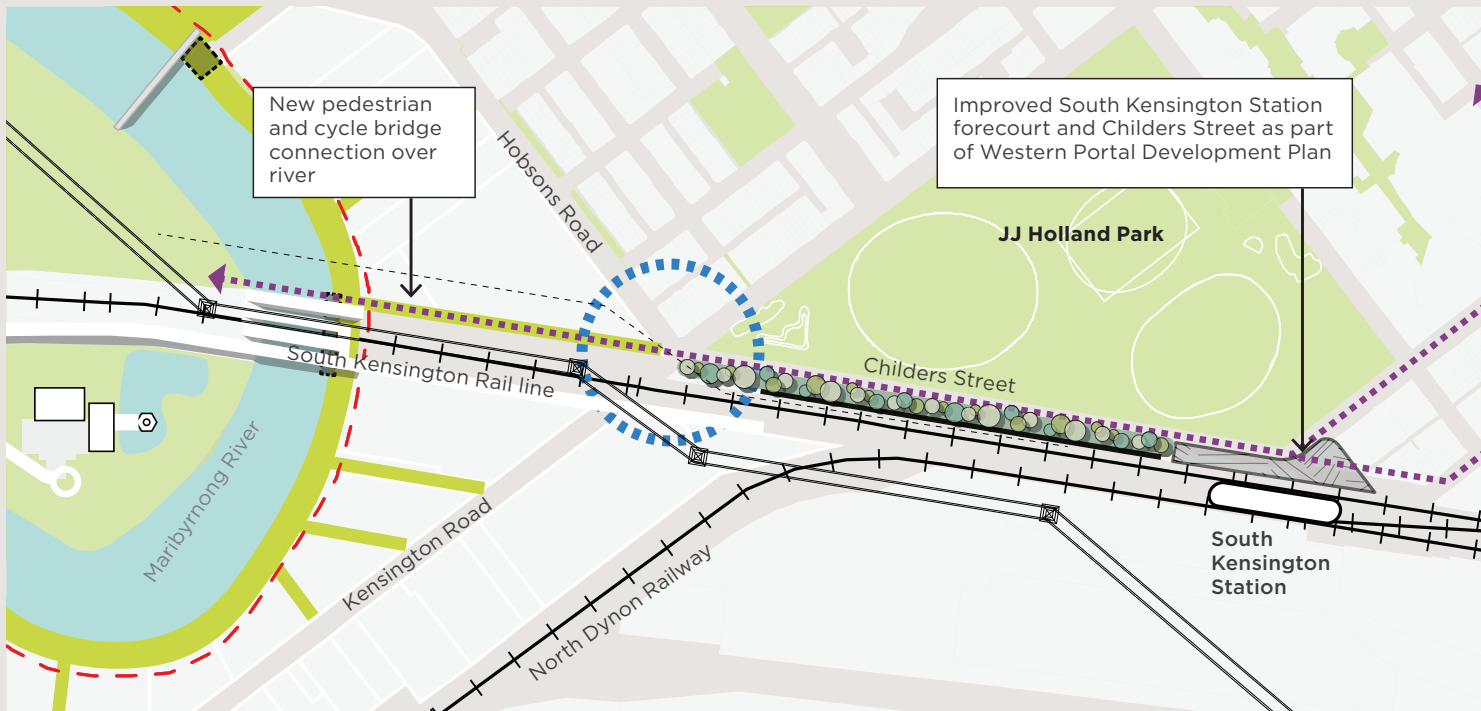


Figure 1.41: Arden, Tennyson and Childers Streets could be redesigned as a pedestrian/cycle and biodiversity corridor with improved access to JJ Holland Park, South Kensington Station and urban renewal areas.

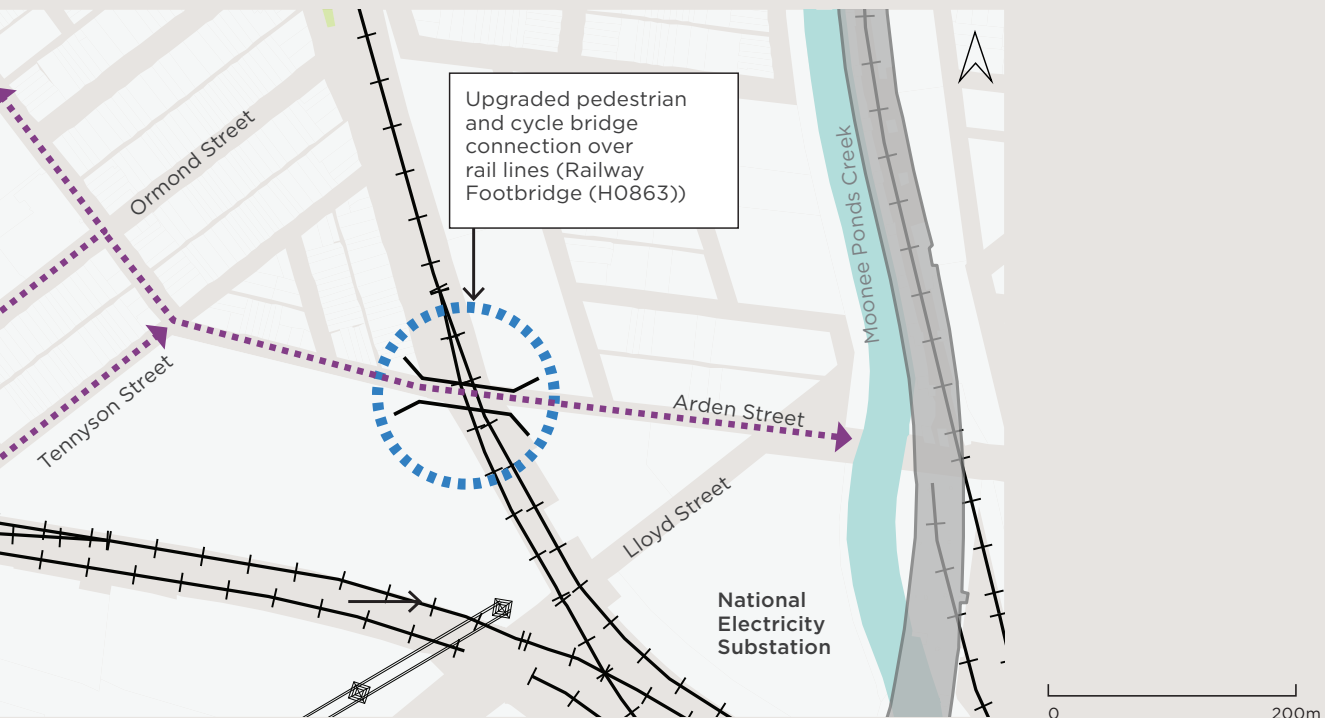


### Case Study: The Bloomingdale Trail, Chicago

In Chicago an unused, elevated rail corridor was transformed into a park and active corridor. The Bloomingdale trail connects six parks and four neighbourhoods of Chicago. It runs for 4.4 kilometres, double that of the proposed corridor between Arden and the Maribyrnong River.

The Bloomingdale Trail is an example of how a decommissioned rail line can be transformed an active community network. It is able to provide a green link and active network with its limited width of a single train line. As it is elevated to surrounding industrial and low scale residential it is an uninterrupted network and maintains solar access.

Photo - Molly Page



# CONCLUSION

The Maribyrnong Waterfront currently plays an important economic and employment role within the city. This area is in a strategically important area adjacent to the Port and existing industrial and commercial activity in Dynon.

Further strategic planning work for the broader Dynon precinct is being led by the Victorian Government and is in the preliminary stages. Until flooding and contamination is understood across the wider Dynon area, the potential future use of this land is determined and buffers from heavy industry are no longer active it is deemed premature to rezone this area to mixed use.

Future opportunities have been identified and will be considered as part of the City of Melbourne’s capital works process.

### Three Future Principles

The Three Future Principles for the Maribyrnong Waterfront will be embedded into all development, capital works and future planning for the precinct and Dynon:

- **Adapt to a changing context**
- **Improve connectivity**
- **Regenerate and celebrate the river**

### Aboriginal Cultural Values

Aboriginal Cultural Values will be embedded within the vision for the Maribyrnong Waterfront and will inform future planning in Dynon.

1. **Caring for Country**
2. **Connections to Country**
3. **Traditional knowledge**
4. **New knowledge**
5. **Respect for ancestors**
6. **Stories of survival**
7. **Celebrating Community**
8. **Celebrating culture**

THEME	NEXT STEPS	FUTURE OPPORTUNITIES
<b>Aboriginal Cultural Values</b>	<p>Embed Aboriginal Cultural Values within the planning process by integrating them within the vision for the area. When Dynon is planned in the future ensure these values continue to inform future strategies and actions.</p> <p>Extend meaningful engagement with Traditional Owner Groups will be a significant input into the planning for the Maribyrnong Waterfront into the future.</p>	<p>For Aboriginal Cultural Values to be embedded in and guide all future planning for the Maribyrnong Waterfront area, including strategic planning for Dynon.</p>
<b>Land use and Employment</b>	<p>Further details regarding the future role of the Dynon precinct, and any specific direction provided by this planning for the Maribyrnong Waterfront, will significantly inform the future of the area. Potential future land uses and the employment function of the area should be revisited upon release of this detail.</p> <p>Explore opportunities for the Maribyrnong Waterfront as a cluster of arts spaces that complement River Studios.</p> <p>Encourage development outcomes that support to Kensington Road’s emerging role as a local employment and activity centre through active street frontages and complementary land uses.</p>	<p>To capitalise on the changing role of industrial land (see p. 18).</p> <p>To establish a local centre along Kensington Road (see p. 17).</p> <p>To encourage the location of creative uses within the area to strengthen the existing identified cluster.</p>

THEME	NEXT STEPS	FUTURE OPPORTUNITIES
<b>Urban Structure and Built form</b>	<p>Develop urban design guidelines for flood prone areas.</p> <p>Encourage existing and future developers to deliver built form that engages the river without dominating the space. Improve public safety by encouraging active frontages to face the river edge and open space</p>	<p>To adapt industrial buildings for new uses (see p. 22).</p>
<b>Water and Open Space</b>	<p>Work in partnership with Melbourne Water and the Victorian Government to update the Land Subject to Inundation Overlay and Special Building Overlay. The City of Melbourne is currently working with Melbourne Water to develop Urban Design guidelines for flood prone areas.</p> <p>Continue to improve open space require engagement and collaboration with key stakeholders and landowners.</p> <p>Ensure collaboration with surrounding strategic work. This includes the Waterways of the West Discussion Paper.</p>	<p>To enhance the Maribyrnong River interface with open space and development that activates the river and responds to its flooding context (see p. 28).</p> <p>To create an adaptive community hub that connects JJ Holland Park to the Maribyrnong River (see p. 30).</p>
<b>Transport and Access</b>	<p>Continue to provide design guidance to landowners and develops for planning applications in the area. Provide guidance to Melbourne Water on the future of Kensington Road.</p> <p>Continues to improve existing infrastructure and provide input on how to mitigate flooding within streets.</p>	<p>To transform Kensington Road into a mixed-use local centre with high quality walking and cycling connections (see p. 34).</p> <p>To improve connections between the Maribyrnong River and the Arden precinct for pedestrians, cyclists and biodiversity (see p. 36).</p> <p>To explore the potential for new bridges across the river to complement increased permeability through the precinct. New pedestrian and cycling connections across the river will increase access to and from open spaces and the Footscray activity centre to the west.</p> <p>To investigate downgrading Dynon Road as an arterial route to take effect prior to, or at the completion of, the West Gate Tunnel.</p>



# GLOSSARY

**Australian Height Datum (AHD):** the adopted national height datum that generally relates to height above mean sea level. Elevation is in metres.

**Buffers:** an identified area where sensitive uses cannot occur due to smell, noise or pollutants being emitted by a land use

**Built form:** refers to the function, shape and configuration of buildings and their relationship to streets and open spaces.

**Capital works:** building and engineering works that create an asset in the public realm such as park upgrades, street upgrades or pipe upgrades.

**Commercial 2 Zone:** encourages offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.

**Creative clusters:** a collection of creative industries, individuals and entrepreneurs.

**Development application:** a formal application for development of a site. The application is usually made to local council and consists of an application form, supporting reports and plans of the proposed building or works.

**Development Plan Overlay:** this planning tool identifies areas that require the planning of future use or development to be shown on a plan before a permit can be granted

**Dwelling:** a place of residence, such as house or apartment.

**Environmental Audit Overlay:** a planning tool that identifies sites that have known, identified or reasonably suspected contamination

**Fluvial:** from a river

**Green street:** a street that provides public thoroughfare whilst integrating garden beds, tree planting and water sensitive urban design (WSUD). Green streets would provide upstream connections to all cloudburst streets.

**Heritage:** a building that possesses architectural, aesthetic, historic or cultural values

**Heritage Overlay:** a planning tool that identifies buildings or sites of heritage significance

**Incorporated Plan Overlay:** similar to a DPO this planning tool identifies areas that require the planning of future use or development to be shown on a plan before a permit can be granted

**Land Subject to Inundation:** a planning tool that applies to land affected by flooding associated with waterways and open drainage systems

**Mixed use zone:** provides for a range of residential, commercial, industrial and other uses.

**Open space:** the publicly-owned land that is set aside primarily for recreation, nature conservation, passive outdoor enjoyment and public gatherings. This includes public parks, gardens, reserves, waterways, forecourts and squares.

**Overlay:** the planning scheme maps zoning and overlays of land. Not all land has an overlay on it and only applies if there is a special feature of the land. For example a heritage building or a flood risk.

**Permeability:** describes the extent to which the urban form permits or restricts the movement of people or vehicles in different directions.

**Plan Melbourne:** a state government document that sets out a plan for how Melbourne will grow for the next 35 years

**Planning controls:** include zones, overlays, and particular provisions that are contained within the planning scheme.

**Planning scheme:** the Victorian Government and local councils develop the planning scheme to set out rules about the use and development of land.

**Planning scheme amendment:** changes to the planning scheme are called amendments.

**Planning panel:** appointed by the Minister for Planning to hear submissions made about a planning scheme amendment and make recommendations or provide advice about whether the amendment should proceed or not.

**Pluvial:** related to rainfall

**Public realm:** external urban spaces that are publicly accessible and belong to everyone. This includes streets, squares, parks, green spaces and other outdoor spaces.

**Urban renewal areas:** are areas to be redeveloped from industrial or low-intensity land uses to mixed-use precincts. Urban renewal areas in the municipality include Fishermans Bend, Arden and Macaulay.

## How to contact us

### Online:

[melbourne.vic.gov.au](http://melbourne.vic.gov.au)

### In person:

Melbourne Town Hall - Administration Building  
120 Swanston Street, Melbourne  
Business hours, Monday to Friday  
(Public holidays excluded)

### Telephone:

03 9658 9658  
Business hours, Monday to Friday  
(Public holidays excluded)

### Fax:

03 9654 4854

### In writing:

City of Melbourne  
GPO Box 1603  
Melbourne VIC 3001  
Australia



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03 9280 0723 Español  
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CITY OF MELBOURNE



# Maribyrnong Waterfront

## Engagement Summary

18 May 2020



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# 1. Landowner Engagement

## 1.1.1 Introduction

Landowners within the Maribyrnong Waterfront area were contacted to help inform the future planning of the area. The map below shows the landowners that were contacted for this engagement.



## 1.1.2 Key engagement dates

Letters were sent to landowners on:

- Letter 1 sent 21 February 2019 (DM#12280889)
- Letter 2 sent 17 July 2019 (DM# 12649539)

Following receipt of these letters, some landowners organised one on one meetings with council. These were conducted on:

- Lucky Wheel, 201-205 Kensington Road – 26 March 2019
- Multiple landowners – 26 March 2019
  - John Wood - 191 Kensington Rd
  - Paul and Brian - 171 Kensington Rd
  - Allan - 163-165 Kensington Rd and 215 Kensington Road (Coffee shop) - Melbourne Fish market and Aqua Star
  - Paul Plafidellis - 195 Kensington Road - Wicked vans are the tenants
  - John - 400 Dynon Rd 217 Kensington Rd
- Seafood Centre – 29 March 2019
- Fox, multiple property in Industrial Zone – 30 March 2019

Outside of this engagement, phone calls and ongoing contact has occurred with:

- Seafood Centre – 8 August 2019
- Nicholas & John Wood, 185-193 Kensington Road – 6 August 2019, 9 October 2019, 1 May 2020
- Holcim concrete catching plant (8-22 Sims Street) – 5 March 2020

### 1.1.3 Landowner engagement summary

- Local landowners are aware of potential for change in the area and interested in optimising their sites to suit evolving markets and modes of operating. This includes scaling down the size allocated to their industrial and commercial activity to reflect the growing dependence on online product sales.
- There is a general belief from many local landowners that their location is integral to the success of their operations currently as it provides close proximity to freeway access and the central city.
- There is concern from local landowners that the C221 site development may impact in tension between residential and industrial land uses given their proximity. Examples of potential issues are trucks accessing certain sites at early morning hours and an influx of use of on-street parking for events at the Racecourse on Kensington Road. The Seafood Centre is investigating alternative truck access to the rear of their site to alleviate this.
- Some local land owners are aware of the potential to provide services which would benefit the nearby Kensington community – and are excited about the prospect of Kensington Road becoming a commercial activity centre.
- Some landowners are sceptical about the effectiveness and design of potential flood mitigation works on Kensington Road and would like more opportunities to understand the benefits of this work for the broader area.
- The Seafood Centre sees the project an opportunity to allow for an expansion of uses including retail in an Asian style fish market. This would require redesign of their space to allow for more space to continue operations.
- Most local landowners and operators have had experiences of flooding impacts to the area including run-off from the Regional Rail Link rail bridge and on Kensington Road.
- Most landowners expressed that they would plan to redevelop but continue operations at their sites rather than sell and leave city.
- Some local landowners have specific plans in mind for developing their site and would ideally prefer a Mixed Use Zone to facilitate diversity of uses and maximise the yield of their development plans.

## 2. Traditional Owner engagement

### 2.1.1 Introduction

Context was engaged to lead Traditional Owner engagement as part of the Aboriginal Cultural Values Assessment work.

Consultation for this project was undertaken with the Boon Wurrung Foundation (BWF), the Bunurong Land Council Aboriginal Corporation (BLCAC) and the Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation (WWWCHAC). The main objective of the consultation process was the identification of Aboriginal cultural values.

Initial consultation with the three Traditional Owner organisations recognised by the City of Melbourne area about the Aboriginal cultural values of the study area took place between June and September 2019. For each group, there was an initial workshop / information session followed by a site visit.

### 2.1.2 Key engagement dates

The dates of the initial meetings, which took place at the Footscray Arts Centre, and the site visits were as follows:

- Boon Wurrung Foundation on 27 June 2019
- The Bunurong Land Council Aboriginal Corporation on 29 July 2019
- Wurundjeri Woi-Wurrung Cultural Heritage Aboriginal Corporation on 20 September 2019

Follow up consultations were as follows:

- Boon Wurrung Foundation—17 October 2019
- Bunurong Land Council Aboriginal Corporation—14 October 2019
- Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation—14 October 2019

### 2.1.3 Traditional owner engagement summary

At each of the initial meetings with the three Traditional Owner organisations, an overview of the City of Melbourne's plans and vision for the site was presented. A summary of the history of the Maribyrnong Waterfront area was also presented, with an emphasis on the Aboriginal history of the area. Historical maps and plans of the area were also tabled at these meetings.

Using this background material, each of the three Traditional Owner organisations discussed some of the aspects of the area's history that were important to Aboriginal people, from both the historical and contemporary periods, including the original landscape and vegetation, how Aboriginal people lived on Country, key Aboriginal figures in the area's history, and the important story of the Aboriginal people that came to this area to look for work after they came off the missions and reserves in the c.1930s.

Discussions with Traditional Owner groups also looked at some of the considerations that could be taken into account in future planning, in terms of how redevelopment of the Maribyrnong Waterfront area might incorporate Aboriginal cultural values, including revegetation, water management, opportunities for archaeological investigation, education, incorporation of Aboriginal language, opportunities for public art, Aboriginal-inspired design, and general opportunities for promoting Aboriginal culture.

A record was made of the meetings with each of the three Traditional Owner organisations, which is in the Aboriginal Cultural Values Assessment (DM#13590077)

## 3. Other key stakeholders engagement

### 3.1.1 Introduction

Throughout the research process, other key stakeholders were engaged to ensure alignment with surrounding strategies and plans. These stakeholders were sent out emails or letters (Appendix), with only a handful choosing to engage with council.

These key stakeholders included:

- VPA
- Metro Tunnel Project
- City of Maribyrnong
- Parks Victoria
- VicTrack
- Melbourne Water
- Port of Melbourne
- Major Road Projects Victoria
- Waterways of the West project
- Victorian Racing Club

### 3.1.2 Engagement dates

Key dates included the following:

- City of Maribyrnong – 19 July 2019
- Port of Melbourne – 15 April 2019
- Parks Victoria – 7 August 2019
- Ongoing discussions with VPA - 2019 - 2020

## 4. Appendix

### 4.1.1 Letter 1

21 February 2019

Dear Madam or Sir

#### **MARIBYRNONG WATERFRONT STAKEHOLDER ENGAGEMENT**

The City of Melbourne is undertaking strategic planning work to develop a future vision for the West Melbourne Maribyrnong Waterfront precinct (see Map 1). As a key stakeholder we would like to invite you to share your insights and aspirations for the area.

In 2018, Planning Scheme Amendment C221 for properties located at 160-232 Kensington Road, West Melbourne changed the zoning of the land from Commercial 2 Zone to the Mixed Use Zone, allowing commercial and residential uses to be developed at the site. The Amendment also applied a Development Plan Overlay (DPO) to guide the long term development of these sites.

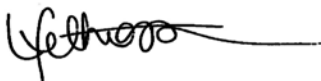
Following the Amendment of these sites, we are now undertaking strategic planning work in the broader context to better understand the needs of the future community. This work will result in a Discussion Paper, informed by a series of background studies that provide information about the site's history, assets and constraints. The paper will present a draft vision for the area, along with a series of ideas to help achieve the vision.

Our conversations with key stakeholders will also help to inform the Discussion Paper. There will be further opportunities for you to input into the future planning for this area following the release of the Discussion Paper to the wider community in mid-2019.

We intend to meet with any interested stakeholders in March 2019. If you would like to be involved or receive updates on the project's progress, please contact Adelise Pearson (Strategic Planner) at [Adelise.Pearson@melbourne.vic.gov.au](mailto:Adelise.Pearson@melbourne.vic.gov.au)

We look forward to your input.

Yours sincerely,



**Lindy Fetherston**  
Team Leader City Plans  
City of Melbourne

#### 4.1.2 Letter 2

17 July 2019

Dear Madam or Sir

#### **MARIBYRNONG WATERFRONT STAKEHOLDER ENGAGEMENT UPDATE**

The City of Melbourne is undertaking strategic planning work to develop a future vision for the West Melbourne Maribyrnong Waterfront precinct (see Map 1).

In March 2019, the City of Melbourne invited local land owners and business owners to meet and share their insights and aspirations for the area. This engagement is informing the development of a Discussion Paper, consisting of a draft vision for the area and a series of ideas to help achieve the vision.

The Discussion Paper will also be informed by a series of background studies, some of which have experienced unexpected delays. The City of Melbourne now intends to release the Maribyrnong Waterfront Discussion Paper for community engagement at the end of 2019.

If you have any questions about the next steps for the Maribyrnong Waterfront project or would like to receive updates on the project's progress, please contact Adelise Pearson (Strategic Planner) at [Adelise.Pearson@melbourne.vic.gov.au](mailto:Adelise.Pearson@melbourne.vic.gov.au)

Yours sincerely,



**Kate Dundas**  
Team Leader City Plans  
City of Melbourne



