

Footscray Central Urban Design Framework

Volume 1

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in conjunction with
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Maribyrnong
CITY COUNCIL

The Purpose of this Document

This document sets out an Urban Design Framework for Footscray Central. It outlines a vision for the future of the area and establishes a comprehensive strategy for the realisation of this vision. Volume 2 describes a series of specific proposals designed to implement the Framework and in so doing improve Footscray Central for its residents, businesses and visitors.

The proposals contained in this document have been developed through extensive informal and formal consultation with the resident, business and development communities in Footscray Central. The wide support gained for this Framework will allow Council to amend the Planning Scheme to incorporate its recommendations and begin to implement the proposals in 1999.

Footscray Central Urban Design Framework

Volume I

October 2002

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The *Footscray Central Urban Design Framework* was awarded a Certificate of Commendation in the Urban Design category at the 1999 RAPI Awards for Planning Excellence.



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for

CONTENTS

1 INTRODUCTION *page 2*

2 THE PLACE *page 4*

Regional Context	4
The Components	5
The Community	6
History	7
Recent & Current Projects	7
Perceived Characteristics	7

3 THE VISION *page 11*

Introduction	11
Economic Growth: A Premier Destination Centre	12
Livability: A Highly Prized Living & Working Environment	14
Economic Sustainability: A Learning Community	15

4 THE STRATEGY page 16

Celebrating Footscray's Identity

Introduction	17
Strategic Location & Public Transport Hub	18
Riverside Setting	20
Built Environment	22
Business Centre	24
Cultural Diversity	26
Tertiary Education Facilities	27
Arts Community	28
Ethnic Restaurants	29

Reinforcing Footscray's Connectivity

Introduction	30
Foot & Wheelchair	32
Bicycle	36
Car	38
Rail	40
Bus	41
Taxi	42
Delivery Vehicle	42
Tram	43
Boat	44
Truck	44
Spatial Integration	46
Legibility	48
Signage	50

Enhancing Footscray's Environment

Introduction	52
Safety	54
Attractiveness	56
Amenity	58
Air & Water Quality	59

Increasing Footscray's Intensity

Introduction	61
Land Uses	62
Development	64
Building Reuse	68
Public Domain	69

Raising Footscray's Employment Level

Introduction	71
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5 THE PROPOSALS page 73

(See also Volume 2: The Projects)

6 THE IMPLEMENTATION (STRATEGY) page 82

Introduction	82
Managing the Process	82
Costs	84
Funding	85
Staging	86
Promotion	90
Monitoring	91

U R B A N D E S I G N F R A M E W O R K

The Footscray Central Urban Design Framework promotes and guides the Development of the public and private realm of Footscray Central within the foreseeable future.

The Framework was initiated by the Victorian Government's *Pride of Place* program, which seeks to support urban design interventions in order to foster environments of which their communities are proud.

In 2001, Footscray was nominated as a 'Transit City' by the Government, along with four other metropolitan centres. The Transit Cities program seeks to promote higher densities and mixed use development at key transport nodes, to better link people with services and job opportunities, and encourage the use of public transport. The number of metropolitan rail lines and regional Fast Rail services running or planned to pass through Footscray makes it an ideal candidate for the Transit Cities program.

As a key transport node, Footscray has a key part to play in achieving the Government's target for public transport to provide 20% of motorised trips by 2020, first stated in "Growing Victoria Together".

Footscray's role as a key centre is further reinforced in the Government's 'Melbourne 2030 - Planning for sustainable growth' strategy, which identifies the precinct as a Principal Activity Centre. In such centres, the following strategies are recommended:

- providing higher density development to accommodate the demand for smaller households located near to public transport
- encouraging more mixed-use development in appropriately located centres

- playing a key role as a focus for community activity, services and investment
- being identified for priority government investment and support
- acting as a focal point for a range of government and community facilities and services

In 2001, Council initiated the Footscray Station Precinct Redevelopment Study, with the objective of redeveloping the railway precinct to act as a catalyst in the repositioning and revitalisation of Central Footscray.

Collectively, the projects summarised above represent a commitment by state and local government to realising Footscray's latent potential.

The Credits

The Footscray Central Urban Design Framework was commissioned by Maribyrnong City Council in May 1998, from the following two consultancy teams working side by side:

- David Lock Associates, in conjunction with TTM Consulting and Spiller Gibbins Swan
- Paterson & Pettus

Preparation of the Framework has been funded by:

- Victorian Government's Department of Infrastructure: \$60,000
- City of Maribyrnong: \$35,000
- Public Transport Corporation: \$10,000
- Victoria University of Technology: \$5,000
- VUT - TAFE: \$5,000
- City of Melbourne: \$5,000
- Banco Group of Companies: \$5,000
- Dockland Cotton Mills: \$5,000

Preparation of the Framework has been project managed by Maribyrnong City Council, and guided by a Steering Committee including representatives of:

- Victorian Government's Department of Infrastructure
- Parks Victoria
- Public Transport Corporation
- VicRoads
- Melbourne Ports Corporation
- Melbourne City Council
- Bayside Trains

Further guidance has been provided by a Reference Committee, which has included representatives of:

- Artists and Industry in Maribyrnong
- Maribyrnong City Council
- Footscray Community Arts Centre
- Victoria University of Technology

Extensive consultation has also taken place with the resident, business and development communities within Footscray Central, including meetings with a Resident Advice Group.

For much of its history, Footscray has been dominated by industrial uses. The decline of this activity over recent decades has resulted in a deteriorating local economy, standard of public infrastructure and visual appearance, giving the area a 'downmarket' image. This has been exacerbated by heavy through traffic generated at the Port of Melbourne, while the decision to retain the chemical storage facility at Coode Island has further diminished the opportunity for residential and mixed use development in the Footscray Wharves area.

However, the release of redundant industrial land along the Maribyrnong River for new uses - combined with increasing recognition of the locational advantages of Footscray - has created significant development opportunities in the area. Whilst the completion of CityLink is not expected to reduce through traffic in Footscray significantly, the development of Melbourne Docklands will help to raise the profile of the area.

In order to capitalise upon these opportunities, efforts are needed to improve public infrastructure - particularly the degraded riverine environment of the east and west bank of the Maribyrnong river - overcome the fragmentation of the area caused by major roads and railway lines, and to promote the potential of the area to private and public landholders.

This Framework seeks to provide a way forward for Footscray Central that achieves these objectives, resulting in a place that is livable, safe and economically vibrant.

The Framework reflects the aspirations of the Footscray Community. More than 200 people have participated in the development of the Framework: residents, community groups, businesses, developers, councillors, local government officers and State Government officials.

Report Structure

This document is designed to be detachable into a series of self-contained parts. The remainder of it is set out in the following chapters:

2 The Place

Page 4

3 The Vision

Page 11

4 The Strategy

Page 16

5 The Proposals

Page 73

6 The Implementation (Strategy)

Page 82

What Footscray Central is like now; how it sits in relation to Melbourne as a whole; what has happened in its past; what are its strengths, weaknesses, opportunities and threats.

What Footscray Central could be like in the future. This chapter is intended to raise aspirations and provide a shared goal for all those who will influence the future of the area.

How the Vision can be achieved. This chapter provides the rationale behind the more detailed proposals to follow, incorporating analysis of the problems to be tackled and opportunities to be capitalised upon.

What specific implementable actions follow from the application of the Strategy. This chapter outlines the proposed public works and private development opportunities described in more detail in Volume 2.

How the Proposals are to be implemented. This chapter outlines a ten-year program of Council actions, incorporating funding mechanisms, facilitation measures and a cashflow budget.

Footscray Central lies on the west bank of the Maribyrnong River, four kilometres west of central Melbourne, in the City of Maribyrnong. Its location is shown on the plan opposite.

Footscray Central is at the heart of the public and private transport networks of Western Victoria. Both the Western and Princes Highways and St Albans/Melton and Werribee/Williamstown railway lines diverge at Footscray on their journeys west and south.

Three regional Fast Rail services are also planned to pass through Footscray, reinforcing its status as a key transport hub, and Footscray Station has been identified as a likely stop on the possible future airport rail link.

The West Gate Freeway lies just three kilometres south. Access across the river from the east is provided by three road bridges:

- Lynch's Bridge - carrying the Western Highway (Ballarat Road)
- Hopetoun Bridge - carrying Dynon Road to central Melbourne

This Chapter describes Footscray Central as it is now, which in turn informs a vision for its future outlined in Chapter 3.

- Shepherd Bridge – carrying Docklands Highway (Footscray Road) to Docklands and central Melbourne

The Maribyrnong is also crossed by two railway bridges, carrying passengers and goods to central Melbourne, and one footbridge to Kensington.

Footscray is the furthest point at which substantial or masted boats can venture up river.

In addition to central Melbourne, key strategic destinations around Footscray Central include:

- Melbourne's ports – immediately across the river to the east
- Highpoint Shopping Centre - two kilometres to the northwest
- The Yarraville industrial area just to the south
- Flemington racecourse - immediately across the river to the northeast

Footscray's proximity to the Melbourne CBD, the Maribyrnong River, the port and the Victoria University and TAFE college make it an attractive location for future development.

The study area borders the residential suburbs of Maidstone to the northwest, Flemington and Kensington to the northeast, Seddon and Yarraville to the south and West Footscray to the west.

Key external influences currently affecting Footscray Central include:

- The competition for retail and entertainment

services presented by Highpoint and the Melbourne CBD (see page 24)

- Through truck traffic generated by Melbourne's ports and regional manufacturing and distribution operations (see page 44)
- The chemical storage facility at Coode Island and neighbouring container storage facility (see page 21)
- The significant flow of new immigrants into the area (see page 26)

Potential future external influences are the impact of:

- the Melbourne Docklands development
- CityLink
- substantial residential developments on redundant defence land to the northwest, and gentrification of Kensington, Yarraville, Seddon and surrounding suburbs



The Components

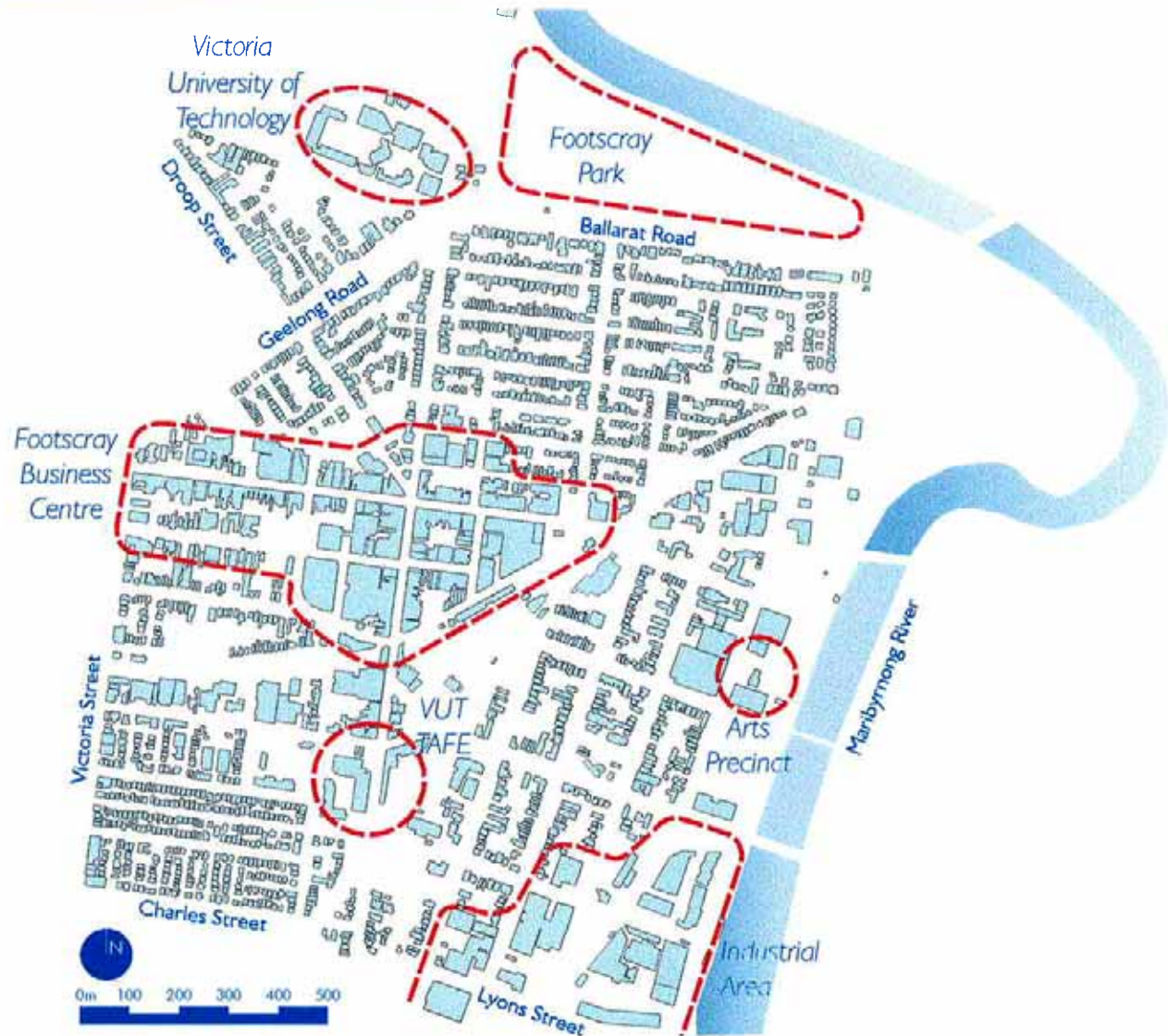
The study area for the Footscray Central Urban Design Framework is shown on the plan opposite. It is bounded by:

- The Maribyrnong River to the north and east of Droop Street, Geelong Road and Victoria Street to the west
- Charles and Lyons Streets in the south

Within the area, there are a number of notable precincts, including:

- Footscray Business Centre – the traditional commercial centre for the Western Region of Melbourne, now characterised by Forges, Footscray Market, and a major Asian retailing area
- Victoria University of Technology's university campus on Ballarat Road and TAFE college campus on Buckley Street
- Footscray Park
- the northern extent of the Yarraville industrial area
- a riverside arts precinct, incorporating the Footscray Community Arts Centre and a range of visual and performing artists and arts cooperatives housed in adjacent buildings

The remainder of the study area is predominantly residential, however the study focuses on the major commercial and public precincts within the study area.



The Community

For a number of years, the City of Maribyrnong - and Footscray, in particular - has been plagued by a variety of social and economic problems. This is evidenced by its high levels of crime, significant unemployment and the large number of low income households.

The erosion of the area's manufacturing employment base has resulted in major economic decline within Footscray. This is reflected in the high number of shop vacancies. Consequently, the City of Maribyrnong has become the most disadvantaged community in Australia..

The Maribyrnong community is made up of a complex social mix of older working class groups, established ethnic groups (mainly Greeks, former Yugoslavians and Italians), new ethnic arrivals (mainly South East Asian and African), and younger professional groups.

There are 11,575 people living in Footscray. This is expected to rise to 15,915 by the year 2011. In the 2001 census Footscray was distinguished by the following characteristics:

- an older age structure than Melbourne as a whole, and particularly by comparison with the rest of the Western Region (10.6% of residents 70-years-old and over, compared with 8.0% for Melbourne as a whole and 6.5% for the Western Region)
- a dominance of 20 to 49-year-olds (43% of all residents)

- a low school age – 5 to 17 years old - population (11.7% of all residents, compared with 17.4% for Melbourne as a whole and 18.6% for the Western Region)
- a lower proportion of 0 to 4-year-olds (5.5% of all residents)

Projections over the next fifteen years or so indicate:

- an increase in 5 to 19-year-olds
- a decrease in 20 to 34-year-olds
- an increase in 35 to 69-year olds and particularly 40 to 54-year-olds
- a slight increase in residents 75-years-old and over

Footscray's households are characterised by:

- a very high proportion of lone person households (33%, compared with approximately 22% for Melbourne as a whole)
- a very low proportion of couples with children (25% compared with 37% for Melbourne as a whole)
- a slightly lower average household size (2.43 people per dwelling, compared with 2.69 for Melbourne as a whole)

In addition, the following characteristics are indicated by the 1996 census for the City of Maribyrnong as a whole:

- the highest unemployment rate in metropolitan Melbourne, twice the Victorian and Australian rate (12.6% compared with 6.3% for Victoria and 6.8% for Australia) This has fallen from a high of 20.8 per cent in 1995 when Australia's unemployment rate was 8.4%.
- the highest proportion of households on low income in metropolitan Melbourne (27.41% of all households earned less than \$160 per week - compared with 20.91% for Victoria as a whole - and a further 22.2% earned between \$160 and \$299 per week)
- a high proportion of households with no vehicle ownership (22.5% compared with 33.8% for metropolitan Melbourne) while a further 42.8% had access to one car only
- the fourth highest proportion of public housing in metropolitan Melbourne (9.1% compared with 3.1% for Victoria as a whole)

The City of Maribyrnong is the most socio - economically disadvantaged community in Australia, according to 1996 ABS census figures.

In addition, the 2001 figures for the City of Maribyrnong are notable for:

- the high proportion of residents born overseas including 35% in non-English speaking countries
- over 100 different ethnic communities – the largest was Vietnamese at 11.4%, while over 6% were from other South East Asian nations; others included the former Yugoslavia, Italy, Greece and the Philippines

The History

- **F**ootscray was once home to the Marin Bulluk clan of the Woiwurring language group of Koori. At that time, it was at the confluence of the rivers now known as the Maribyrnong and the Yarra.

Since first European settlement, the area has seen almost constant change as communities and industries have come and gone. In 1839, a punt was established on 'Saltwater River' – as the Maribyrnong was then known - near its junction with the Yarra, to provide a crossing point for travellers to Williamstown, Geelong and points beyond. This catalysed the evolution of a settlement – also called Saltwater - near the punt, which later grew into the City named after the English town of Foots Cray.

Footscray subsequently developed into the central powerhouse of Melbourne's industrial wealth, drawing Australia's migrant population into the western suburbs. The Maribyrnong River became an industrial corridor and sewer, suffering from severe environmental degradation. Ultimately, the decline of industry in the 1960s and 70s led to problems of unemployment and economic marginalisation.

Today, Footscray still suffers from the loss of its economic base. Many of the original migrant communities have moved out, however it continues to attract Australia's new immigrants – the most recent from South East Asia and East Africa.

Recent & Current Projects

Over the last decade, the Footscray and then Maribyrnong City Councils have undertaken a wide range of studies and capital works projects to improve the amenity of the study area, including:

- upgrading street furniture, lighting and footpath paving in Barkly and Hopkins Streets
- reopening the former southern section of the Nicholson Street Mall – between Irving and Paisley Streets – to one-way northbound traffic, following which a number of new retail outlets have opened
- installing new footpaths, street furniture and lighting in that section of Nicholson Street and Paisley Street east of French Street
- upgrading riverside paths, landscaping, lighting, building facades and internal fitouts, through Australia's largest New Work Opportunities project – a Federal Government Initiative providing training and work experience for 329 long-term unemployed

The riverside is also the site of a number of ongoing or planned development projects, including:

- the relocation of the Lonely Planet global headquarters to the riverside
- the redevelopment of the Footscray Community Arts Centre – incorporating the redevelopment of Henderson House, the refurbishment of the 'Ryco' building for artists' studios and associated facilities, a new performance space and cafe connected to Henderson House, and the addition of a gallery, shop and construction workshop

- the Saltwater Crossing development on three formerly Council-owned sites – incorporating the development of townhouses, apartments, convention facilities, cafes, a college of design and potentially moorings along the riverfront
- the Temple of the Heavenly Queen – incorporating now-complete flood mitigation works, a cultural centre for one of Melbourne's Buddhist communities and associated public Chinese Gardens and riverside promenade
- the Maribyrnong Riverside Industrial park – incorporating showrooms, offices and warehouses.

Council have also received a number of applications for large scale developments within Footscray Central, including three of ten storeys or more.

Perceived Characteristics

The popularly and professionally perceived strengths, weaknesses, opportunities and threats of Footscray Central are shown in the table overleaf. The majority of these characteristics are discussed further elsewhere in this report.

In summary, Footscray has serious socio-economic problems and remains constrained by poor quality infrastructure and environmental conditions. However, its location and outstanding views suggest major redevelopment potential, along with relatively low land values and a general lack of residential character to constrain development.

STRENGTHS

	Setting	Environment	The Community
STRENGTHS	<ul style="list-style-type: none"> ■ Proximity to central Melbourne, the Melbourne Docklands development, port facilities, airport and inter- and intra-state highways ■ Maribymong River ■ High degree of public transport accessibility¹ ■ Passing trade of strategic through traffic ■ Proximity to industrial expansion in the west ■ Proximity to major new and changing residential areas (former Defence sites, Kensington Banks, Docklands, Yarraville etc) ■ Views east over Docklands and Melbourne CBD ■ Visibility from a distance ■ Ability to moor high-masted boats without downstream bridge constraints 	<ul style="list-style-type: none"> ■ Highly interconnected street pattern² ■ Fine-grained, mixed use character ■ Attractive old buildings and industrial heritage ■ Characterful and relatively dense housing ■ Attractiveness of Business Centre³ 	<ul style="list-style-type: none"> ■ Ethnic diversity⁴ ■ Arts profile ■ Growing professional base ■ Class Diversity ■ Local Pride
WEAKNESSES	<ul style="list-style-type: none"> ■ Proximity to Coode Island, and resulting residential exclusion zone over part of the study area ■ Heavy traffic generated by ports and industry to east ■ Unattractive views of container depots, petrochemical storage tanks and neglected river edge across river ■ 1 in 100 year floodplain at river's edge 	<ul style="list-style-type: none"> ■ Barriers to movement created by railway lines ■ Barriers to movement created by major arterial roads ■ Poor linkages between VUT's university and TAFE campuses ■ Deteriorating physical appearance of the Business Centre ■ Industrial image & heavy through traffic ■ Poor state of footpaths, road surfaces, kerbs & channels ■ Deteriorating wharf infrastructure ■ Lack of signage & visual clues ■ Lack of public realm definition in places ■ Poor quality of Station environment, & location dislocated from Business Centre ■ Dislocation of community services & retail core ■ Introverted nature of large shop units ■ Unfamiliar nature of some ethnic environments ■ Lack of street trees ■ Low provision of open space in southwest of study area ■ Ageing drainage infrastructure and consequent odour³ ■ Inappropriate disposal of odorous and contaminating commercial wastes⁴ ■ Widespread contamination of riverside sites 	<ul style="list-style-type: none"> ■ High unemployment ■ Low income levels ■ High crime rate⁵ ■ High turnover of some migrant communities ■ Lack of integration between some ethnic groups ■ Lack of integration with university community
OPPORTUNITIES	<ul style="list-style-type: none"> ■ Improved routes to riverside ■ Improved linkages between VUT's university & TAFE college campuses ■ Improved links with regional walking and cycling trails ■ Improved safety & amenity of the public domain ■ Improved legibility 	<ul style="list-style-type: none"> ■ Expansion of on-street parking provision ■ New & improved public spaces 	<ul style="list-style-type: none"> ■ Retention of ethnic community in new housing stock
THREATS	<ul style="list-style-type: none"> ■ Increased levels of heavy through traffic ■ Potential poor quality development on east bank of River 	<ul style="list-style-type: none"> ■ Segregation of retail core & riverside development area ■ Increased freight activity on Maribymong Goods Line ■ Potential for escalating crime and drug-related activities ■ Potential for increased steel roller shutters on shopfronts 	<ul style="list-style-type: none"> ■ Segregation of residents with low and high income levels

OPPORTUNITIES

THREATS

Retail Activity	Investment	Other Attractions	
<ul style="list-style-type: none"> ■ Forges⁵ ■ Asian retail and restaurant precinct⁶ ■ Footscray Market⁷ ■ Fresh food outlets⁸ ■ Loyal customer base⁹ ■ Perception of cheaper prices¹⁰ ■ Retail diversity¹¹ ■ Availability of car parking¹² ■ Street-based environment 	<ul style="list-style-type: none"> ■ Low land values and rents ■ Availability of vacant land for development ■ Proximity to growing commercial, entertainment and residential markets 	<ul style="list-style-type: none"> ■ Provision of parkland ■ VUT university and TAFE colleges - and in particular 19,000 students 	STRENGTHS
<ul style="list-style-type: none"> ■ Decline in level of trading activity in Footscray Business Centre, and increased competition from other commercial centres (particularly Highpoint) ■ Shop vacancy level¹⁶ ■ Lack of higher grade retail and restaurants ■ Lack of evening activity ■ Low capture of university student purchasing 	<ul style="list-style-type: none"> ■ Narrow mix of residential quality ■ Inertia of old capital ■ Low levels of private investment in maintenance and refurbishment of existing commercial premises 	<ul style="list-style-type: none"> ■ Lack of entertainment opportunities such as cinemas and nightclubs 	WEAKNESSES
<ul style="list-style-type: none"> ■ Growth in restaurant trade in the region ■ Potential refurbishment of existing retail premises 	<ul style="list-style-type: none"> ■ High quality development on the riverside ■ Potential redevelopment of Council car park sites ■ Potential development of PTC land ■ Potential redevelopment of vacant & underutilised private sites ■ Potential reuse of underutilised private buildings 	<ul style="list-style-type: none"> ■ Potential for tourist train along riverside ■ Potential for increased river activity from commercial, tourist and recreational craft 	OPPORTUNITIES
<ul style="list-style-type: none"> ■ Continuing relocation of rationalised public and private services to other retail centres 	<ul style="list-style-type: none"> ■ Continuing inability of community to fund essential improvements to safety and amenity ■ Saturation of residential investment market 		THREATS

NOTES

- 1 34% of visitors to the District Centre surveyed in mid 1996 arrived by public transport, and 5% of visitors surveyed considered good public transport to be the most appealing aspect of the Centre while a further 7% considered the ease of getting to it the most appealing aspect (Footscray District Centre Exit Study).
- 2 16% of visitors to the District Centre surveyed in mid 1996 walked there (Footscray District Centre Exit Study)
- 3 38% of visitors to the District Centre surveyed in mid 1996 considered nothing to be displeasing about the Centre (Footscray District Centre Exit Study)
- 4 4% of visitors to the District Centre surveyed in mid 1996 considered the multicultural feel the most appealing aspect of the centre. Only 24% of visitors surveyed were Australian-born. 34% were Vietnamese-born, and English is the main language spoken at home by only 45% of respondents (Footscray District Centre Exit Study)
- 5 Forges was noted as a key attraction in the Footscray District Centre Exit Study
- 6 31% of visitors to the District Centre surveyed in mid 1996 mentioned Asian grocery stores as a major attraction, and 11% considered Asian stores and food the most appealing aspect of the Centre (Footscray District Centre Exit Study).
- 7 Footscray Market was noted as a key attraction in the Footscray District Centre Exit Study
- 8 45% of visitors to the District Centre surveyed in mid 1996 visit mainly to do supermarket / grocery shopping (Footscray District Centre Exit Study)
- 9 78% of visitors to the District Centre surveyed in mid 1996 visited at least weekly, compared with only 22% of the same respondents who visited Highpoint at least weekly (Footscray District Centre Exit Study)
- 10 The aspect of the District Centre considered most appealing by the greatest number of visitors (1996) surveyed in mid 1996 was cheaper prices (Footscray District Centre Exit Study)
- 11 The aspect of the District Centre considered second most appealing by the greatest number of visitors surveyed in mid 1996 was the variety of stores / goods (16%), closely followed by the ability to 'find anything here' (15%), and 55% of visitors surveyed could think of no additional shop or service they would like to see there, although 4% of visitors surveyed considered lack of variety the most displeasing aspect (Footscray District Centre Exit Study)
- 12 73% of visitors to the District Centre surveyed in mid 1996 indicated it was easy to find a car park, although 9% considered parking difficulty the most displeasing aspect of the Centre (Footscray District Centre Exit Study)
- 13 4% of visitors to the District Centre surveyed in mid 1996 considered smells its most displeasing aspect (Footscray District Centre Exit Study)
- 14 The aspect of the District Centre considered most displeasing by the greatest percentage (18%) of visitors surveyed in mid 1996 was that it was dirty, had messy streets or garbage (Footscray District Centre Exit Study)
- 15 The aspect of the District Centre considered most displeasing by the second greatest percentage (12%) of visitors surveyed in mid 1996 was drugs, crime or safety (Footscray District Centre Exit Study)
- 16 The vacancy rate is estimated to be approximately 30% by local real estate agents.

Introduction

Chapter 2 described Footscray Central as it is now. This chapter outlines a vision of how it could be in the future.

The purpose of the vision is to raise aspirations and provide a shared goal for all stakeholders to work towards. It helps establish the objectives of the framework, by clearly identifying the gap between what exists now, and what could be. The vision also provides a benchmark against which specific proposals should be assessed; only proposals that conform with and help realise the vision should be supported.

By 2020, Footscray Central will be:

- a highly-prized inner urban living and working environment
- a premier 'destination shopping', eating and civic centre for Melbourne's Western Region
- a learning and enterprising community

A realistic vision is one that builds on existing strengths and opportunities, and recognises intrinsic constraints. It seeks to take maximum advantage of its situation and overcome any weaknesses. However, an infeasible or implausible vision will not gain the support it needs to become a reality.

This new image and role is therefore based on an understanding of its strengths, weaknesses, opportunities and threats.

The vision is for the long term - perhaps 2020. This is to recognise the length of time that significant urban change takes to occur.

Liveability: A Highly Prized Living & Working Community

Footscray's excellent accessibility has led it to be identified by the Victorian Government as a 'Transit City', with the aim of promoting the centre as a location for higher density living and working. This inner urban intensity, combined with high quality urban design, will reproduce many of the lifestyle characteristics that attract people to inner Melbourne.

The majority of Footscray Central's perceived strengths – apart from those concerning retail activity – relate to its setting. In particular, these include the riverside location; proximity to central Melbourne, Docklands and new or gentrifying residential areas; excellent accessibility by public transport and car; views of the CBD and strategic through traffic.

These characteristics are fundamental to liveability. They also fulfil strikingly well most of the key criteria for decisions on locating both homes and businesses – particularly when considered alongside low land values, the availability of land for redevelopment, attractive old buildings, parks, the presence of tertiary education and the opportunity for boat moorings. In particular, the combination of a waterside setting with a highly accessible urban centre is a rarity. This suggests that there is real potential to attract such higher density residential and business accommodation to occur.

Footscray represents an ideal location for businesses that wish to avoid inner city rents, but remain in close proximity to the CBD. Such peripheral locations are commonly sought by regional offices or CBD offshoots, particularly when combined with a high quality environmental setting, such as a waterside location.

This is particularly so along the riverside, around the ring road and adjacent to the Station. The significance of these opportunities has finally been recognised by the residential property market over the last year or so.

The decision to retain the Coode Island chemical storage facility has significantly limited the opportunity for riverside residential development, since part of Footscray's riverside falls within the one kilometre radius residential exclusion zone. In addition, Footscray Central's perceived weaknesses in terms of heavy traffic – and the threat of its increase – concerns regarding access to the riverside area and environmental concerns such as safety, legibility, maintenance, greenness and ground contamination, remain. However, whilst the potential to significantly reduce heavy traffic may be limited, entirely feasible opportunities exist to overcome the environmental weaknesses.

For some people, the industrial imagery associated with Footscray is seen as a weakness. However, it is likely that for many others it is an attraction, contributing to the unique identity of the area.

Footscray's current high turnover of migrant communities may be put down – at least in part – to the narrow range of accommodation available at present in the area. New development, however, will change this for the better, perhaps improving the retention of those communities – and importantly, their businesses.

In broad terms, to realise the vision for a highly prized inner urban living and working environment, a strategy is required that will promote Footscray Central's locational advantages – particularly its riverside setting,

proximity to central Melbourne and Docklands, affordable development opportunities, parkland, university and views – and seek to overcome its perceived environmental weaknesses.

In more detail, the vision for the living and working environment sees:

- Apartments and offices in the Business Centre, capitalising on views of the CBD
- New high-quality townhouses and apartments in the riverside area north of Napier Street
- Public and private boat moorings along the river's edge
- Sensitive medium-density residential redevelopment within existing housing areas
- High-tech 'clean green' production companies towards the south of the riverside area, utilising university-led research and development
- High quality community facilities (schools, learning resource centres, health centres, recreation facilities etc) within 10 minutes walk / 800m walking distance of all residents
- Protected vistas and view corridors
- Protected trees, and cultural artefacts of importance
- New street trees along the key corridors to the Business Centre and river and lining the river's edge
- Public toilets, picnic facilities and leisure trails in Footscray Park and along the riverside
- Protected riverside flora and fauna habitats
- Improved River water quality through improved filtering of stormwater outflow

Economic Growth: A Premier Destination Centre

- **D**espite its decline in importance as a retail centre, a significant proportion of Footscray Central's perceived strengths still relate to retail opportunities. Forges, the Footscray Market, the Asian retail precinct, fresh food outlets, ethnic restaurants, good value and diversity, good supply of car parking, good public transport accessibility and ethnic diversity all rate a mention as attractive features of the Business Centre in Jebb Holland Dimasi's 1996 Highpoint Exit Survey. These strengths appear to have established not only a loyal customer base, but also a wide catchment as befits a District Centre.

It is noticeable that – apart from plentiful car parking – none of the strengths mentioned above are found to anywhere near the same degree at Highpoint Shopping Centre, Footscray's principal competition for retail customers. This suggests an underlying strength and 'unique selling proposition' that ought to be capitalised upon for Footscray Central to achieve economic growth.

Council's Retail Development and Activity Centres Policy recognises the strengths of the Footscray Business Centre when it identifies the Centre's role as the premier food and convenience retail centre (amongst other functions).

Other than the obvious issues relating to the decline and lack of quality in retail trade and competition from Highpoint, the perceived weaknesses relating

to the Business Centre largely consist of environmental issues, such as safety, signage and cleanliness. Whilst these are not insignificant concerns, it is expected that they can be relatively easily overcome with appropriate urban design and cleaning measures.

Contests between street-based strip centres and enclosed shopping centres – like that between Footscray Business Centre and Highpoint - can be found elsewhere in Melbourne. Whilst the attractions of the modern alternatives cannot be denied, it is clear that traditional strip shopping centres can be highly successful, as evidenced by Acland Street, Chapel Street and Brunswick Street. The success of these centres is founded not on competing with the enclosed centres in their market, but by providing an alternative shopping experience not available in the sheltered and sanitised world of Southland or Chadstone.

The key to economic growth in the Footscray Business Centre, therefore, is identifying its 'unique selling proposition' – what will set it apart from the competition – and capitalising upon it. The identified strengths of Footscray's retail opportunities mentioned above are potential components of its 'unique selling proposition'. Other key factors that typically distinguish strip shopping centres like Footscray from their enclosed centre competition are environmental - by contrast with Highpoint's sterile and formula 'me too' big box offerings,

For a definition of permeable street networks, see page 31

Footscray Business Centre offers a rich, dynamic and unpredictable experience, founded on a diverse, permeable, street-based environment'. These qualities, too, should form part of the 'unique selling proposition' that Footscray Business Centre develops and promotes.

In broad terms then, in order to realise the vision for the premier 'destination' shopping and eating centre for Melbourne's Western Region, a strategy is required that will develop Footscray Business Centre's 'unique selling proposition' – particularly its retail niche, ethnic dining, multicultural nature, good accessibility and richness of experience - and seek to overcome its perceived environmental weaknesses.

In more detail, the vision for the Business Centre sees:

- A maintained and reinforced role as the Western Region centre for professional services, civic functions, and 'destination shopping', founded on fresh foods, specialised ethnic and lower rent retail uses
- The expansion of ethnic eating opportunities, particularly during the evening - to increase night-time activity and thus the perception of safety
- The Market maintained and reinforced as the regional centre for fresh produce
- The integration of ethnic-focused precincts and other parts of the Centre
- The preservation and reinforcement of a well-connected network for pedestrians, cyclists and cars

- The expansion of central kerbside parking
- Improved public transport facilities
- The maintenance of a diverse built fabric and retail mix
- The introduction of more night-time uses - such as entertainment and apartments - to increase safety
- Busy streets with active and continuous frontages and well-lit pavements at night
- More comfortable pavement widths and easier pedestrian crossings
- High-quality landmark buildings at key gateways and nodes, lit at night

These strategies are described in more detail in chapter 4.



Diverse built fabric and retail mix

Economic Sustainability: A Learning Community

- **C**hief amongst Footscray Central's list of weaknesses is high unemployment - the highest in metropolitan Melbourne at 15.9% - and some of its consequences in terms of low income levels and high crime rates. Overcoming this weakness is fundamental to economic sustainability. Central to the reduction of unemployment levels is the retraining of the existing low-skilled workforce combined with the inward migration of more skilled residents.

One of Footscray Central's chief strengths is the presence of a university and TAFE college, and one of its primary opportunities the better integration of these institutions with the community, including an increased proportion of students living within the area.

Thus, the marriage of these two sets of characteristics presents an opportunity that results in the third key component of the vision for Footscray Central: a 'learning community'. Learning communities are those that engage in informal learning at all stages of the life cycle, and are thus more likely to be innovative and enterprising in creating local opportunities for improved quality of life. Economic sustainability relies on this ability to constantly improve and develop economic opportunities from within, rather than relying on investment and enterprise from outside the area.

Physical barriers to better integration of the university exist in the form of Geelong and Ballarat

Roads, and the poor environment of the key route to the Business Centre – Nicholson Street. However, the potential exists to make significant improvements. The integration of the university is also as much about non-physical linkages – for instance, through the provision of educational and business support services, and research and development - as about physical ones.

Little impediment exists to the provision of student housing within Footscray Central – affordable development opportunities are plentiful – and indeed, Victoria University of Technology is investigating the future development of student accommodation on their landholding immediately across Ballarat Road from the university campus.

In broad terms then, in order to realise the vision for a learning community, a strategy is required that will seek to better integrate the university and TAFE college within the community - through the provision of educational and other services, the promotion of student housing within Footscray Central and seeking to overcome the weaknesses in relation to the physical linkages between them.

In more detail, the vision for the learning community sees:

- Increased numbers of students living in the area
- Student businesses utilising their specialist VUT training in combination with VUT-provided business support services
- Increased businesses undertaking research and development of VUT-generated intellectual property through links with the university
- An enhanced environment linking the university and TAFE campuses with each other and the Business Centre
- VUT-provided retraining programs for the local workforce
- Fledgling locally-grown businesses supported by a business innovation centre and other VUT-linked support services

Introduction

Chapter 2 of this report describes Footscray Central as it is now; chapter 3 describes a vision for its future. This chapter outlines a strategy to take Footscray Central from its current situation towards that vision. Specific proposals are outlined in the next chapter.

A set of strategic goals are identified in this chapter, which inform the specific proposals outlined in the next chapter. Further, the goals and strategies can inform revised proposals should circumstances change. The strategy provides a flexible and transparent framework, able to respond to changing circumstances. The principles and rationale behind the strategies and proposals are made explicit to ensure that new personnel are able to understand and adapt them as necessary.

This approach allows the strategy to support Council's bottom-up, facilitative approach to development, by encouraging and guiding the work of Council and other stakeholders towards the realisation of a potential future, rather than imposing major change on the community.

The problems to be tackled and opportunities to be realised in order to fulfil the vision can be organised under five key strategic goals:

1. To celebrate Footscray's Identity

The popular image of Footscray is dominated by negative characteristics, and has thus constrained its economic growth. However, Footscray has many inherent positive characteristics that, if developed and promoted, will create a new identity that will attract visitors, residents and businesses, thereby revitalising the local economy.

Celebrating Footscray's Identity is discussed further from page 17.

2. To reinforce Footscray's Connectivity

'Connectivity' - the ability to get into, around and

out of an area - is essential for economic growth and livability. Footscray Central currently benefits from strong connectivity by most forms of movement, however improvements can still be made to fully capitalise upon this asset.

Reinforcing Footscray's Connectivity is discussed further from page 30.

3. To enhance Footscray's Environment

The environment in much of Footscray Central's 'public domain' - streets, malls, parks and other public open spaces - is poor, giving rise to problems of safety, livability and economic growth. However, simple measures can be identified to rectify these concerns.

Enhancing Footscray's Environment is discussed further from page 52.

4. To increase Footscray's Intensity

'Intensity' - the level of activity in an area - is a key factor in economic growth and livability. The opportunity exists in Footscray Central to increase Intensity significantly.

Increasing Footscray's Intensity is discussed further from page 61.

5. To raise Footscray's Employment level

Footscray has regularly had one of the highest levels of unemployment in metropolitan Australia. 'Pride of Place' is significantly affected by employment, therefore all efforts must be made to raise Footscray's employment level through this project.

Raising Footscray's Employment level is discussed further from page 71.

Celebrating Footscray's Identity

INTRODUCTION

The economic prosperity of areas at all spatial levels – international, national, metropolitan, regional and local - increasingly depends on what role they play and how well they play it in a rapidly changing economic environment. This is most notably influenced by forces such as international trade agreements leading to the opening of world markets, technological change and the ability to render distance less relevant, and micro-economic reform to increase local competition. The result is greater competition for regions at all levels in an economy.

Localities or regions that cannot find a niche in this more competitive economic environment suffer from a lack of investment, high unemployment and the perception of decline. Footscray, with its over-reliance on declining industries such as labour intensive manufacturing, is a prime example of this.

Regions that have accommodated growth sectors of the economy - that is the knowledge, information, service and advanced production sectors - have performed very well in this environment, in economic and employment terms. Many inner city regions of Australia's biggest cities have shown a competitive advantage in attracting businesses and generating jobs in the so-called information economy. For example, the Melbourne suburb of Richmond has restructured from a labour-intensive production region to an increasingly prosperous information and lifestyle node; Fortitude Valley in Brisbane has similarly been transformed economically; and the inner southern region of Sydney (between the CBD and airport) has successfully carved out a niche in transport, distribution and production.

At a more localised level, areas that rely on outdated business centres have suffered at the hands of complexes that cater for contemporary retail needs. Again, the Footscray Business Centre is a prime example of this, with the advent of Highpoint, as are Oakleigh and Chadstone.

Thus Footscray Central's reliance on manufacturing and an outdated retail centre for income and job generation has been a major contributing factor in its economic decline and rising unemployment.

Footscray central must now harness what competitive advantages it has over other areas. These include its:

- **strategic location and public transport hub**, giving easy access to central Melbourne, major roads, airports and ports
see page 18
- **captive low skilled workforce**
- **increasing number of skilled professionals** (moving into the area)
- **Business Centre**, a Victorian era retail and business centre with the potential to be transformed into a vibrant world-class retail precinct
see page 24
- **riverside setting**, a mixed-use riverfront area capable of accommodating a range of activities
see page 20

In addition to these direct competitive advantages, Footscray has a wide range of other characteristics that contribute to its distinctive identity. Popular perceptions of Footscray tend to focus on the negative attributes, such as heavy truck movements

and drug-related activities. However, many of Footscray's characteristics can be considered positive attractions that may constitute additional competitive advantages in certain markets. In particular, these include its:

- **built environment**, including characterful residential areas, shopfronts and industrial heritage
see page 22
- **cultural diversity**, consisting of over 100 different ethnic communities in Footscray and surrounding suburbs
see page 26
- **tertiary education facilities**, in the form of VUT's university and TAFE college campuses
see page 27
- **arts community**, focused around the riverside arts precinct
see page 28
- **ethnic restaurants**, ranked as one of the ten best food experiences in Melbourne by the 1998 Cheap Eats Guide
see page 29

Whilst measures to reduce the negative elements should not be ignored, more may be gained by highlighting the area's advantages, and thus changing the focus of Footscray's identity.

Celebrating Footscray's identity – by identifying and capitalising upon Footscray Central's positive characteristics - is therefore a key strategic goal of the Urban Design Framework. The key characteristics are detailed below, along with strategies and references to specific projects that more fully capitalise on them.

STRATEGIC LOCATION & PUBLIC TRANSPORT HUB

Current Situation

Footscray Central's location in metropolitan Melbourne's physical structure and public transport network makes it the transport hub of the Western Region. Most of the major transport routes between central Melbourne and the West pass through the study area, including:

- the Western (Ballarat Road) and Princes (Geelong Road) Highways
- the St Albans, Melton, Werribee and Williamstown railway lines, carrying 13,000 passengers on over 200 electric train services on a typical weekday (about 20% of whom interchange with buses) including trains to central Melbourne every six minutes at peak times
- approximately 40% of all southwestern bus routes, carrying 14,400 passengers on a typical weekday

Consequently, Footscray Central is the second busiest rail – bus interchange and the fourth busiest railway station in metropolitan Melbourne. This importance will be reinforced should the planned regional Fast Rail services to Geelong, Ballarat and Bendigo stop in Footscray.

In addition, the Footscray – Moonee Ponds tram route (number 82) terminates adjacent to Footscray station.

Footscray Central's strategic location and public transport interchange gives it two major advantages:

1. A high degree of accessibility, particularly to central Melbourne, the Docklands development area and major airports, ports and regional highways - a sought after characteristic of workplaces and residences.
2. High levels of through movement, with consequent potential benefits for local business.

However, the strategic highways bypass the Business Centre, and although Footscray Station is close it is visually separated from the Centre, minimising the potential benefits to be gained from through movement.

Future Strategies

In order to more fully capitalise on Footscray Central's strategic location:

1. Land alongside strategic highways and around public transport nodes should be zoned for business uses able to capitalise on the through movement.
2. Views of Footscray Business Centre should be opened up and other visual cues provided at public transport nodes and key highway intersections, to draw passers-by into the area.
3. Vacant land around the Station should be developed for uses that benefit from good accessibility.
4. Footscray Business Centre should be promoted as the 'heart of the West': a central location for business, retail and leisure facilities.
5. Magnificent views of Melbourne's Docklands and CBD should be capitalised upon by protecting existing view corridors, and allowing taller development in specified strategic locations.

See also pages 40, 41 and 43 regarding rail, bus and tram services.

Proposals

(Planning Scheme, page 83)

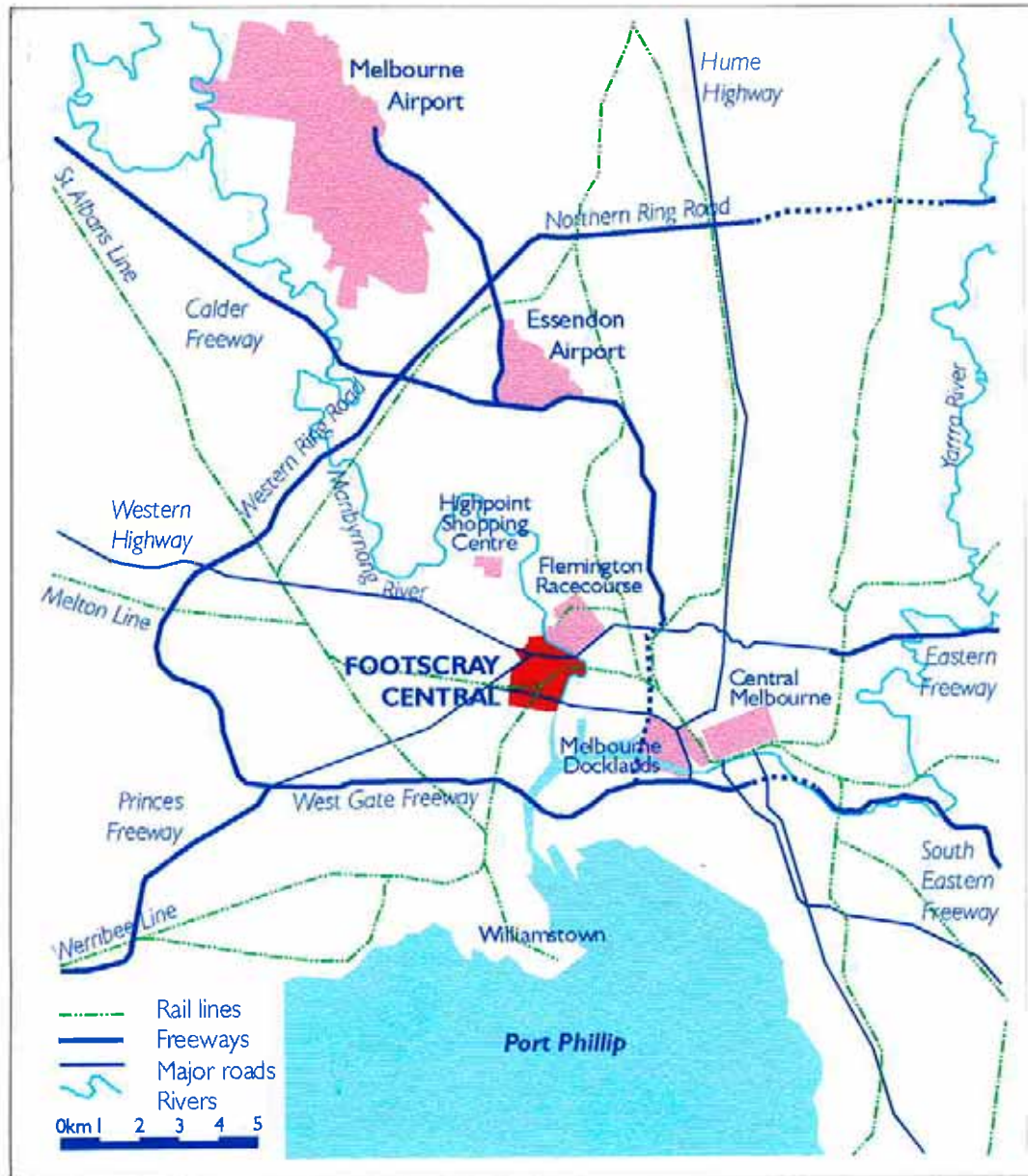
Station Square, page 75
Signage, page 77

Railway Reserve, page 79

Promotion, page 89

(Planning Scheme, page 83)

The Gateway, page 79



Strategic location & transport corridors

RIVERSIDE SETTING



Maribyrnong River

Current situation

Footscray Central lies alongside the Maribyrnong River, one of Melbourne's two major watercourses. Although it forms part of an existing network of leisure routes, the Maribyrnong is a vastly underutilised resource. It has significant latent recreational and development potential and the capacity to make a major contribution to the livability and economic growth of Footscray Central.

The topography and street network of Footscray Central combine to create a number of view corridors to the river, which is also highly visible from the bridges. However, no signage exists to direct visitors there. Riverside arts sites are being developed and a number of festivals have been held at the riverside.

The importance of the Maribyrnong River is recognised by both state and local government agencies, which have jointly prepared the Maribyrnong River Events Business Plan to promote the river as an important recreational area.

Only 500 metres from the river, the Footscray Railway Station, is a stop for four bus routes that run along Hopkins and Napier Streets. The gridded street network offers direct routes to the river, however the severance created by the railway lines and poor repair of the roads and footpaths combine to make access difficult and uninviting. Little public car parking is provided immediately adjacent to the river. Five bridges cross the river within the study area, however two are railway bridges, and three others carry heavy traffic and are therefore unattractive for pedestrians or cyclists. Public access to and along the western riverbank is restricted by the Maribyrnong Goods Line, the poor state of the wharves, and private leases such as Blackbird River Cruises and Kivelos Fisheries. On the east bank, access along the riverside between Hopetoun and Shepherd Bridges is poor, and there is no public riverside access further south.

The riverside environment is, for much of the Footscray side, an attractive combination of industrial heritage and the natural environment. However, the lack of activity and poor lighting at night bring about a perception of insecurity. On the east bank, the environment is dominated by heavy vehicle movements, and port activity and storage.

Other than the toilets at the Arts Centre - which are not designated as public toilets - little amenity is currently provided along the riverside.

As outlined in chapter 2, the riverside is already the location of a vibrant arts precinct, and substantial development activity and proposals. However, the decision by the Victorian Government in July 1997 that the Coode Island chemical storage facility would remain has significantly damaged the revitalisation potential of Footscray Riverside. The incompatibility of Coode Island with mixed use development has hampered revitalisation of the banks of the lower Maribyrnong River. Limited public access, investor uncertainty and the threats the facility poses requires greater State intervention if the potential of the area is to be realised.

While Footscray's relationship with the river provides an important competitive advantage, finding ways to redevelop riverfront land for a range of activities and uses is fundamental to achieving the Transit City objectives of higher densities and more mixed use development in Footscray.

Future strategies

In order to more fully capitalise on Footscray Central's riverside setting:

1. **Public awareness** of the river should be raised, through new and maintained view corridors, signage, trails and historic interpretation, landmark features and further events.
2. **Access** should be improved, through improvements to river-bound streets, the provision of more car parking at the riverside, enhanced bridge conditions for pedestrians and cyclists, and the provision of easier and more continuous public access to and along the river's edge. On the east bank, improvements to the walking and cycling network should be concentrated between Hopetoun and Shepherd Bridges until there is a change of use at Coode Island.
3. The **safety** of the riverside should be improved, by making it more active and well-lit, and promoting a well-defined edge of active building uses.
4. The **attractiveness** of the riverside should be enhanced by additional landscaping and the promotion of high standards of design for new buildings and landscape. Melbourne Ports Corporation land on the east bank should be redeveloped for a more appropriate use that addresses the riverfront. In the meantime containers should be set back, landscaping introduced and facilities upgraded to improve the amenity of the area.
5. The level of **amenity** by the river should be improved, through the provision of seating, information, public toilets, cafes and picnic facilities.
6. A more detailed urban design framework should be developed for the riverfront that integrates the development of the east and west bank, for river related uses, including plans for the upgrade of Tom Kivelos Fisheries, the vacant MPC land to the south and any proposed moorings.

Proposals

(Planning Scheme, see page 83)
 Signage, see page 77
 Trails, see page 80
 Riverside Arts Precinct, see page 77
 Events, see page 80

Intersection Improvements, see page 77

Waterfront Precinct, see page 75

Waterfront Precinct, see page 75

Port of Melbourne, see page 81

Waterfront Precinct, see page 75

Waterfront Precinct, see page 75

Footscray Wharves, see page 78

BUILT ENVIRONMENT



Bradford Mills Building

Current situation

The overriding impression of Footscray Central's built environment is that it is poorly maintained, generating a 'downmarket' image. A significant proportion of the roads, footpaths and buildings are in poor repair.

However, it also has a number of positive elements-notably its built heritage. For instance, the study area's built form is highlighted by the following key components:

- Characterful residential areas, particularly Urban Conservation Areas 1, 10 and 11 (see plan opposite)
- Characterful shopfronts in the business centre
- Industrial and other heritage buildings along the riverside, particularly Henderson House and the Port Philip Mills and Bradford Mills Buildings

In addition, the following structures create memorable visual landmarks:

- Bunbury Street railway bridge
- the Town Hall

and to a lesser extent

- VUT
- Barkly and Grand Theatres
- The Railway Reserve rotunda

It is essential that Footscray is not 'sanitised' by new development, but that the history, culture and diversity reflected in its built environment is retained and enhanced.

Future strategies

In order to more fully capitalise on Footscray Central's built environment:

1. The repair of footpaths, roads and kerbs should be treated as a priority, particularly on key routes within the study area.
2. Planning policy should protect historic and landmark buildings and structures, and ensure that new development and environmental works in their vicinity are sensitive to them and incorporate them where appropriate.
3. Shopfront improvements should be encouraged, by promoting their benefits to the traders and owners, offering advice on shop presentation and retail methods, offering part funding from a small business development fund or holding a 'shop improvement' competition on a street-by-street basis with rewards in the form of monetary prizes, streetscape improvements or rate relief.
4. All new development should be of a high design quality. This may be achieved through architectural competitions or design guidelines.
5. Contemporary design should be promoted, to express a positive image for Footscray, while respecting local built and natural character. Council is currently undertaking a Heritage Review.
6. The development of exemplary new landmark buildings and structures should be promoted in selected locations, to create a memorable skyline and enhance the Business Centre's image at the regional level by providing a constant reminder to residents and visitors passing through the region that a major regional community centre is 'open for business'.

In order to promote a high quality built environment in Footscray Central in the future:

7. Good quality design should be required of planning applications for new development.
8. Design competitions should be held or promoted for key public and private development sites

Proposals

(Planning Scheme, see page 83)

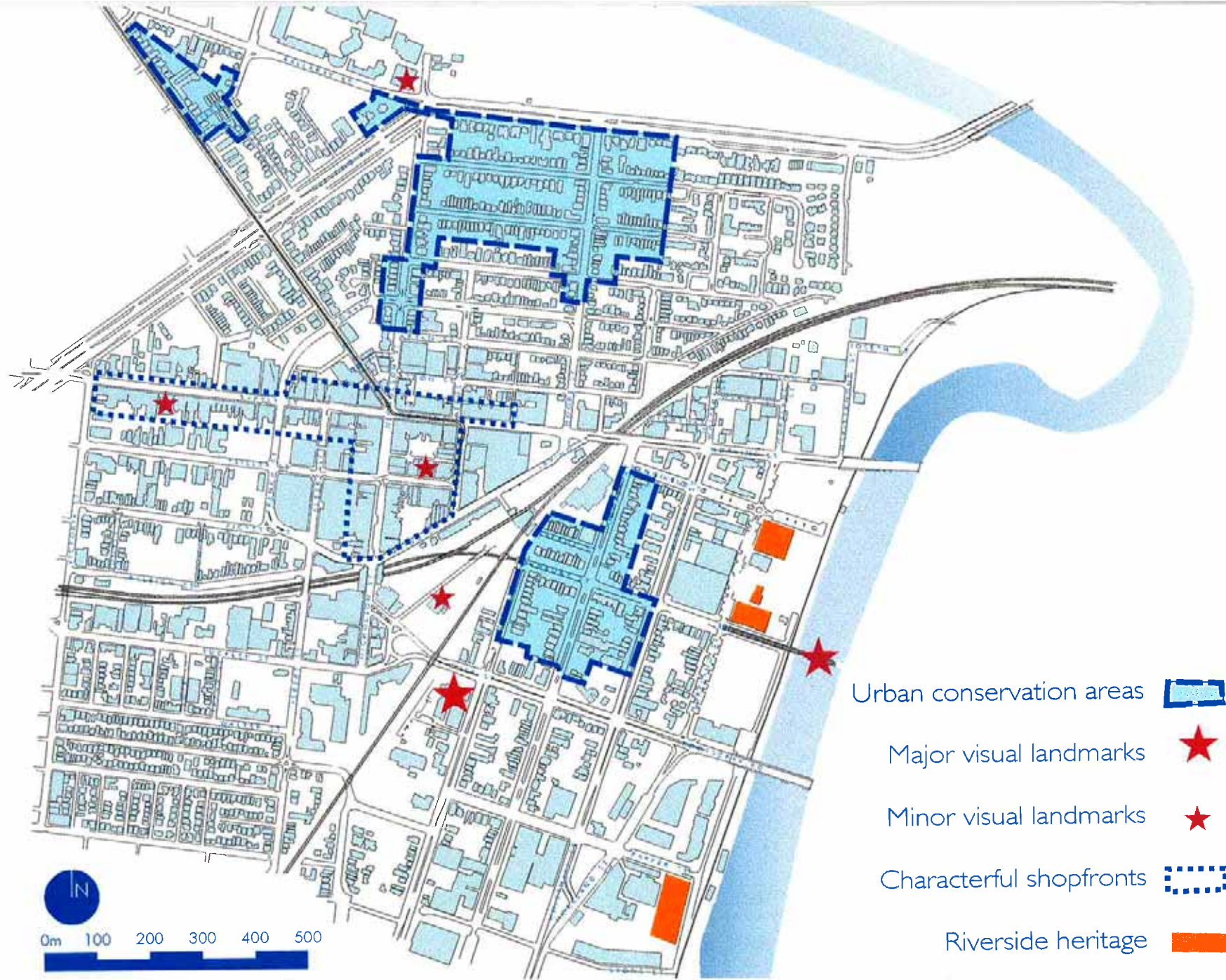
All development proposals, see pages 74-80

All development proposals, see pages 74-80

The Gateway, see page 79
University Quarter, see page 78
(Planning Scheme, see page 83)

(Planning Scheme, see page 83)

The Gateway, see page 79



- Urban conservation areas 
- Major visual landmarks 
- Minor visual landmarks 
- Characterful shopfronts 
- Riverside heritage 

Key features of built environment

BUSINESS CENTRE

Current situation

Footscray Business Centre developed as a District Centre, serving the Western Region of Melbourne. It is unusual in that its spine is a strip centre that changes street name halfway along – from Barkly to Hopkins Street – in addition to which it has an expanded core extending two blocks either side, centred on Nicholson Street.

Two features stand out as the primary retail attractions of the Footscray Business Centre. The first is *value for money*, epitomised by Forges which celebrated 100 years in Footscray in 1998. The second is the *Asian retail precinct*, which has become a regional retail attraction.

Two additional features of the Footscray Business Centre combine to further distinguish it from any other retail centre in the west of Melbourne. First, the *range of shops*, a result of the size of the centre, lower rents – particularly when compared with Highpoint Shopping Centre – small-scale development and cultural diversity. This retail diversity has stratified into a number of distinct retail precincts – for instance the Barkly/Hopkins Street strip, Footscray Market, the Asian retail precinct, Nicholson Street Mall and Albert Street ‘big box’ strip – each offering different shopping opportunities. Secondly, the *street-based environment*, which creates a different experience to the internalised world of enclosed centres, through a more diverse range of visual and social interactions.

In recent times, the Footscray Business Centre has been outperformed by enclosed centres, particularly Highpoint Shopping Centre. Its regional retail function has been usurped, and thus its economic growth seriously affected, with a resulting shop vacancy rate estimated by local real estate agents to be 30% and declining retail turnover.

Future strategies

In order to reposition Footscray Business Centre and thus increase its market share in the catchment, the distinguishing characteristics noted above must be capitalised upon, as follows:

1. The structure of the Centre should be highlighted by the installation of a series of banners, artworks or other features along the Barkly/Hopkins Street spine – to reinforce its nature as the ‘integrator’ of the Centre and to mark entry points to the Centre and its separate precincts – and distinctive streetscape treatments in each precinct, together creating a well-defined sense of place.
2. Value-for-money retail opportunities should be expanded in the areas of:
 - General merchandise
 - Quality fashion, in a similar vein to Bridge Road, Richmond
 - Restaurants and cafes
3. Retail diversity should be protected by discouraging extensive amalgamation of sites
4. The street-based environment should be maintained by requiring all new development to front the street.



Footscray Market

Proposals

Barkly/Hopkins Street, see page 75
 Leeds Street, see page 74
 Nicholson Street Mall, see page 74
 Albert Street, see page 74

Promotion, see page 90

(Planning Scheme, see page 83)

(Planning Scheme, see page 83)

Future strategies

In addition:

5. A strategic retail marketing plan should be developed that seeks to create a contemporary and culturally inclusive brand for the Centre - focused on Barkly Street and possibly founded on an 'East meets West', 'Foodscray' or 'Multicultural Foodscray' theme - and thus raise its profile. The name of Hopkins Street should be changed to Barkly Street, at least as far as Moore Street, to enable easier branding.
6. Retail Quality Training should be provided to retailers, to improve their presentation.
7. Planning policy should seek to draw in the extent of the Centre through zoning measures, to reduce the proportion of vacant shops.
8. Events such as festivals should be promoted, to raise awareness of the Centre.

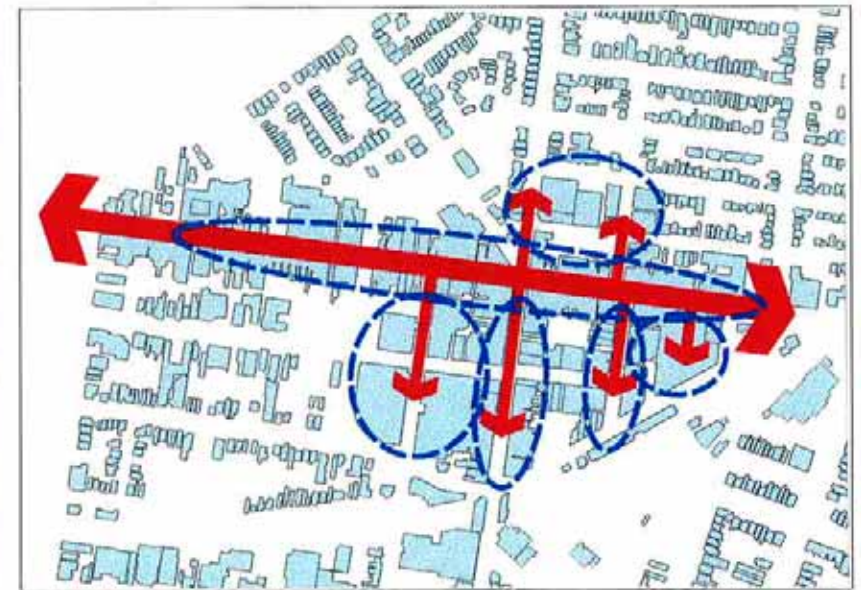
Proposals

Promotion, see page 90

Promotion, see page 90

(Planning Scheme, see page 83)

Events, see page 80



Structure of Business Centre

CULTURAL DIVERSITY

Current situation

Footscray's traditional role as a welcoming host community for immigrants has created a 'melting pot' of cultural diversity. Arrivals this century have featured European immigrants - largely Greek, Italian and former Yugoslavian - South East Asians - largely Vietnamese - and most recently East Africans.

Maribynong's resident community now includes over 100 different ethnic groups. 51% of Footscray's residents were born overseas, 19% in Vietnam. 58% of people living in Footscray speak a language other than English and 28% speak either a Chinese language or Vietnamese. 12% of people in Footscray are Buddhist and 4% are Muslim.

Within Footscray Business Centre, cultural clusters can be observed in the retail outlets and occupation of public space. The Asian retail precinct is a prime example of this.

For many, this diversity is an attractive feature of Footscray, reflecting a mature, tolerant community. For the visitor and shopper, it ensures a range of cultural and retail opportunities.



Nicholson Street

Future strategies

In order to capitalise upon the cultural diversity of Footscray's community:

1. Cultural forms should be incorporated in the design of public spaces and streetscape elements such as furniture and banners.
2. Representatives of each cultural group should be included in the design of public spaces to encourage those groups to occupy and customise them.
3. Cultural precincts should be highlighted with, for instance, streetscape or planting themes, and focal points. Rather than gateways, which imply fixed boundaries to fluid areas, markers such as banners along Barkly Street could be used to indicate the location of each precinct. Such markers should be temporary to reflect the dynamism of the precincts.
4. Kerbside cafes should be promoted to outwardly celebrate the culinary diversity and encourage visitors unfamiliar with foreign foods.
5. Meeting facilities should be provided for community groups, with associated space to allow for food outlets, small businesses and cultural interpretation.
6. Cultural festivals and other events should be promoted throughout the year and locations provided for them offering appropriate infrastructure.

Proposals

Leeds Street, see page 74
 Nicholson Street Mall, see page 74
 Station Square, see page 75
 Barkly/Hopkins Street, see page 75
 Waterside Precinct, see page 75

Leeds Street, see page 74
 Nicholson Street Mall, see page 74
 Station Square, see page 75
 Waterside Precinct, see page 75

Leeds Street, see page 74
 Nicholson Street Mall, see page 74
 Station Square, see page 75
 Barkly/Hopkins Street, see page 75

Barkly/Hopkins Street, see page 75

Building Reuse Opportunities, see page 68

Events, see page 80
 Nicholson Street Mall, see page 74
 Maddern Square, see page 74
 Nicholson Street, see page 74
 Leeds Street, see page 74
 Waterside Precinct, see page 75
 Annual Art Competition, see page 77

Current situation	Future strategies	Proposals
<p>Footscray Central contains two tertiary education facilities: VUT's university campus on Ballarat Road, and TAFE college campus on Buckley Street. Together, they accommodate a total of approximately 19 000 students and employ about 1 000 staff.</p> <p>This represents a significant potential catchment for Footscray Central's businesses. However at present, the students and staff at these two facilities contribute little to the life or economy of Footscray Central. Most live outside the area, although there is perceived to be a strong demand from university students – particularly those coming from overseas – to live on or as near as possible to the campus. VUT are responding to this by considering the potential of developing student accommodation on the south side of Ballarat Road opposite the university campus.</p> <p>It is also believed that few university campus students or staff members visit the Business Centre for their shopping. Apart from the limited range and quality of retail goods, this is understood to stem at least partly from the environmental quality of Nicholson Street – the key pedestrian route linking the university with the Centre – which is perceived to be unsafe, difficult to access and have a narrow footpath. In addition, the Business Centre lacks the type of entertainment facilities which attract students.</p> <p>In addition to re-skilling Footscray's low-skilled workforce, the TAFE and university campuses have the potential to foster local economic development through the conception and support of new business enterprises.</p>	<p>In order to more fully capitalise on the presence of two tertiary education facilities:</p> <ol style="list-style-type: none"> 1. The development of student housing within Footscray Central should be promoted. 2. Environmental improvements should be made to Nicholson Street north of the Business Centre, to reduce the perception of personal insecurity and road safety. 3. Business enterprise should be promoted by business support services and incubator units associated with the university and TAFE college. 	<p>University Quarter, see page 78</p> <p>Nicholson Street North, see page 75</p> <p>University Quarter, see page 78 Footscray Wharves, see page 78</p>

ARTS COMMUNITY

Current situation

Footscray has become a focus for arts in the West, centred on a riverside arts precinct. The precinct includes the *Footscray Community Arts Centre*, and artists' studios and associated facilities housed in the 'Ryco' and Port Phillip Mills buildings.

These buildings are also the home of members of *AIM* – Artists and Industry in Maribyrnong – an association of local artists whose objective is to develop links with business and industry; and the focus of *MAP* – Maribyrnong Artists Project – an annual festival, now in its fourth year, showcasing the work of the artists in the area.

Future plans for the precinct include the refurbishment of the Port Phillip Mills building to house the *Docklands College of Design* and artists' studios. A further potential development site, owned by Maribyrnong City Council, exists to the east of the 'Ryco' building around the former Griffiths and Baird building.

The adjacent Saltwater Crossing development has the potential to include local artists through an offer of commissions to local artists of up to 5% of residential construction costs. Maribyrnong Council's current *Kerbside Cafes* project hopes to involve AIM in the design and construction of furniture.

In the Business Centre, arts are represented by *Westspace*, a gallery and associated artists' studios in Albert Street.

Future strategies

In order to fully capitalise on the arts focus:

1. Mechanisms should be developed to protect the current artists studio leases from the likely future rental pressure, through leasehold agreements and planning controls.
2. The site to the east of the 'Ryco' building should be offered for development, with a mechanism to ensure that at least half the floorspace is leased for artists' studios and associated retail outlets facing the river, at an affordable rate.
3. Artists should be included in the design of public spaces and streetscape elements such as furniture and banners.
4. An annual competition should be established to promote public sculpture that celebrates Footscray.
5. Arts should be promoted by supporting existing festivals such as MAP, and encouraging local arts markets.

Proposals

Riverside Arts Precinct, see page 77

Riverside Arts Precinct, see page 77

Leeds St, see page 74

Barkly/Hopkins St, see page 75

Nicholson Street Mall, see page 74

Station Square, see page 75

Waterside precinct, see page 75

Annual Art Competition, see page 77

Events, see page 80



Footscray Community Arts Centre

Current situation

Footscray has a burgeoning reputation for inexpensive ethnic dining. In the 1998 Cheap Eats Guide, it has been rated as one of the ten best food experiences in Melbourne. Also in 1998, *The Goods - a new guide to Melbourne's best food shops* - features fifteen Footscray establishments - more than Victoria Street in Richmond, Lygon Street in Carlton, or Brunswick Street in Fitzroy.

A promotional leaflet has been produced for Maribyrnong Council, highlighting Footscray Central's best restaurants and fresh food outlets. Council is also undertaking a *Kerbside Cafes* project, which promotes the development of outdoor cafes through the provision of kerb extensions and furniture designs for cafes in Footscray.

However, many of Footscray Central's restaurants currently close early in the evening, as there is little trade. This is believed to be due in part to a perception that Footscray Central is unsafe at night, combined with a lack of car parking close to some of the restaurants. There is also a perception of a lack of diversity among the restaurants and a need for some to raise their standards.

Future strategies

In order to fully capitalise on Footscray's ethnic restaurants:

1. Footscray Business Centre should continue to be marketed as a destination for inexpensive ethnic eating.
2. Wider footpaths should be created to support the *Kerbside Cafes* project.
3. The safety of the public domain at night should be improved.
4. The provision of sufficient and close car parking should be ensured.
5. Retail and hospitality training should be promoted with VUT and the business community in order to develop the diversity and quality of restaurants.

Proposals

Promotion, see page 90

Barkly/Hopkins Street, see page 75
Nicholson Street North, see page 75

The Gateway, see page 79
Ring Road, see page 75
Leeds Street, see page 74
Nicholson Street Mall, see page 74
Station Square, see page 75
Albert Street, see page 74

Car Parking, see page 76

Reinforcing Footscray's Connectivity

INTRODUCTION

Reinforcing Footscray's connectivity is a key strategic goal of the Urban Design Framework. 'Connectivity' refers to the ability to get into, around and out of an area.

Connectivity is essential for economic growth and liveability, and therefore fundamental to the realisation of the vision outlined in chapter 3.

The most important influence on the intensity of activity in an urban area – and thus its economic vitality if it is a retail area, relying on passing trade – is the number and quality of the routes that pass through it. This has always been the case: settlements have historically begun at the intersection of important thoroughfares and successful high streets are always the most connected thoroughfares.

Footscray Business Centre is no different: its connectivity is fundamental to economic success. In order to compete successfully with other shopping centres, Footscray must offer easy access for all modes of movement. At present, many people will not visit the Centre if they cannot get into and around it easily. Some people will drive elsewhere if they cannot find a car park very close to their destination, while others will not walk the short distance from their homes or the university campus to the Centre because of the poor state of the footpaths, a perceived lack of safety or a lack of seating along the way.

Similarly, connectivity is a fundamental factor for most residents and businesses in decisions about where they will locate. The ability to get to another

part of Melbourne quickly and easily for work or play is a major contributor to the standards of liveability demanded in this age of high personal mobility. 'Walkability' is also critical to the Transit Cities concept, both to minimise car use and to maximise access to public transport services.

At a local level, pedestrian connectivity is not only essential for the viability of retail businesses, but also for access to local facilities, and the sense of community and neighbourliness that results from spontaneous social interaction, a by-product primarily of pedestrian activity – both major contributors to livability. In particular, Footscray Central currently contains two vastly underutilised recreational resources – the riverside and Footscray park – both of which suffer from a lack of connection with the community.

Further, the provision of local bus services has not kept pace with urban development, and many people now live beyond convenient walking distance of any form of public transport.

Modes of Movement

Most modes of movement – pedestrians, cars, cyclists, trams, buses, taxis, mobility impaired people, delivery vehicles and trucks – use the street network, and indeed compete with each other for space on it. Reinforcing connectivity therefore means finding the right **balance** of support for each mode of movement.

However, streets also provide for other activities, such as car parking, resting, people-watching, outdoor eating, talking, and playing games. Indeed,

the livability and thus the success of a place have a lot to do with the support it provides for these more static activities, so they must not fall victim to the drive for greater connectivity.

Different parts of urban areas warrant different levels of support for each movement mode, at different times of the day. For instance, in the heart of the Footscray Business Centre, pedestrian and mobility-impaired movement and the more static activities are paramount in order to support retail activity, social interaction and interchange between different modes of public transport. However, at night there is less pedestrian activity, so greater support may be provided for vehicular traffic. Along Geelong Road on the other hand, its strategic importance warrants greater space being given over to modes of movement covering greater distances, such as private cars, trucks and buses.

Therefore, a range of different street types is necessary to optimise the support for connectivity in different locations, including pedestrian-dominated streets, traffic-calmed streets, typical mixed-mode streets and principal traffic routes. The pattern of street types proposed for Footscray Central is illustrated at the end of this section, on page 51.

Despite the dominance of the car in the planning of our urban areas, a large proportion of the community do not have the ability to drive, whether it is because they are too young, too old, disabled or simply not able to afford a car or a separate one for each driving family member. (In 1996, 22.5% of all City of Maribyrnong households did not have a car, and 42.8% more only had one.) So providing for other modes of travel is important for reasons of social inclusion as well as livability. This has been recognised

by the Victorian Government in its vision for 20% of all motorised trips to be undertaken on public transport by the year 2020.

The quality of those means of movement is also critical. If they are uncomfortable or unsafe, or it is unclear how to use them, this will deter potential visitors, residents and employers.

Regional and Local Connectivity

At a regional level, connectivity is primarily a product of proximity to strategic highway and public transport networks. Footscray lies at the hub of a strategic road and public transport network leading further west and south from central Melbourne, and thus has excellent regional connectivity. This does, however, have its drawbacks by attracting heavy truck traffic.

Strategic destinations are arrayed in all directions around Footscray, offering huge benefits for good connectivity with them. Key destinations include:

- central Melbourne and Docklands to the east
- the West Gate Freeway to the south, and the airport and inter-state routes via the Western Ring Road
- Princes Highway and Geelong to the southwest
- the Western Freeway and Ballarat to the west

At a local level, connectivity is largely a result of 'permeability', or the density of routes through an area. Footscray Central enjoys the benefits of a largely uninterrupted nineteenth century gridded street network, bringing with it good permeability. However, the railway lines create a barrier to movement, particularly between the Business Centre and riverside area. Traffic management measures such as street closures and one-way streets have further reduced the permeability of the street network for cars.

In addition the potential connectivity by boat is compromised by the Maribyrnong Rivers' crumbling riverbanks, poor wharves and inappropriate land usage on Melbourne Ports Corporation land on the east bank. Therefore, there is little boating activity and few regular boating services to the Bay and the Yarra River.

In summary, Footscray Central currently benefits from strong connectivity by most forms of movement at most scales. However, improvements can still be made to more fully capitalise on the existing movement infrastructure, particularly in terms of its quality. In addition, there may be benefit in shifting the balance of support given to different users competing for the same street space in certain areas, by adjusting the space allocated to each of them.

Strategies to improve the provision for each mode of movement, and lessen their conflicts with one another, are therefore reviewed below:

- **Pedestrian and Mobility Impaired People**, see page 32
- **Bicycle**, see page 36
- **Car**, see page 38

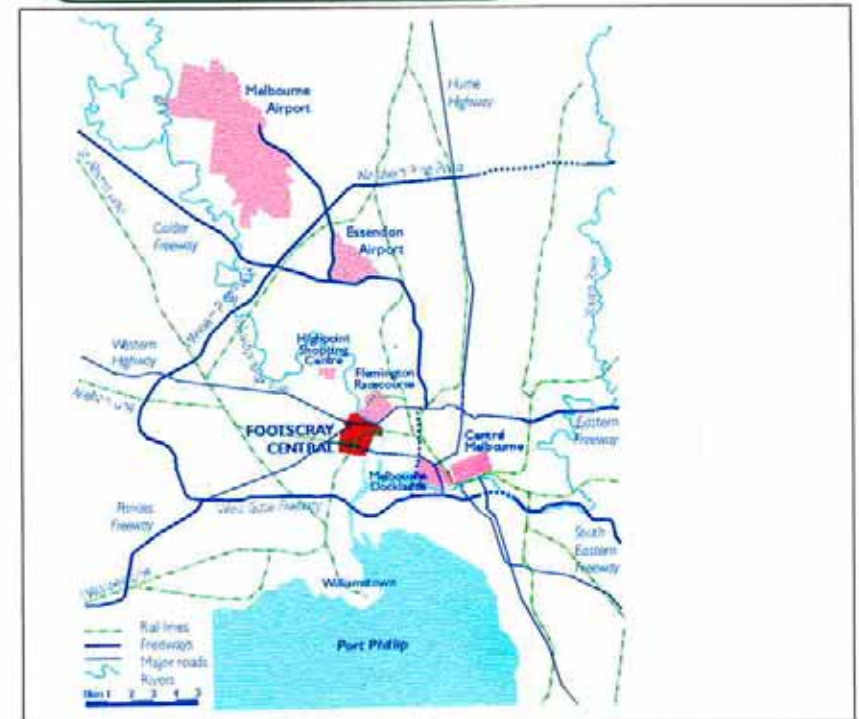
The ability to understand how to use a movement network is also fundamental to connectivity. This is known as 'intelligibility' and is supported by:

- **Spatial Integration**, see page 46
- **Legibility**, see page 48
- **Signage**, see page 50
- **Taxi**, see page 42
- **Delivery Vehicle**, see page 42
- **Tram**, see page 43
- **Boat**, see page 44
- **Truck**, see page 44
- **Rail**, see page 40
- **Bus**, see page 41

Permeability

Permeability is the density of routes through an area. Its benefits are:

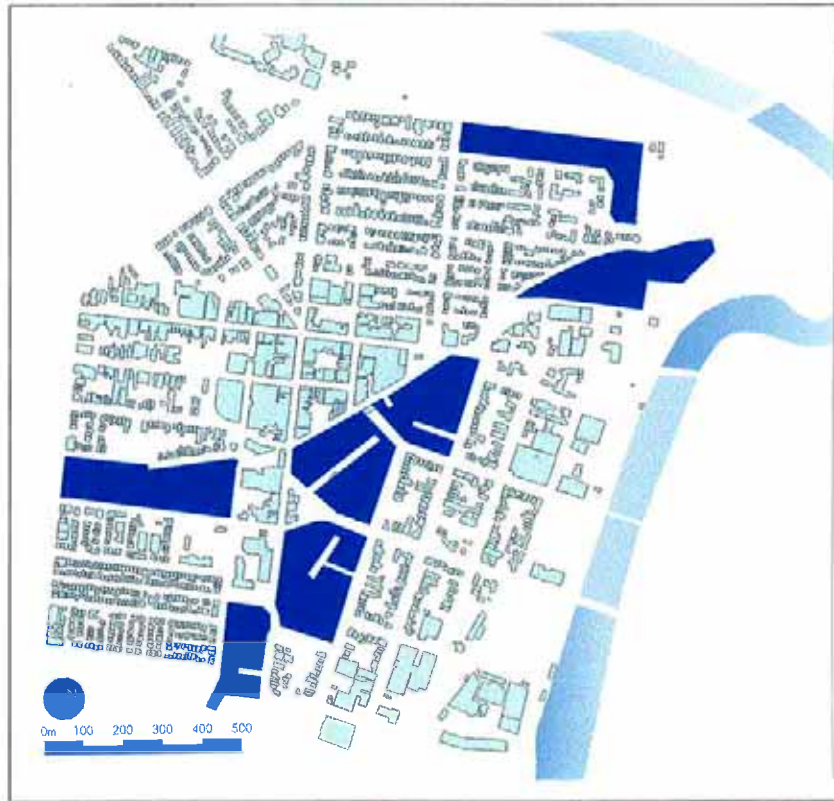
- A choice of routes, often of different types
- Good distribution of traffic, resulting in less need for segregation
- Perceived connectivity, through the ability to see from one junction to the next
- A greater interface between the public domain and private space, maximising access to the street network and the potential active frontage



Current Situation

FOOT & WHEELCHAIR

The street network in Footscray Central offers a high degree of connectivity for the pedestrian and mobility-impaired (hereafter referred to jointly as pedestrians, for ease of communication). The traditional orthogonal street grid creates a highly permeable public domain. That permeability is improved by mid-block routes but lessened where large blocks¹ are created – either through large landholdings, such as VUT and TAFE, or where railway lines limit street crossings. This is illustrated in the diagram below.



Footscray Station Walkable Neighbourhood

Along the river, the Maribyrnong Valley Shared Pathway Network provides a nearly complete leisure route.

The high degree of potential pedestrian connectivity is confirmed by the diagram above, which illustrates the 'walkable neighbourhood' centred on the railway station. The distances that can potentially be comfortably reached in five or ten minutes by foot reach nearly as far as the ideal walking distance. Indeed, 16% of visitors to the District Centre surveyed in mid 1996 walked to the

centre², although this may be influenced by the low car ownership in the area.

The potential walking distances take no account of the quality of the routes themselves, however, or factors that delay progress. The diagram opposite indicates those routes or points where pedestrian movement is deterred or delayed, including:

- signalled pedestrian crossings

Impermeable blocks

¹ A block is a set of adjoining land parcels bounded by streets on all sides

² 1996 Footscray District Centre Exit Study

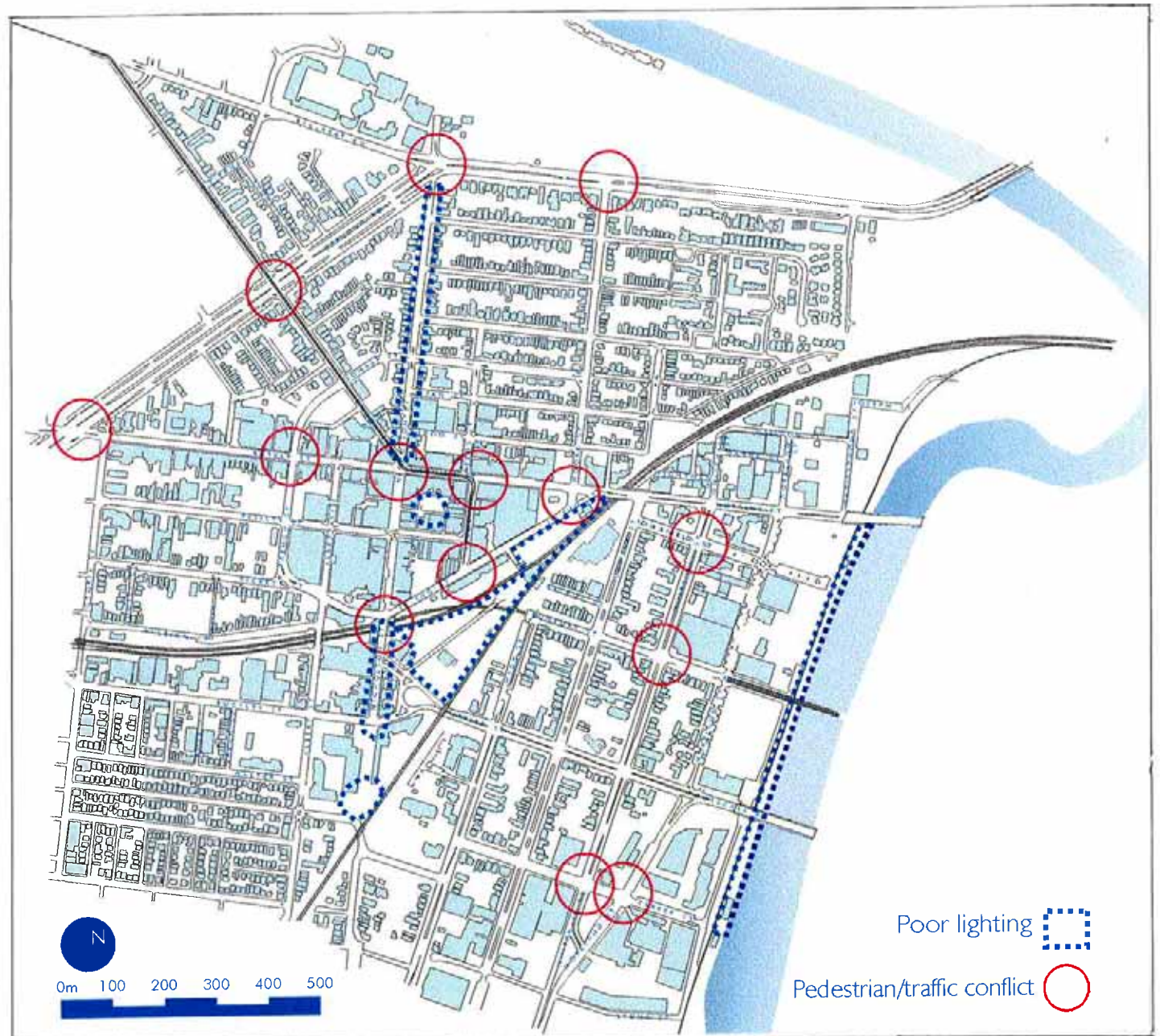
Walkable Neighbourhoods

A 'walkable neighbourhood' is the walking catchment of a particular destination – in other words, the area from which it is possible to comfortably walk to that destination. While the distance that people will happily walk varies, the rule of thumb used is that most will walk for five minutes - or roughly 400 metres, and many will walk for ten - or 800 metres, yielding two zones in the walkable neighbourhood.

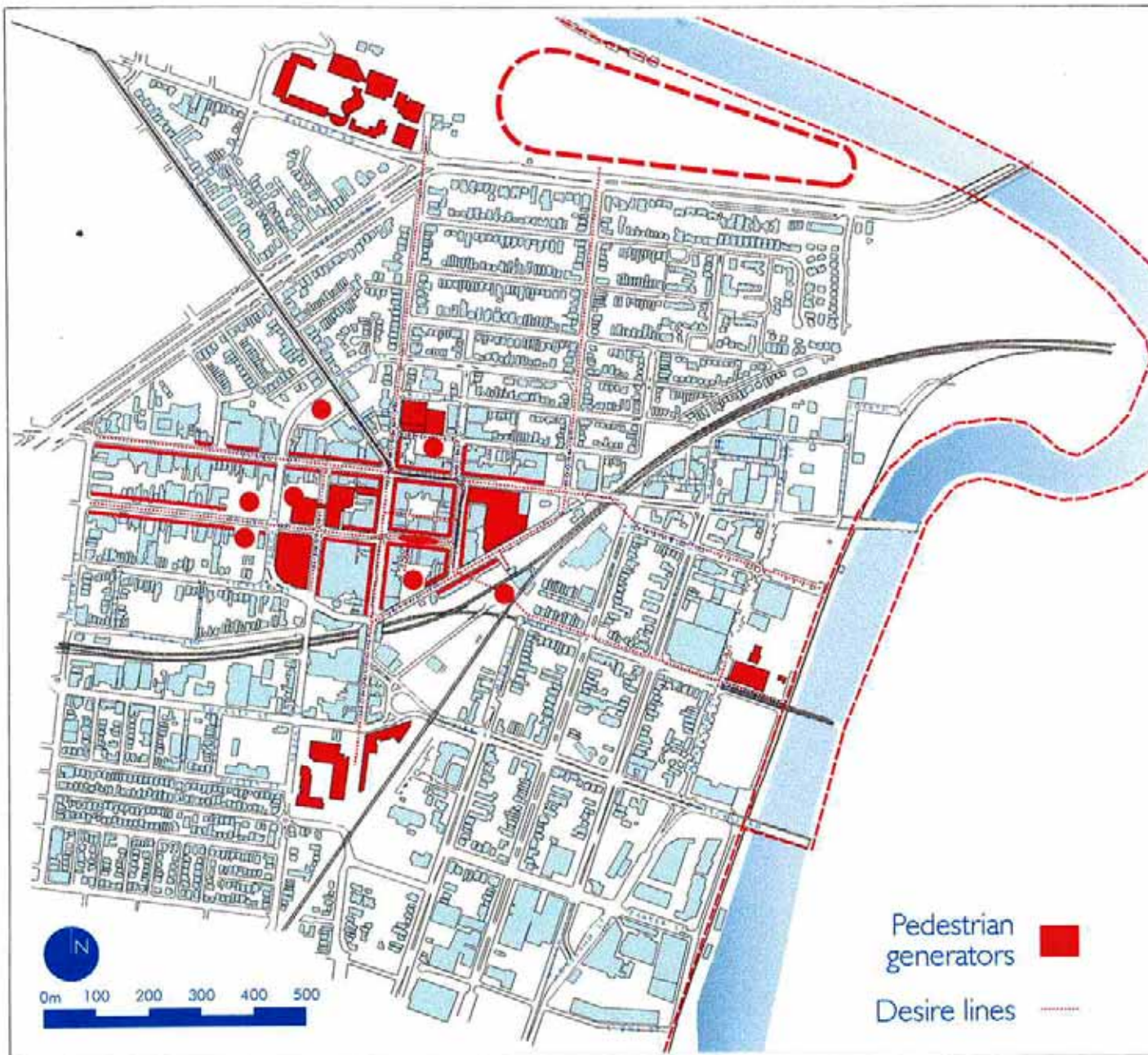
Walkable neighbourhoods are determined in three steps:

1. Measuring 400 and 800 metres along each combination of street alignments leading away from the destination – the **potential** walkable neighbourhood.
2. Omitting any streets that are perceived to deter pedestrian movement by being unsafe, difficult or unattractive. (Safety and attractiveness are dealt with in the next section, on pages 54 and 56.)
3. Reducing the distances that can be comfortably travelled within the time to account for specific delays such as light-controlled crossings, to yield the **actual** walkable neighbourhood.

The degree of pedestrian connectivity of an area can be simply assessed by comparing the **actual** walkable neighbourhood determined as above, with the **ideal** walkable neighbourhood represented by circles of 400 and 800 metre radius centred on the destination. Comparing the **actual** walkable neighbourhood with the **potential** walkable neighbourhood – the distances that could be walked in the time were it not for deterrents or delays - helps to identify the areas in which improvements to the pedestrian network may have the greatest benefit.



Pedestrian delays and deterrents



Key pedestrian generators

- traffic dominated streets, exacerbated in some cases by narrow footpaths which place pedestrians close to moving traffic
- streets that are perceived to be unsafe
- steep streets – notably Bunbury Street east of Moreland Street and the railway station footbridge
- barriers – notably the Maribyrnong Goods Line
- lack of seating – notably between the Westhaven Community Centre and the Business Centre

In addition, the following general factors reduce connectivity for pedestrians:

- uneven and damaged footpaths
- poor definition of crossing points, including lack of dropped kerbs
- narrow footpaths
- general perception of insecurity at night
- lack of provision for mobility impaired people accessing public transport
- lack of signage (see page 50)

The City of Maribyrnong has the fifth worst record of pedestrian road accidents in Victoria. Within Maribyrnong, the intersection of Albert and Buckley Streets had the fourth highest number of accidents in 1997, that of Napier and Whitehall Streets had the equal fifth highest and those of Droop Street with Ballarat and Geelong Roads were the equal seventeenth highest.

Pedestrian movement within the Business Centre is concentrated by certain facilities, including retail outlets

such as Forges, the Market and Bi-low, and transport nodes such as car parks, the railway station and Paisley Street bus stops. 16% of bus passengers at Paisley Street interchange with the train, a further 2% interchange with the tram, and another 54% walk there.

The adjacent diagram indicates the key 'pedestrian generators' - the uses that attract greatest pedestrian activity. These include:

- shops
- community facilities
- the railway station
- car parks
- bus stops
- VUT university & TAFE campuses
- the Riverside Arts Precinct
- riverside leisure routes on both banks

Footscray Park is also included as it is of sufficient public relevance to suggest that - if it were functioning properly - it should generate significant pedestrian activity.

The routes between these 'pedestrian generators' thus represent key pedestrian 'desire lines'. Some of these routes are dominated by motorised vehicles, despite high pedestrian flows.

Access for pedestrians to these locations and along the riverside is poor, largely due to a combination of the poor state of the footpaths and perceived lack of safety.

Future Strategies

In order to reinforce pedestrian and mobility impaired connectivity:

1. New routes should be created across the larger blocks where possible.
2. The Maribyrnong Valley Shared Pathway should be completed as a priority.
3. Improvements should be made to pedestrian crossings where possible, particularly where they form part of key pedestrian desire lines and currently experience significant delay.
4. The balance of traffic-dominated streets should be shifted towards the pedestrian where they form part of key pedestrian desire lines, by widening footpaths and slowing traffic - for instance by introducing kerbside car parking which also forms a barrier between pedestrians and the traffic.
5. Alternative routes should be created for mobility-impaired people where the streets are steep, and footbridges with a sub-standard gradient should be replaced.
6. Barriers to pedestrian movement - such as the Maribyrnong Goods Line - should be minimised where possible.
7. All footpaths - particularly those on key pedestrian desire lines - should be improved where they have inadequate width or damaged surfaces.

(Note: public transport is dealt with below, and safety and seating are dealt with in the next section, on pages 54 and 58)

Proposals

University Quarter, see page 78

Station Square, see page 75

Ring Road, see page 75

Waterside Precinct, see page 75

Barkly/Hopkins Street, see page 75

Station Square, see page 75

Footscray Park, see page 76

University Quarter, see page 78

Intersection Improvements, see page 77

Barkly/Hopkins Street, see page 75

Nicholson Street Mall, see page 74

Nicholson Street, see page 74

Leeds Street, see page 74

Riverside Arts Precinct, see page 77

Station Square, see page 75

Waterside Precinct, see page 75



Riverside Trail

Current Situation

BICYCLE

Cycling is a space-efficient and environmentally friendly mode of movement, and should therefore be encouraged in congested urban environments such as Footscray Central.

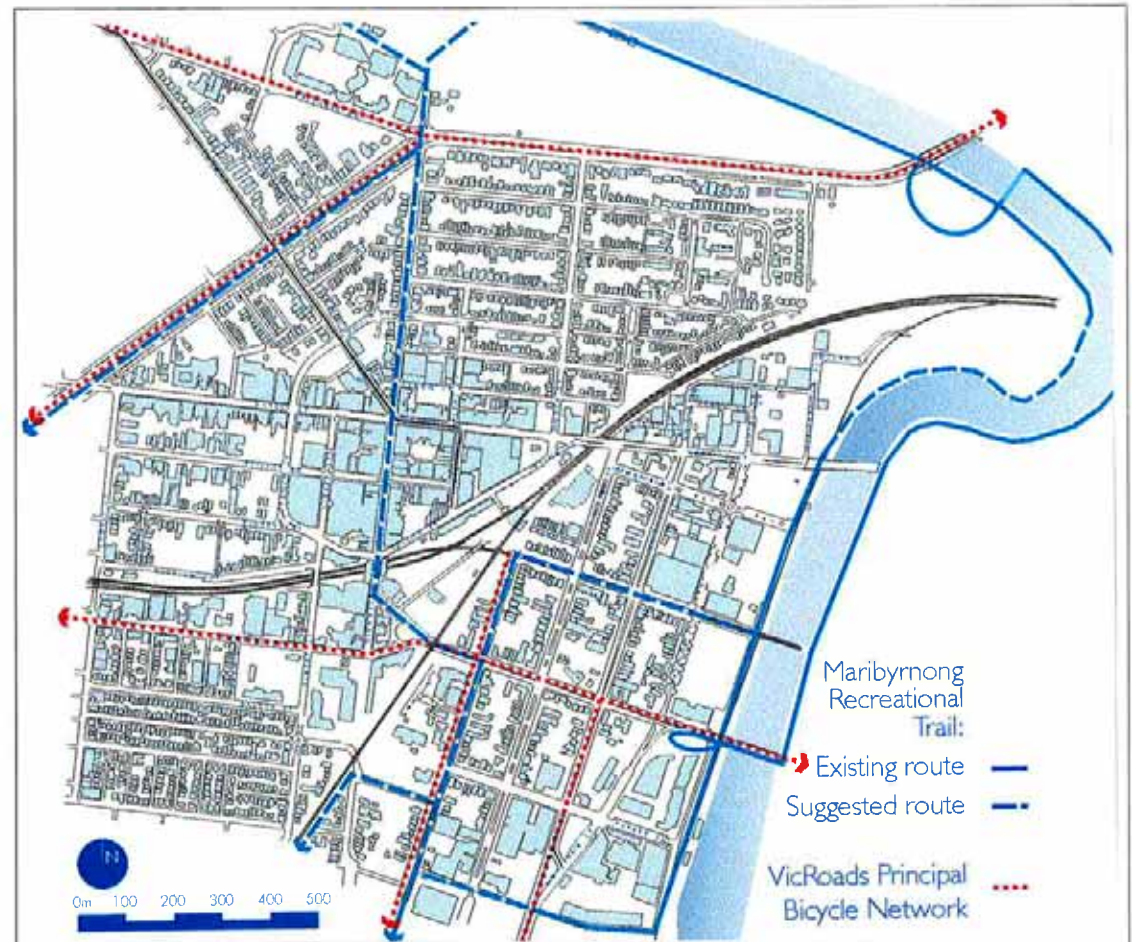
Cycling is used as a mode of transport for three primary reasons:

1. Commuting, particularly between surrounding residential areas outside of the City of Maribyrnong – including Kensington to the northeast - and the Business Centre and railway station
2. Leisure trips, particularly along the riverside
3. Trips to university or college, since many students cannot afford a car but are willing to cycle - particularly relevant following the merger of VUT and the West Melbourne Institute of TAFE, which may result in a need for students to travel between the Footscray university and college campuses

The only *strategic* cycle connections through Footscray Central are those established by the City of Maribyrnong's Recreational Trail Network, which forms part of the Round the Bay Trail. Additional routes are currently suggested as part of that, and the VicRoads' Principal Bicycle Network – currently under review - as shown on the adjacent diagram.

VicRoads' route across Shepherd Bridge is uninviting, requiring cyclists to battle with larger motorised road users. Much of the City of Maribyrnong Network remains incomplete - or requires upgrading.

East of the Maribyrnong River, cycle routes run along Footscray Road and Dynon Road east of Kensington



Strategic cycle connections

Road. No direct cycle connections are provided or currently suggested between the Business Centre and surrounding residential areas to the west – Maidstone - or northeast - Kensington.

Footscray Central's street network provides a high degree of local connectivity for cycle movement. The quieter residential streets present an ideal opportunity for cycling. However, the more direct routes usually carry more vehicular traffic, requiring cyclists to compete with other street users. Many of these streets - such as Barkly/ Hopkins Street, Irving Street and Moore Street south of Donald Street - do not have sufficient width to accommodate a dedicated cycle lane. However, others have the potential to be reconfigured to provide a dedicated route for cyclists.

Few cycle racks are currently provided within the area.

Future Strategies

In order to reinforce cycle connectivity:

1. The riverside cycle route should be completed, as a priority.
2. At the strategic level, additional dedicated cycle routes should be proposed for VicRoads' Principal Bicycle Network linking Footscray Business Centre with Maidstone and Kensington.
3. A dedicated lane should be provided for cyclists on Hopetoun and Shepherd Bridges.
4. A local cycle network of dedicated cycle lanes and traffic signal phasing should be developed on key direct routes, linking the Business Centre with strategic routes and other key destinations and residential areas.
5. Secure and sheltered cycle racks should be provided at key locations, particularly the railway station.
6. Footscray and in particular the Maribymong River should be promoted as a cycling area, for instance through advertisements in the Bicycle Victoria magazine.

Proposals

Waterside Precinct, see page 75

Cycle Network, see page 77

Cycle Network, see page 77

Cycle Network, see page 77

Cycle Network, see page 77

Current Situation

CAR

Despite the global and local environmental imperatives to encourage less energy-consuming and polluting modes of movement, it is believed that good car connectivity is essential to attracting people to visit, live and set up business in Footscray Central. Almost 50% of visitors to the Footscray District Centre surveyed in mid 1996 arrived by car³. Good car connectivity requires easy accessibility into and out of the area, and the ability to permeate through the area and find parking spaces easily.

In *strategic* terms, Footscray Central contains a number of important highways, providing excellent accessibility into the study area by car. These are highlighted by direct connections to:

- central Melbourne, via Dynon Road
- Docklands, via Footscray Road
- the airport and major inter- and intra-state routes via the Western Ring Road and West Gate Freeway, a short distance to the south
- Geelong, via the Princes Highway (Geelong Road)
- Ballarat, via the Western Highway (Ballarat Road)

Good support is provided for these routes by the road infrastructure, with the exception of Hopkins/Barkly and Napier/Buckley Streets, which are slowed by a combination of other forms of movement and lower grade roads, and the Moore and Hopkins Street intersection, which generates significant queuing along Moore Street at peak times.

At a *local* level, Footscray Central has a highly connective street network. However, not all of this is available for car movement. In particular, the main retail core south of Barkly/Hopkins Streets and west of Leeds Street offers

limited connectivity for cars, as it is not possible to drive through Albert Street or Nicholson Street from Barkly Street or Paisley Street from Donald Street. This creates a 'fortress-like' impression, and acts as a deterrent to those wishing to visit shops in Nicholson Street Mall, Albert Street or Paisley Street, particularly visitors unfamiliar with the centre who may be unable to find the shop via a different route.

Since the southern section of the Nicholson Street Mall was reopened for one-way northbound traffic in 1997, a number of additional retail outlets have opened up.

Maribyrnong Street is also closed to traffic in front of the Footscray Community Arts Centre, reducing connectivity along the riverside.

By contrast, the sections of the ring road formed by Donald Street are underutilised. Traffic volumes in the afternoon peak period on Donald Street between Droop and Moore Streets are currently less than 300 vehicles per hour westbound and less than 200 vehicles per hour eastbound. These volumes are easily accommodated within a single traffic lane for each direction and are compatible with adjacent long-term parking in either parallel or angled configuration.

The Napier Street roundabout is an unnecessarily large intersection treatment. Its peak direction peak period traffic flow is approximately 700 vehicles per hour and the link from the roundabout to Nicholson Street carries less than 200 vehicles per hour. These traffic volumes are such that the roundabout can be removed and a T-intersection used for the link to Nicholson Street.

Consumers value free car parking highly, and ample free car parking is currently provided in the Business Centre. Indeed, 73% of visitors to the District Centre surveyed

in mid 1996 indicated that it was easy to find a park⁴.

However, while the kerbside parking and ground level parking lots are heavily used, the upper level parking decks are vastly underutilised. Two surveys carried out in mid 1996 indicate the pattern of occupancy represented in the adjacent table.

The low occupancy of upper level car parks is believed to be due to a number of reasons, including difficult access – particularly given the restrictions placed on cars in the retail core noted above, poor signage and legibility, a perceived lack of safety, and simply choice.

It is also believed, however, that a proportion of the central ground level car parking is taken up by traders, who move their cars during the day to avoid fines. There are times, therefore, when potential customers cannot find a car park at ground level, and many of them will drive away rather than use the upper level spaces.

Car Park	Occupancy (%) ⁵		Proportion of total (%)
	Average	Peak	
Kerbside	nearly 100	100	15
Forges, Paisley/French & Pickett ground level	90	-	-
French/Pickett ground level	60	-	-
Forges rooftop	60	-	9
Footscray Plaza	less than 55	59	12
Bi-Lo	-	-	19
Market	-	-	19

⁴ 1996 Footscray District Centre Exit Study

⁵ 1996 Footscray Business Centre Revitalisation Project

⁶ 1996 Footscray District Centre Exit Study

³ 1996 Footscray District Centre Exit Study

Future Strategies

A range of different parking restrictions apply within the Business Centre, requiring a plethora of signs and creating confusion amongst shoppers.

Ample commuter car parking is also provided by the Public Transport Corporation on Irving and Hyde Streets. The Irving Street car park is also used by shoppers, and the southern end of the Hyde Street car park has a poor perception of safety, as it is hidden behind buildings.

A survey carried out in November 1997 around the proposed Saltwater Crossing area indicated a peak occupancy of existing kerbside parking at around 55%. Some of the remaining capacity will be taken up by students at the Docklands Design College, customers of the proposed restaurant and cafe, and increased visitors to the Footscray Arts Centre. However, the demand of these users occurs primarily at different times – during the day, night and weekend respectively - therefore it is expected that there will still be kerbside parking available most of the time.

In order to reinforce car connectivity:

1. The creation of an additional left turn slip lane from Moore Street into Hopkins Street should be considered to improve the capacity of the intersection.
2. Access should be provided allowing cars to enter Albert and/or Nicholson Street from Barkly Street and Paisley Street from French Street.
3. The Napier Street roundabout should be replaced by a simpler junction, and the remaining land sold for development.
4. Maribyrnong Street should be opened to traffic in front of the Footscray Community Arts Centre.
5. The provision of kerbside parking should be maximised within and along the ring road, and along Barkly and Paisley Streets to the west.
6. The clearway on Barkly/Hopkins Street should be removed to allow the provision of kerbside parking all day, at the same time supporting its role as the principal shopping spine by allowing a more pedestrian-friendly quality of 'gentle chaos' to be created by, for instance, cars pulling out into traffic allowing pedestrians to cross the street.
7. All kerbside parking within the ring road should be restricted to 1 1/2 P or less during retail hours, to discourage traders using it for all day parking.
8. A simple parking zone should be created within the ring road, with parking restrictions indicated by signs at all entrances to the area and simply painted on the road as a reminder within the area.
9. Upper level car parks should be improved by enhanced access, directional and space counter signage, lighting and other environmental improvements.

Proposals

Intersection Improvements, see page 77

Nicholson Street Mall, see page 74

Albert Street, see page 74

Car Parking, see page 77

Railway Reserve Redevelopment, see page 79

Waterside Precinct, see page 75

Car Parking, see page 76

Barkly/Hopkins Street, see page 75

Car Parking, see page 76

Car Parking, see page 76

Car Parking, see page 76

RAIL

Current situation

Rail services present one of Footscray Central's greatest assets. Lying at the confluence of two major passenger railway lines, each splitting into two further routes beyond Footscray, it offers city-bound services every six minutes at peak times. It is the second busiest bus-rail interchange according to a recent Department of Infrastructure modal interchange study - and the fourth busiest railway station in metropolitan Melbourne.

In addition, two freight lines run through the study area, leading to the Melbourne and Dynon Road Freight Terminals.

Rail patronage is also supported by extensive commuter car parking and an adjacent tram terminus and taxi rank.

However, the station environment suffers from a number of problems. It is hidden behind a row of shops on Irving Street, contributing to incidences of vandalism, graffiti and drug-taking and a perception of insecurity. The shops and dual platform nature of the station combine to create confusion for unfamiliar passengers, exacerbated by a lack of adequate signage. Arriving or passing passengers are presented with an uninviting image of the backs of the shops. The footbridge is too steep for mobility-impaired people, and lacks shelter. Access to buses is made difficult by insufficient waiting space on Irving Street, and the need to cross it to reach the buses in Paisley Street.

While there is a well-established residential precinct to the south-east of the station, there is currently little other residential or office development capitalising on the high level of access – particularly to central Melbourne - that rail services provide.

In 2001, the City of Maribyrnong initiated the Footscray Station Precinct Redevelopment study, to provide a preliminary assessment of the broader issues and needs of the Footscray Station precinct and specifically, the likely requirements of the redevelopment site and the opportunities it may present in meeting these needs.

Although the proposal to establish a new rail link between central Melbourne and the Tullamarine Airport has been put

on hold, one of the options considered runs through Footscray Central and could include a stop at Footscray Station. This would bring enormous economic benefits to the local area by encouraging:

- the development of Footscray as a second tier office node (behind central Melbourne)
- the development of Footscray as an accommodation hub
- other real estate development at the train station

A Footscray stop on the proposed airport rail link would increase the attractiveness of Footscray to businesses that value rapid access to the airport and Melbourne CBD. It is envisaged that some firms - particularly those with a presence in the western region of Melbourne - would place a high

value on office space in a location that enables easy access to the airport and CBD at a low cost by comparison with the CBD. These factors alone may not entice the head offices of international firms to locate in Footscray (as they often require a prestigious address), but may attract the 'back offices' of large firms or the head offices of smaller firms.

The rail connection would also increase the attractiveness of Footscray to developers and operators of accommodation facilities. Rapid access to the airport and CBD and low land cost compared with the CBD could trigger accommodation development near the station.

Other real estate development at the train station that could be made feasible by a stop on the airport rail link includes retail and visitor facilities such as car rental services.

Future Strategies

In order to reinforce rail connectivity:

1. The area in front of the station should be opened up, enabling visibility of both entrances from the southern end of Leeds Street, to increase its legibility and safety.
2. Ask government to examine the proposed airport rail link through and stopping at Footscray Central on the basis of local economic regeneration.
3. Improved signage and a shared public transport information point should be provided.
4. The footbridge should be replaced, and disabled standard ramps and a degree of shelter from the weather provided.
5. The pedestrian crossing at Leeds Street should be enhanced.
6. A landmark feature should be created adjacent to the station, to mark its location from a distance.
7. Residential and/or commercial uses should be encouraged around the station and car parking relocated to McNab Avenue.

Proposals

[Station Square](#), see page 75

[Station Square](#), see page 75

[Station Square](#), see page 75

[Station Square](#), see page 75

[Station Square](#), see page 75

[Station Square](#), see page 75

Current Situation

A large number of bus services converge on Footscray Central, providing another important layer in its web of connectivity. As mentioned, it is the second busiest rail-bus interchange in metropolitan Melbourne.

Eight of the thirteen bus routes terminate in Paisley Street – where dedicated stops are provided for each route – creating a central interchange at the heart of the Business Centre. Research conducted by the Department of Infrastructure has revealed that passengers prefer this location to one nearer to the railway station. Indeed, their primary concerns are safety, shelter and seating.

Limited information is provided about bus services. It is also believed that the idling buses adversely affect the businesses in Paisley Street, through visual obstruction, noise and fumes.

One of the bus routes that passes through Footscray utilises low-floor buses now and all new buses will be low floor.

There is currently very limited use of the Paisley Street bus stops after 7.00pm.

Bus services also provide good penetration of the rest of Footscray Central.

Future Strategies

In order to reinforce bus connectivity:

1. Better information on bus services should be provided, preferably combined with information on other public transport services, shops and amenities in the Business Centre.

In addition:

2. No bus layovers should be allowed on streets within the ring road; instead they should be encouraged to use Irving Street or a location further out of the Centre.
3. The bus stops on Paisley Street should be consolidated into a shorter length of shared stops, those not needed replaced with car parking, and car parking allowed in the remaining stops after hours.

Proposals

Station Square, see page 75

Car Parking, see page 76

BUS



Paisley Street bus stops

TAXI

Current Situation	Future Strategies	Proposals
<p>Taxi services are currently provided at ranks in Leeds (4 bays), and Paisley Streets (5 bays), providing good access for shoppers and bus and tram passengers.</p>	<p>In order to reinforce taxi connectivity:</p> <ol style="list-style-type: none"> 1. The Leeds Street taxi rank should be moved to a location directly outside the railway station as part of the development of Station Square. 	<p>Station Square, see page 75</p>

DELIVERY VEHICLE

Current Situation	Future Strategy	Proposals
<p>Delivery vehicles are essential for traders, thus their connectivity is important for economic growth.</p> <p>Loading zones are currently provided extensively throughout the Business Centre.</p> <p>Studies into delivery vehicle movements in the Business Centre have been undertaken in the past, and some improvements implemented through road widenings and corner treatments. However, loading still causes congestion in certain locations - notably on Irving Street for Footscray Market - and requires the provision of loading bays in valuable kerbside locations that lie empty for much of the time. Indeed, the majority of loading should occur before trading hours.</p>	<p>In order to reinforce overall connectivity:</p> <ol style="list-style-type: none"> 1. A 15 minute limit should be applied - and enforced - to all loading zones after 10am, and the number of them available during trading hours minimised by replacing some with car parking between 10am and 5pm. 2. A By-Law should be issued to allow double-parking at certain times in the day for a maximum of five minutes while actually loading or unloading, in particular (low traffic volume) streets without rear access. 3. New development should be required to provide loading bays at the rear of buildings, in the middle of the block. 	<p>Car Parking, see page 76</p> <p>Car Parking, see page 76</p> <p>All development opportunities, from page 74</p>

Current Situation

Tram route 82 from Moonee Ponds terminates in Leeds Street, near Footscray Station. Its route passes through Droop and Barkly Streets, ensuring excellent penetration of the Business Centre and thus both a high profile and direct access for shoppers, traders and rail or bus users. It also runs near to, but not quite to the centre of a number of key sources of potential patronage, including VUT's university campus on Ballarat Road, Highpoint Shopping Centre, and the new residential developments in the north of the municipality.

Tram 82 is one of the few tram routes in Melbourne that does not run to or through central Melbourne. Its patronage levels are currently poor, and only 3% of passengers interchanged with rail services in March/April 1998. However, while it does not play a major role in the connectivity of Footscray Central, it provides an alternative mode of movement and links the Station and Business Centre with the residential and retail growth in the north of the municipality.

In Footscray Business Centre, the tram route causes conflict for other street users in Leeds Street. Trams turning from Leeds Street into Barkly Street underhang the stop line for vehicles; buses and trucks have difficulty turning into the southern end of Leeds Street while the tram is at its terminus; and trams add to the general level of congestion in that street – which also includes taxis and loading zones.

Future Strategies

In order to reinforce overall connectivity:

1. A review of the tram route north of Footscray Central should be promoted, to investigate its potential to run nearer to key sources of potential patronage.
2. VUT's suggested development on the south side of Ballarat Road should be required to incorporate direct access to tram stops on Droop Street.
3. As patronage increases, the extension of the tram route to the proposed space in front of the station (see page 40) should be considered.
4. The extension of the tram route along Footscray Road to Docklands and the central Melbourne should be promoted.

Proposals

University Quarter, see page 78

Nicholson Street Mall, see page 74
Leeds Street, see page 74



Droop Street tram terminus

Current Situation

BOAT

The Maribymong River has great potential as a transport corridor, however it has been little used since the decline of the river as a goods conduit.

Blackbird River Cruises offer trips upriver to Canning Street Bridge in Avondale Heights, downriver to Breakwater Pier in Williamstown, and up the Yarra as far as Walmer Street footbridge, at Abbotsford. However, the West's poor image combined with poor marketing and facilities ensures a limited supply of customers.

The potential for commuter services is limited by the low demand for or indirectness of its potential routes, to Williamstown and Port Phillip Bay, Docklands, Southbank and the CBD via the Yarra, and northwest Melbourne upstream.

There is currently little private boating.

Future Strategies

In order to reinforce boat connectivity:

1. The development of the riverside should be promoted, particularly for river-related uses.
2. Provision should be made for public and private mooring facilities.
3. Footscray Wharves should be reconstructed south of Hopkins Street (Hopetoun Bridge).

Proposals

Footscray Wharves, see page 78

Waterside Precinct, see page 75

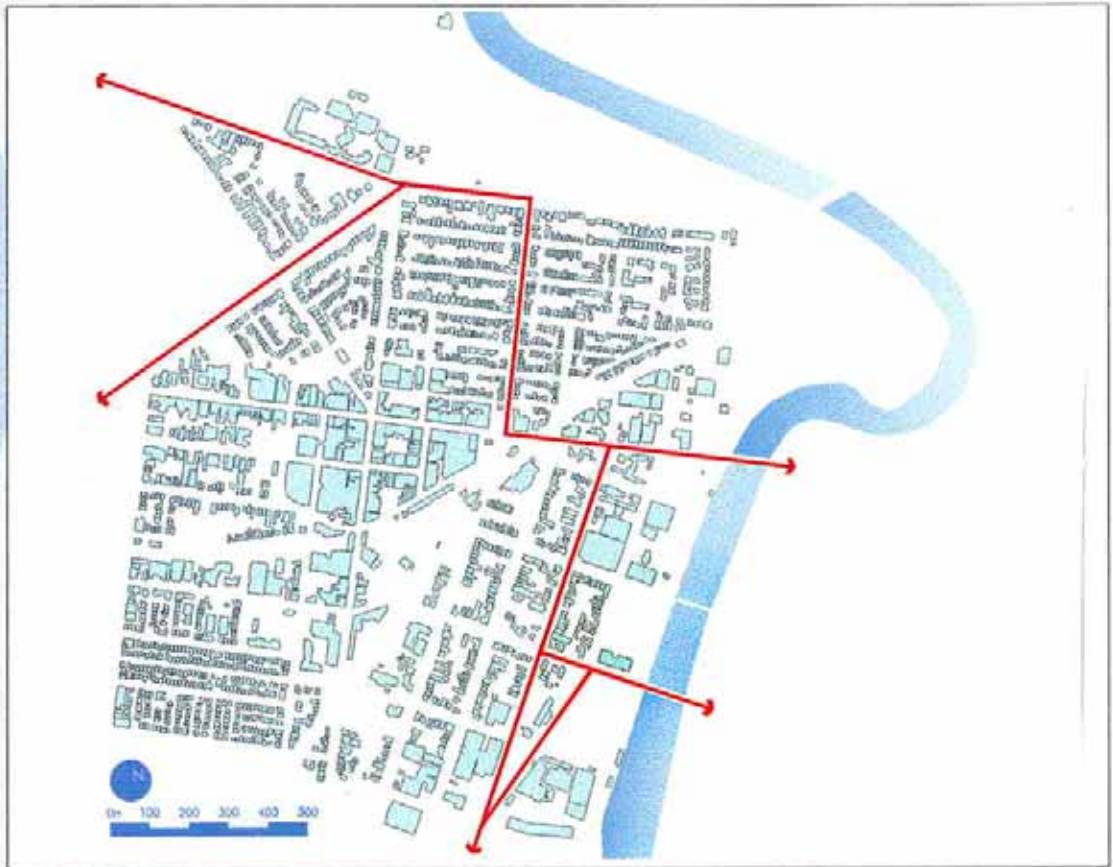
Waterside Precinct, see page 75

Current Situation

TRUCK

Origin and Destination surveys carried out for VicRoads by GHD in 1993 indicate that a significant proportion of truck traffic on the major arterial roads in and around Footscray - such as Docklands Highway, Geelong Road and Dynon Road - is through traffic (up to 62% depending upon which combination of origin and destination points are used). However, when considering the routes through the centre of Footscray - such as Barkly Street, Hopkins Street and Buckley Street - the proportion of through traffic is quite low (generally less than 15% depending upon which combination of origin and destination points are used).

These results are consistent with a survey carried out by TTM in 1990, using a smaller area than the GHD survey. The TTM survey indicated that 77% of truck traffic



Principal truck routes

Future Strategies

entering or leaving the area bounded by Moore, Donald, Barkly, Victoria, Buckley, Nicholson and Irving Streets had either a local origin or destination. Therefore, truck connectivity is important for the needs of local businesses and thus economic growth. This is particularly the case west of Footscray Business Centre, where many businesses exist with road transport requirements.

Footscray Central offers good connectivity for trucks, principally via the Dynon Road, Ballarat Road and Docklands Highway (Footscray Road, Moreland Street and Whitehall Street) arterial routes, linked by Moore and Whitehall Streets. These routes also service a major part of Victoria's transport-related industries and distribution centres, including the ports.

Truck traffic causes a significant adverse impact in Footscray Central where it travels through residential or retail areas. This is most notable in Moore and Hopkins Streets, but also occurs in Whitehall Street north of Napier Street, Irving Street and Nicholson Street north of Buckley Street, and Ballarat and Geelong Roads. Queuing trucks also adversely affect the riverside environment south of Footscray Road.

Alternative truck routes do not currently exist for Moore Street and Hopkins Street east of Moore Street, and our research indicates that the replacement of this connection is at least extremely difficult, if not impossible. However, Sims Street and the South Dynon railyards link road both have the potential to link Dynon Road with Docklands Highway east of the Maribymong River, and thus reduce truck traffic in Whitehall Street north of Napier Street.

In order to minimise the negative effects of truck traffic:

1. The Hopkins / Moore Street intersection should be remodelled to indicate that the western arm leads into a retail strip and thus has a different – and slower - character, encouraging westbound through traffic onto Moore Street.
2. A gradual change in land use should be promoted along Moore Street, to those more compatible with truck traffic.
3. An investigation should be promoted into the possibility of upgrading the intersections at each end of Sims Street, or extending South Dynon railyards link road, to create a fully directional link between Dynon and Footscray Roads - although analysis of the existing Origin and Destination data and the potential for the re-routing of truck traffic suggest that the benefits may be limited.
4. Lyons Street should be upgraded to provide an alternative route for trucks queuing on Maribymong Street.
5. Whitehall Street south of Footscray Road should be designated as an oversize truck route, and higher poles installed.

Proposals

The Gateway, see page 79

Planning Scheme, see page 83

Footscray Wharves, see page 78

Footscray Wharves, see page 78

SPATIAL INTEGRATION

Current Situation

The diagram below illustrates the relative integration values of each link in Footscray Central's spatial network. The coherent patterns formed by the relative integration values support intelligibility. They also illustrate that:

- The highly integrated route of Barkly & Hopkins Streets is reflected in the elongation of the retail core
- The business and community uses, and associated higher densities, tend to correlate with the most integrated east-west routes through the centre of the study area, multiplying the movement flows
- The highly integrated nature of Ballarat and Geelong Roads bring high levels of traffic through residential areas
- Other than along Ballarat and Geelong Roads, residential areas are generally correlated with the more segregated, or less-connected routes, reinforcing their low levels of through movement
- The enclosure beneath Forges car park bridge and privatisation of Nicholson Street through the TAFE campus have reduced through movement along Albert and Nicholson Streets respectively, by increasing the number of changes of direction required to move through them. The enclosure beneath Forges car park bridge has probably contributed to the decline of the retail outlets in Albert Street between Paisley and Irving Streets
- Both Maribyrnong Street and the connections between the business centre and riverside area, other than Hopkins Street, are relatively segregated routes - notably that provided by the railway station footbridge - discouraging movement to the riverside

Future Strategy

In order to reinforce intelligibility, and thus connectivity:

1. New development along Ballarat and Geelong Roads should generally be of a non-residential nature.
2. The visual barriers along naturally busy routes should be removed, to support the uses alongside them.
3. Greater connection should be made between Maribyrnong Street and the streets crossing it.
4. The area around the Station footbridge should be opened up, to support movement to the riverside.
5. The land uses and development densities of new development should generally be required to reinforce the spatial structure through the location of non-residential uses and greater densities and building heights along the more integrated routes.

Proposals

Planning Scheme, see page 83

Albert Street, see page 74
Nicholson Street, see page 74

Waterside Precinct, see page 75

Station Square, see page 75

Planning Scheme, see page 83

Intelligibility

The intelligibility of the movement network, or how easily it can be understood, is a fundamental contributor to connectivity. Three factors can be identified that support intelligibility:

1. Spatial Integration - the degree to which the spatial, use and density patterns provide clues to the level of

connection provided by each street

2. Legibility - the degree to which the built environment provides further assistance by reinforcing the structure of the movement network
3. Signage - the confirmation provided by signs of other directional cues offered by the built environment



Spatial integration

Spatial Integration

Spatial integration is a measure of the connectivity of each link in a spatial network – usually made up of streets and other public spaces – developed by Professor Bill Hillier. It is assessed by counting the number of changes of direction involved in travelling from each link to all of the others in the network. Those links with the lowest average number of changes of direction – or integration value - are the most integrated, and those with the highest values are the most segregated.

Integration values provide an indication of the relative levels of movement generated by the spatial network itself. Most of the movement in a typical street did not originate in it, nor will it terminate there. In fact, most of the movement in a typical street is simply there because that street provides a link in the best route between its origin and destination. Therefore, the amount of movement in a street is largely a result of its connectivity, or usefulness in moving through the network.

Relative integration values therefore indicate which streets are likely to be the busiest, and which are likely to be the quietest, all other factors being equal. The other factors include the patterns of land use, development density and street width, and the attractiveness of the streets themselves, each of which distort the 'natural movement economy' generated by the spatial network, by attracting or deterring movement.

Most urban areas display a high degree of correlation between integration values and land use, density and street width patterns. This is because certain uses tend to gravitate towards busier movement routes – for instance shops and hotels, which rely on passing trade – while others gravitate towards quieter routes – for instance housing. These land uses generate a pattern of land values that is reflected in the density of development across the area – commercial areas located on busy roads tending towards higher land values and development densities. Where street widths are determined in direct response to existing movement flows, they automatically match the pattern of integration values. All of these factors have multiplier effects, magnifying the natural pattern of movement flows.

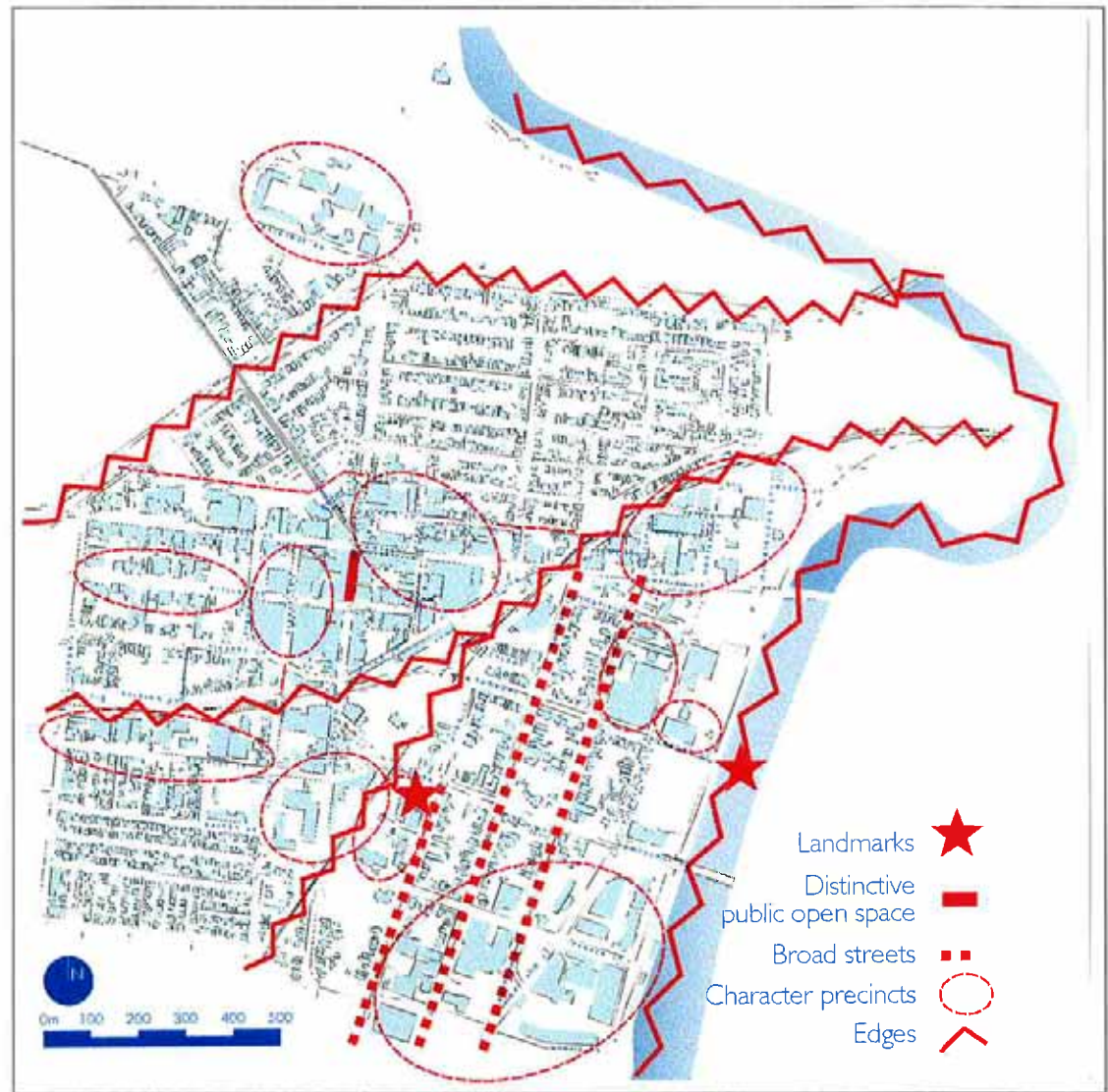
Where the patterns of land use, development density and street width are correlated closely with integration values, they reinforce the intelligibility of an area, by providing clues as to the level of connectivity provided by each street.

Legibility

Legibility is the degree to which the built form of a place provides recognisable cues or memorable features that aid in finding one's way about. In the 1960s, Kevin Lynch identified that the following features of urban environments assist legibility:

- landmark buildings or structures visible from distant vantage points, which have traditionally indicated important or publicly-relevant uses – such as a church – and been located centrally on important routes or nodes in the movement network
- distinctive public open spaces, which often occur at the intersection of important routes thus forming natural places for social interaction – such as a market square
- a variety of broad and narrow street types, whose width is expected to reflect their connectivity (see Spatial Integration above)
- whole precincts with a distinct character; usually due to a common land use or building style
- edges created by natural or artificial elements

These features still valid today. Lynch concluded that a legible place is one in which they are discernible, and can be easily grouped into an overall pattern.



Features that support legibility

Current Situation

Despite the support provided for intelligibility within Footscray Central by the coherent pattern of integration values, it is not a particularly legible environment. The built form does little to assist the ease with which the environment is 'read'.

The following existing features can be identified as supporting legibility:

- Landmarks created by the Bunbury Street railway Bridge and Town Hall
- A distinctive public open space at Nicholson Street Mall
- Noticeably broader streets in Geelong and Ballarat Roads, and Hyde (south of Napier Street), Cowper and Whitehall Streets, and narrow lanes in Chambers and Dalmahoy Streets and Devon Place
- A clear set of character precincts including older and newer residential areas, education and community precincts, a predominantly medical precinct, an area dominated by auto-mechanic and related businesses, industrial and warehousing precincts, and the retail core - itself comprising sub-precincts such as the Barkly Street strip, Asian trading precinct and Albert Street 'big box' strip
- Distinct edges created by the railway lines, Maribymong River and Geelong and Ballarat Roads

Another layer of more subtle features, such as key building uses and distinctive building fronts, provides further support for legibility.

Future Strategy

In order to reinforce legibility:

1. Key landmarks should be made more visible - for instance by removing trees screening the Town Hall - and lit up at night.
2. New landmarks and distinctive public spaces should be created to mark key destinations such as the Business Centre, riverside, Footscray Park and university campus.
3. The character of key streets should be made more distinctive.
4. The entrance to character precincts should be made more distinctive.

Proposals

Waterside Precinct, see page 75

- The Gateway, see page 79
- Nicholson Street Mall, see page 74
- Planning Scheme, see page 83
- Leeds Street, see page 74
- Station Square, see page 75
- Riverside Arts Precinct, see page 77
- Waterside Precinct, see page 75
- Footscray Park, see page 76
- University Quarter, see page 78

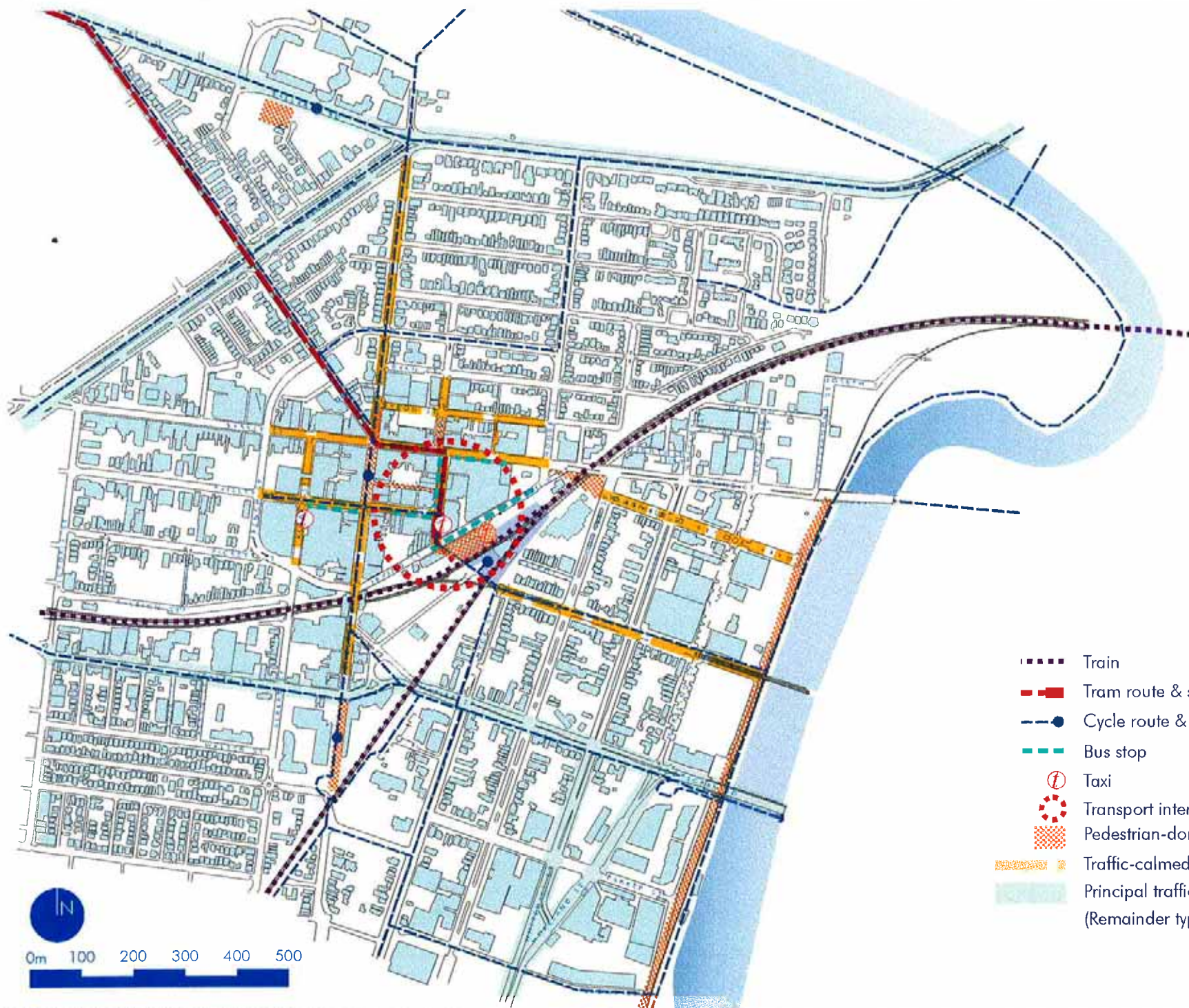
- Barkly/Hopkins Street, see page 75
- Nicholson Street, see page 74
- Leeds Street, see page 74
- Ring Road Development, see page 75
- Waterside Precinct, see page 75

- The Gateway, see page 79
- Waterside Precinct, see page 75
- Footscray Park, see page 76

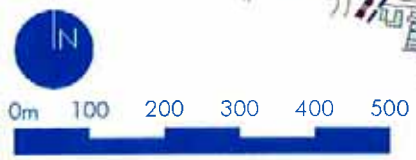
SIGNAGE

Current Situation	Future Strategy	Proposals
<p>Little directional signage is currently provided in Footscray Central. In particular, insufficient signage is provided to:</p> <ul style="list-style-type: none">■ The Business Centre■ Footscray Station■ The riverside and Footscray Community Arts Centre■ Footscray Park■ VUT university campus■ Car parking	<p>In order to reinforce connectivity:</p> <ol style="list-style-type: none">1. New signs should be installed along the primary highways around Footscray, and at each of the following locations, giving directions to and between them:<ul style="list-style-type: none">■ the Business Centre, Station and car parks■ the Maribyrnong River, Footscray Community Arts Centre and riverside trails■ Footscray Park■ VUT university campus	<p>Signage, see page 77</p>

SUMMARY:
A MOVEMENT
FRAMEWORK



- Train
- Tram route & stop
- Cycle route & racks
- - - Bus stop
- Ⓜ Taxi
- ⊙ Transport interchange
- ▨ Pedestrian-dominated space
- ▨ Traffic-calmed street
- ▨ Principal traffic route
(Remainder typical, mixed-mode streets)



Enhancing Footscray's Environment

INTRODUCTION

Currently, Footscray Central's environment is poor - unsafe, unattractive, uncomfortable and so on - which not only reduces its safety and livability for the current community, but mitigates against economic growth by deterring visitors and potential residents and businesses. Consumers value a safe pedestrian environment and comfortable microclimate highly, while most businesspeople and residents place great importance on attractive settings.

An inviting environment is essential in order to realise the vision set out in chapter 2 of this report. 'Environment' refers to the whole of the public domain, including all streets, malls, public open spaces and parks.

Enhancing Footscray's environment is therefore a key strategic goal of this project.

The following aspects, discussed below, are fundamental to an inviting environment:

- Safety, see page 54
- Attractiveness, see page 56
- Amenity, see page 58
- Air and Water Quality, see page 59

Safe Environments

The environment influences the perception of safety in two primary ways: visibility and activity.

The visibility of an environment - or the degree to which people can see into the space around them clearly - influences whether people feel comfortable in that space. It allows them to assure themselves that there are no undesirable people or activities in that environment that might be perceived to place them in danger. Visibility is enhanced by the design of the environment to avoid ill-defined or hidden areas, and the lighting of it to avoid shadowed areas at night. This is particularly relevant in streets; if it is not possible to see from one intersection to the next, whether through the shape of the space or poor lighting, many people will not feel comfortable.

The level of activity in a street or public space also influences the perception of safety. This includes not only the amount of activity in the space itself, but also the activeness of the edges to the space - the degree to which the buildings alongside interact with the space whether through shop or cafe fronts, or simply doors and windows. Most people feel more comfortable in a public space if there are other people in it, or overlooking it from adjacent buildings, unless those people are perceived to be dangerous.

Certain activities, however, are perceived by many people to suggest the potential for unsafety. In particular, evidence of drug-related activity acts as a deterrent to visitors.

Perimeter Blocks

The clear definition of the public domain by active building fronts contributes to the perception of safety in the environment.

The positioning and orientation of buildings to achieve this results in 'perimeter blocks' - a pattern where each building and its front door is aligned on the public edge of the lot, usually creating a private space at the back bounded by other private spaces. These backyards are often used as private gardens or service yards, or combined to form semi-private space with facilities to serve the surrounding development.

The perimeter block pattern is illustrated across much of Melbourne.

Mixed Use

Activity in the public domain contributes to the perception of safety in the environment.

Generating activity in the public domain throughout the day and week requires a mix of land uses. Most business uses are active during weekdays, with retail outlets also active during the day on Saturday and sometimes Sunday, while residential and entertainment uses tend to be active during the evenings and at weekends.

Different land uses can be easily contained within the same area, through the use of design measures such as:

- perimeter block development, which ensures the flexibility of each lot through the provision of separate entrances and private space
- vertical segregation of uses, where different uses are placed on top of each other
- zoning by street, where different uses may exist on streets at right angles to each other, but along both sides of each street the uses are similar

SAFETY

Current situation

This section is concerned with safety from illegal acts. Pedestrian safety on roads is dealt with on page 34.

Environments that are perceived to be unsafe deter potential visitors, residents and businesses.

In Footscray Central, the streets are generally straight, allowing people to see from one intersection to the next which generates activity in them. Most streets are also overlooked by active building fronts. Together, these factors contribute to a perception of safety in much of the area, for much of the time.

However, parts of Footscray Central are perceived to be unsafe, particularly at night. This is due to:

1. Routes that are not visible along their length – notably the Station footbridge
2. Poor lighting, which reduces visibility at night
3. Lack of activity in the Business Centre at night, and in the Railway Reserve, riverside area and Footscray Park most of the time
4. Vacant sites, blank building walls and roller shutters
5. Evidence of drug-related activities – such as syringes
6. Culs-de-sac, which do not generate through movement activity

The locations of these factors are indicated on the diagram below.

Future strategies

In order to enhance the safety of Footscray Central's environment:

1. The Station footbridge should be replaced with one that is clearly visible along its length.
2. Additional lighting should be installed in poorly-lit streets or spaces.
3. New mixed-use development should be promoted in the Business Centre, Railway Reserve and the riverside area, particularly incorporating residential and entertainment uses.
4. Support should be provided for additional activity in Footscray Park, and new development should be promoted adjacent to it.
5. Vacant sites and ground level parking lots should be developed to create continuous active building fronts at ground level.
6. Blank walls should be converted into active fronts through renovation or redevelopment and roller shutters should be disallowed in new development.
7. All new development should be required to face and clearly define the public domain.
8. A safe injecting house should be considered to confine the extent of drug-related activity.
9. Discreet needle disposal facilities should be widely installed.
10. Culs-de-sac should be extended to connect at both ends

Proposals

Station Square, see page 75

Nicholson Street, see page 74

Maddern Square, see page 74

Station Square, see page 75

Railway Reserve, see page 79

Waterside Precinct, see page 75

The Gateway, see page 79

Ring Road, see page 75

Byron Street, see page 80

Railway Reserve, see page 79

Riverside Arts Precinct, see page 77

Footscray Park, see page 76

The Gateway, see page 79

Ring Road, see page 75

Byron Street, see page 80

Railway Reserve, see page 79

Hyde Street, see page 80

Riverside Arts Precinct, see page 77

University Quarter, see page 78

Raleigh Street, see page 78

Nicholson Street, see page 74

Maddern Square, see page 74

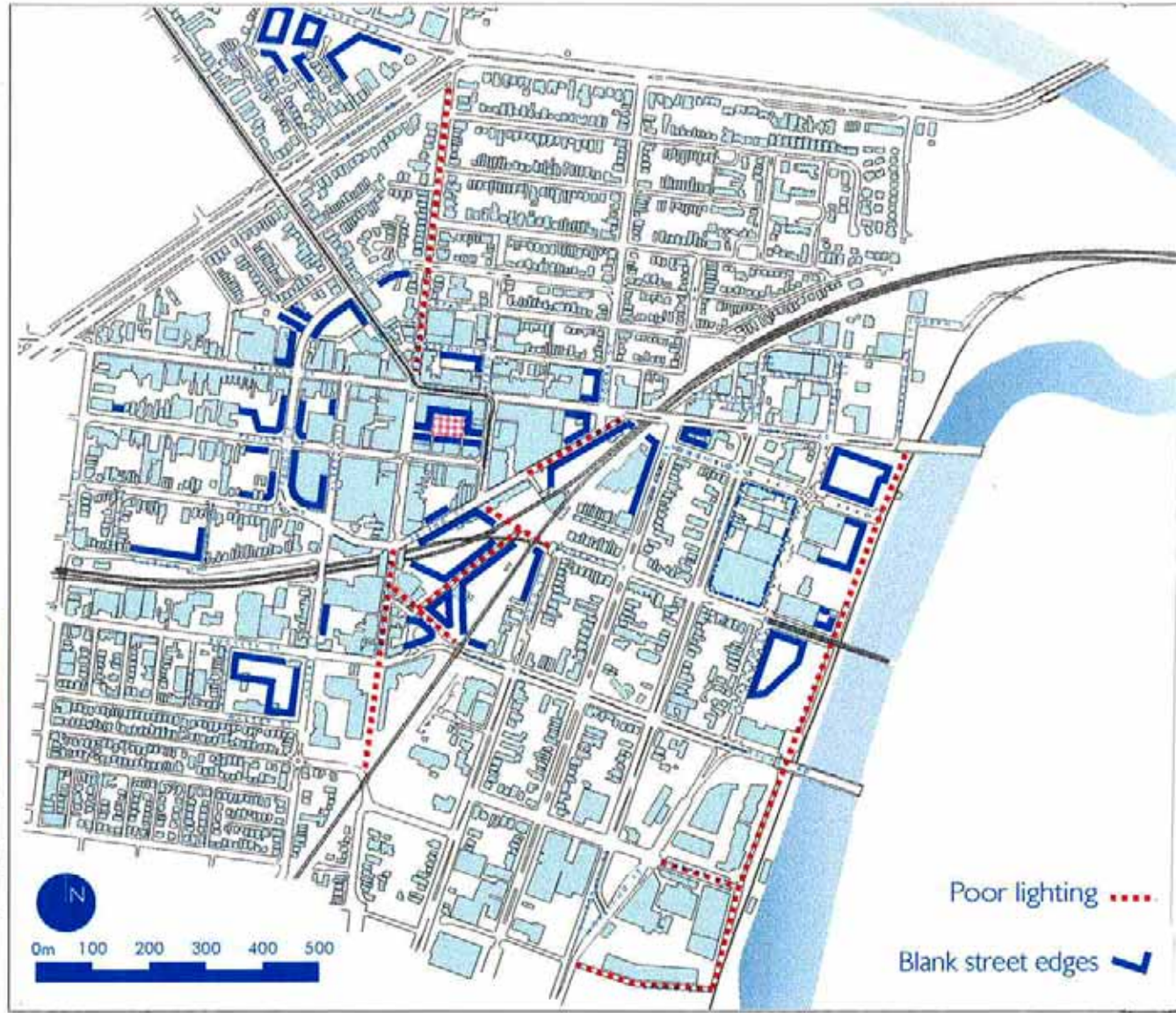
Building Reuse, see page 68

Planning Scheme, see page 83

University Quarter, see page 78



Blank walls



Features that reduce safety

ATTRACTIVENESS

Current situation

The attractiveness of the public domain also influences how inviting it is to potential visitors, residents and businesses. Attractiveness is a product of visual appearance, sounds and smells, which result from:

- the design, quality and maintenance of the physical components of an environment - ground surfaces, building facades, and elements within the space such as street furniture, trees, public art, lighting and signage
- the activities that occur in the environment

The ground surfaces in Footscray Central are generally unattractive. Road potholes and broken footpaths are common. This affects not only the attractiveness of the environment, but also the comfort and safety with which it is used. The design of the ground surfaces and the quality of materials used are unremarkable.

Throughout most of Footscray Central, the design of the building facades constitutes an attractive aspect of the environment. However, in the Business Centre many of them are unmaintained, and cluttered with signage and other elements that detract from their attractiveness. These elements include roller shutters, which - in addition to precluding natural surveillance, lighting of the street from within the shop and night-time window shopping - create the impression of an unsafe environment in which prospective tenants, developers or property owners should not invest. Even when retracted, roller shutters often compromise the design integrity of the facade.

In the riverside area, the DHS building presents unattractive air conditioning ducts to westbound traffic on Shepherd Bridge, a key entrance to Footscray.

Vacant sites and open lot car parks - of which there are many in Footscray Central - also detract from the visual

appearance of the environment.

The elements sitting within the public domain of Footscray Central are largely devoid of any visual quality. In addition, their provision is not coordinated so that there is a clutter of poles for different purposes such as streetlights, traffic lights and signage. There is very little public art, and few street trees (see plan opposite), although this is in part because they are incompatible with the deep awnings that exist in parts of the Business Centre. The majority of the street trees that do exist are poorly maintained.

While most of the activities that occur in Footscray Central are inoffensive, some of them have an unattractive impact due mainly to appearance, noise, smells or vibrations. These include:

- truck traffic - discussed on page 44
- standing buses - discussed on page 41
- drug-related activities - discussed on page 55
- industrial uses, particularly where they abut residential areas - for instance the block west of the Arts Centre largely occupied by the manufacturer 'Ryco', presents large blank walls, heavy truck movements and occasional 24 hour noise to residential uses on two sides
- light industrial uses, particularly where they abut residential areas - for instance the auto-mechanics in Bilston Street, adjacent to residential uses
- container-handling uses, particularly adjacent to the riverside promenade on both sides - for instance south of the Bradford Mills building and along most of the east bank

- commercial waste - particularly from the cleaning of fresh food outlets in Footscray Market and Bi-Lo
- graffiti and vandalism

Council is about to implement an expanded cleaning service of the Footscray Business Centre, a graffiti program to help traders remove graffiti from their premises and a recycling education program.

Future strategies

In order to enhance the attractiveness of the environment:

1. Road and footpath surfaces should be repaired as a priority.
2. Better quality materials and design should be utilised in improvements to key streets and public spaces, using materials that are attractive, durable, vandal-proof, easy-clean and easily sourced.
3. Property owners in the Business Centre and the owner of the DHS building should be encouraged to improve their building frontages, and roller shutters should be prohibited in the Business Centre.
4. Vacant sites and open lot car parks should be built on.
5. Street furniture should be coordinated and consolidated where possible.
6. Public art should be installed in key locations.
7. Trees should be planted in key locations, and a proper maintenance program implemented.
8. Planning policies should be set in place and other agencies lobbied to encourage the redevelopment of sites with inappropriate uses - for instance industrial or container-handling uses - for more compatible uses, with screening installed in the meantime, where appropriate.
9. Business and shoppers should be discouraged from littering and improved infrastructure should be installed to cope with cleaning in fresh food outlets.
10. Regular high pressure cleaning work needs to be undertaken on footpaths to remove stains and built-up grime.

Proposals

Nicholson Street Mall, see page 74
 Barkly/Hopkins Street, see page 75
 Maddern Square, see page 74
 Nicholson Street, see page 74
 Station Square, see page 75

Leeds Street, see page 74
 Albert Street, see page 74
 Waterside Precinct, see page 75
 Ring Road Redevelopment, see page 75

Business Promotion Centre, see page 83

The Gateway, see page 79
 Ring Road, see page 75
 Byron Street, see page 80
 Railway Reserve, see page 79
 Hyde Street, see page 80
 University Quarter, see page 78

Nicholson Street Mall, see page 74
 Ring Road, see page 75
 Maddern Square, see page 74
 Nicholson Street, see page 74
 Station Square, see page 75

Leeds Street, see page 74
 Albert Street, see page 74
 Waterside Precinct, see page 75
 Barkly/Hopkins Street, see page 75

Planning Scheme, see page 83
 Port of Melbourne, see page 75

AMENITY

Current situation

The level of amenity provided in the public domain influences how inviting the environment is, particularly to visitors. This in turn contributes to the level of activity in the public domain, and therefore its safety (see page 54).

Amenity includes the provision of public open space and the design of it to support a range of different everyday and special event activities for all sectors of the community, including all ethnic and age groups seating, shelter, toilets, information and child care facilities. Footscray Central currently offers a limited level of amenity.

There is insufficient public open space in the Business Centre, and most of that which exists only supports a narrow range of activities. The only substantial public open space is the Railway Reserve, which is rendered ineffective as public space by being largely cut off from its surroundings by railway lines.

Seats are few in the Business Centre, and shelter is scarce. There is only one set of public toilets, no information point, and there are no childcare centres, deterring parents with young children.

Substantial areas of public open space exist at the riverside, however they do not support a wide range of activities. Again, seats and shelter are scarce, the only public toilets nearby are those within the Arts Centre, and there is no information point.

The Victorian Code for Residential Development – Subdivision and single dwellings establishes a requirement for new development of a large local park (at least one hectare) within 500 metres of all dwellings, and a small local park within 150-300 metres. Analysis of Footscray Central indicates that there is insufficient provision of large local parks in the residential precinct to the west of the TAFE college, and of small local parks both there and in the area between Droop and Moore Streets.

Future strategies

In order to enhance the environment:

In the Business Centre and along the riverside

1. Existing public open spaces should be refurbished or replaced, and new public open spaces created, to support a wider range of activities.
2. New seating and shelter should be installed in key public spaces and along pedestrian desire lines (see page 34).
3. An information point should be established, offering information about shops, facilities and public transport.
4. New public toilets should be provided.

In the Business Centre

5. The development of a child care centre should be promoted.

Elsewhere

6. A new local park should be created in the residential precinct west of the TAFE college.

Proposals

Nicholson Street Mall, see page 74
Leeds Street, see page 74
Maddern Square, see page 74
Albert Street, see page 74
Barkly/Hopkins Street, see page 74
Station Square, see page 75
Walter Street Park, see page 78
Waterfront Precinct, see page 75

Building Reuse, see page 68

Walter Street Park, see page 78

Current situation

Air and water quality influences how inviting an environment is - polluted air and waterways deter potential visitors, residents and businesses.

Air and water quality also affects the environment on a more global scale. Pollution created by gaseous emissions from motor vehicles and building services are the primary contributors to global warming and the depletion of the ozone layer, while unfiltered stormwater runoff and industrial effluent pollutes the waterways.

No information was analysed on the existing air quality in Footscray Central, nor is it within the scope of this study to investigate it in any detail. However, it can be assumed that motorised transport, building services and industrial processes contribute to air pollution. It is also understood that, despite improvements, the quality of water in the Maribyrnong River is still poor. Stormwater outflow is not filtered.

Future strategies

In order to enhance air and water quality:

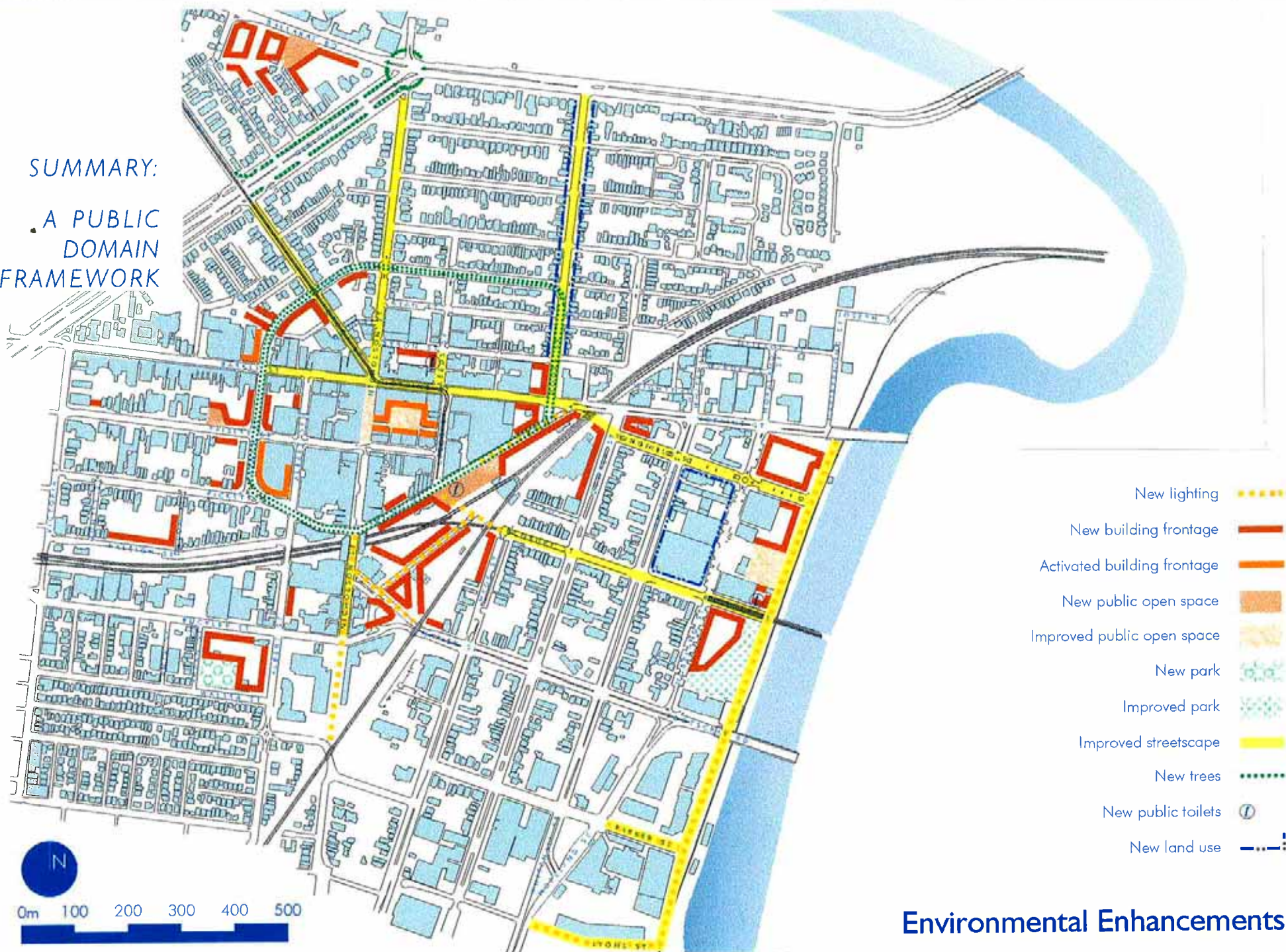
1. All encouragement should be given to walking, cycling and public transport.
2. Low emission standards should be promoted for motorised transport, buildings and industrial processes.
3. Building forms should be promoted that can be lit by natural light and ventilated by natural means for as much of the year as possible.
4. Grease and gross pollutant traps should be progressively installed where appropriate in the stormwater system

Proposals

Street Network, see page 32
Station Square, see page 75
Cycle Network, see page 77

Planning Scheme, see page 83

SUMMARY:
A PUBLIC
DOMAIN
FRAMEWORK



- New lighting
- New building frontage
- Activated building frontage
- New public open space
- Improved public open space
- New park
- Improved park
- Improved streetscape
- New trees
- New public toilets
- New land use

Environmental Enhancements

Greater intensity should be encouraged in Footscray Central, particularly in the business centre, along the riverfront and around major public open spaces such as Footscray Park.

Intensity means the level of activity in an area, whether inside or outside buildings. It is a product of the amount of built floorspace, the mix of land uses, and the support provided for outdoor activities.

The Government's Transit Cities program and Melbourne 2030 strategy identify Footscray as an appropriate location for a greater level of intensity than at present, through mixed-use redevelopment providing increased residential densities.

Simply the benefits of greater intensity are:

1. Increasing employment levels, through the provision of more employment opportunities - discussed from page 71
2. Increasing the catchment for businesses, thus improving their viability
3. Increasing the outward impression of vitality – underutilised sites and vacant spaces detract from the 'feelgood' factor and present a downmarket image
4. Increasing the internal perception of safety – see page 54
5. Increases the opportunity for the exchange of products, information, knowledge, money and anecdotes – the essence of urban life

6. Increases the potential for choice of accommodation – whether for commercial or residential uses
7. Increases the rate income, thus providing more funds for Council to implement public works

Intensity is thus a key factor in economic growth and livability, and fundamental to the realisation of the vision. Therefore increasing intensity is a key strategic goal of the Urban Design Framework.

Intensity can be increased through:

- changes in [land use](#), see page 62
- new [development](#), see page 64
- the [reuse of buildings](#), see page 68
- the [design of the public domain](#) and its relationship with adjacent buildings, see page 69

LAND USES



Current Situation

Footscray Central currently contains a broad range of land uses, however they are largely segregated from each other in mono-functional zones. This mitigates against intensity by removing the potential for interchange between different activities and different people at different times of the day.

The Business Centre suffers from a lack of active night-time uses, and the riverside area has few active uses by day or night. Specific uses that are missing from these areas and would make a significant contribution to intensity include:

- Residential accommodation
- Entertainment uses - such as an arthouse cinema or theatre
- Restaurants – particularly offering a greater range of ethnic foods
- River-related activities – such as fresh fish outlets, boating and boat building, servicing and repair

An analysis of the current supply of and demand for different land uses has concluded that demand is likely to outstretch supply for additional floorspace of the following uses:

- Apartments in the business centre
- Townhouses and apartments along the river
- A small convenience and specialist retail centre in the riverside area – once the proposed residential developments are complete
- Student accommodation and associated facilities, in accessible locations
- Asian goods outlets

- High standard office space, for regional offices or CBD offshoots, in prestigious locations such as the riverside
- University teaching and research space
- Affordable community support, meeting and business space with associated outdoor areas, near public transport
- An aquatic centre – the development of which is the subject of a separate Council project

The demand for residential development is expected to remain strong, however regard must be had for its effect on non-residential uses. Mixed-use development has the advantage of providing new residential choice as well as more jobs in commercial and retail industries.

Apartments in the Business Centre are likely to be attractive to students provided rentals are at reasonable levels. Multiple bedrooms are attractive to enable students to share.

Demand for owner-occupied apartments, particularly those pitched up-market, is likely to emerge when the Centre repositions itself and the demographics of the area move towards higher income households.

In terms of other uses, there is a potential to provide a significant amount of both commercial and industrial floor space which, in turn, would provide for a number of new jobs in office, retail and other activities within the area.

For further detail on land use supply and demand, refer to Technical Appendix 2.

By contrast, uses that are likely to have significant or reasonable supply in Footscray Central but no real demand include:

- Retail floorspace in the Business Centre
- Shop top housing
- Low grade commercial office space
- Government and institutional office space

As has occurred in other inner suburbs, redevelopment of residential areas gives rise to new demands for retail, business and personal services. Initially, there will be significant 'escape expenditure' as the new residents continue to shop elsewhere, but the opportunity will exist to re-capture this.

Future Strategy

1. Apartments, entertainment uses, restaurants, high standard offices and affordable community meeting spaces should be promoted in the Business Centre.
2. Townhouses and apartments, a small retail centre, entertainment uses, restaurants and high standard offices should be promoted in the riverside area.
3. Student accommodation should be promoted near to the university or TAFE college campuses.
4. The reuse and redevelopment of existing retail floorspace should be encouraged, rather than further floorspace expansion.

Proposals

Planning Scheme, see page 83
 The Gateway, see page 79
 Ring Road, see page 75
 Byron Street, see page 80
 Station Square, see page 75
 Railway Reserve, see page 79

Planning Scheme, see page 83
 Joseph Road, see page 78
 Footscray Wharves, see page 78

Planning Scheme, see page 83
 University Quarter, see page 78
 Station Square, see page 75
 Railway Reserve, see page 79

Planning Scheme, see page 83

DEVELOPMENT

Robust Buildings

Certain building forms are more flexible than others in terms of the number of different uses that can occupy them. These are known as 'robust' building forms.

For instance, shallow buildings that are internally lit and potentially ventilated by natural means, can be utilised for most uses, whereas deeper buildings are not suitable for uses such as residential accommodation. Other factors that increase the flexibility of buildings are the provision of private open space, individual entrances facing and close to the street, building heights of four storeys or less, and the division of large building complexes into structurally- and infrastructurally-independent components with footprints of no more than 1000m².

By having the flexibility to accommodate different uses, buildings are less likely to become vacant at some time in their life, which is not only of benefit to the building owner, but also to the intensity and thus image of the area.

Current Situation

Footscray Central currently contains a large number of potential development opportunities - both publicly- and privately-owned - illustrated on the plan overleaf.

The publicly-owned sites include:

- Vacant sites
- Underutilised sites
- Sites which may become redundant – such as unnecessarily extensive road treatments, the SwimCentre and Bus Depot
- Public open-lot car parks

The underutilised sites include the land around the Station, owned by the Public Transport Corporation and currently occupied in part by a vacant bowling club and an underutilised park.

The parking strategy outlined on pages 38-39 is expected to yield 185 additional car parking spaces and increase occupancy of the upper level car parks by up to 576 – the number of spaces that remain unoccupied at peak times. Proposals for Barkly, Nicholson and Leeds Streets result in a loss of 34 spaces. Assuming the overall demand for car parking in the Business Centre will not rise significantly, this suggests that most of the Council-owned open-lot car parks - totalling 757 spaces - could ultimately be surplus to requirements and able to be released for development. This is illustrated in the diagram opposite.

The privately-owned development opportunities include:

- Vacant sites
- Underutilised sites
- Underutilised buildings
- Car parks

The underutilised sites include the area bounded by Hopkins Street to the south, the River to the east and the railway line to the north, known as the Joseph Road area. This is currently occupied by low intensity uses, and therefore constitutes a redevelopment opportunity in the medium or long term.

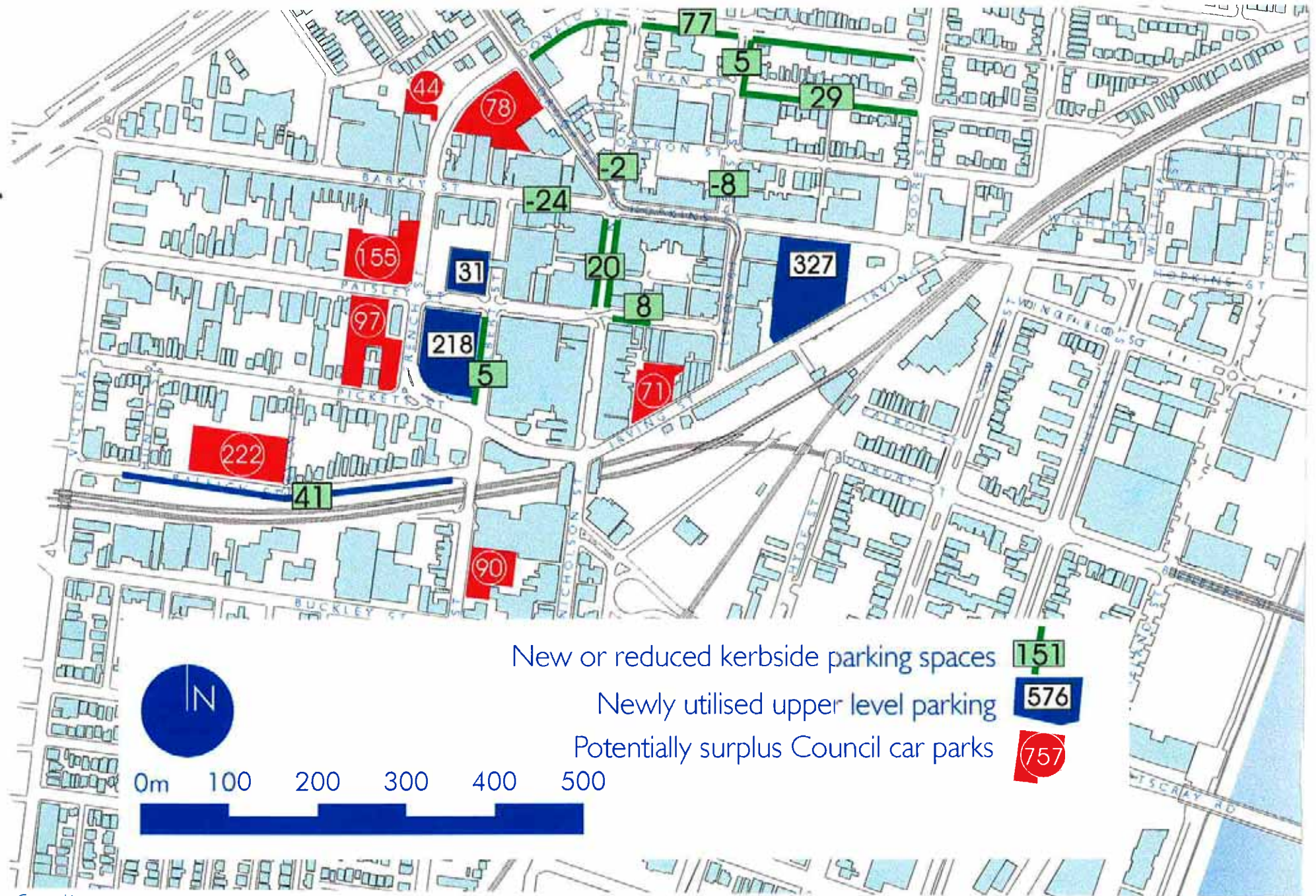
The underutilised buildings include the upper levels of the Market – particularly the third level and roof, rarely occupied by car parking – and the roof of that part of the DHS building nearest the river, which has the potential to go higher.

The industrial and container-handling uses identified as environmental concerns in the previous section (see page 56) – notably the 'Ryco' block west of the Arts Centre, and areas south of Bradford Mills buildings and on the opposite riverbank - also present long-term redevelopment opportunities.

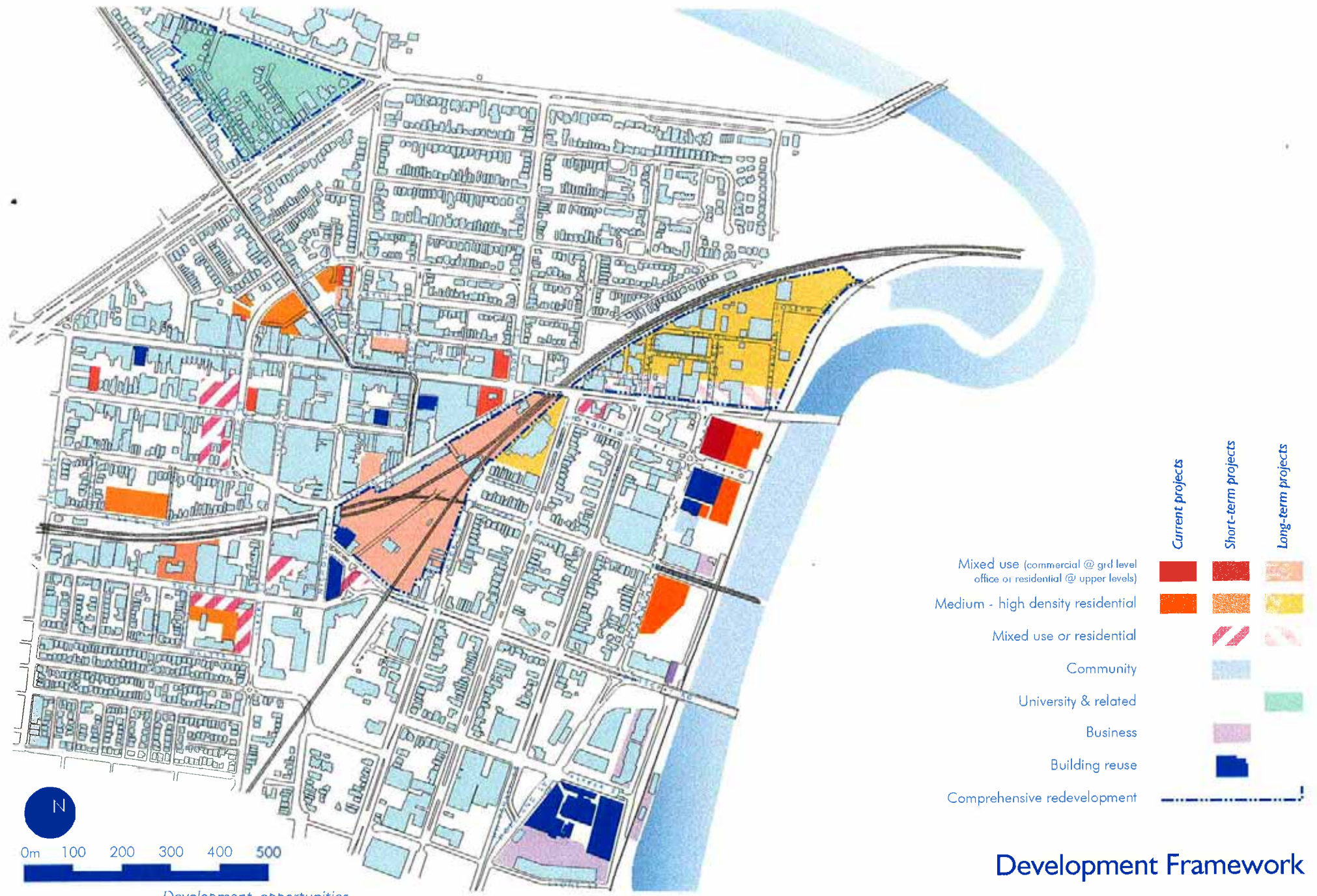
The current property market will not sustain major developments in the Business Centre. However, there is every reason to believe that rents and values will increase in the near future. There is already evidence of a resurgence in the residential market and substantial turning over of stock.

It is therefore assumed that change is merely a matter of timing, and ultimately redevelopment projects of some significance can be sustained.

As noted in the previous section, there is currently demand for the following uses:



Car parking strategy



Mixed use (commercial @ grid level office or residential @ upper levels)

Medium - high density residential

Mixed use or residential

Community

University & related

Business

Building reuse

Comprehensive redevelopment

Current projects

Short-term projects

Long-term projects

Development Framework

F O O T S C R A Y . . . C E N T R A L . . .



0m 100 200 300 400 500

Development opportunities

- Apartments in the business centre
- Townhouses and apartments along the river
- A small convenience and specialist retail centre in the riverside area – once the proposed residential developments are complete
- Student accommodation and associated facilities, in accessible locations
- Asian goods outlets
- High standard office space, for regional offices or CBD offshoots, in prestigious locations such as the riverside
- University teaching and research space
- Affordable community support, meeting and business space with associated outdoor areas, near public transport
- An aquatic centre – the development of which is the subject of a separate Council project

Development of the following uses should also be promoted to increase intensity:

- Entertainment uses - such as an arthouse cinema, nightclub or theatre
- Restaurants – particularly offering a greater range of ethnic foods
- River-related activities – such as fresh fish outlets, boating and boat building, servicing and repair

Future Strategy

In order to increase intensity:

1. Surplus public land should be sold for development with associated development guidelines.
2. The development of vacant or underutilised privately-owned sites should be promoted, and disincentives set in place for leaving sites vacant such as the enforcement of site rectification fees.
3. New development should be required to be of a 'robust' design.

Proposals

Ring Road, see page 75
 Byron Street, see page 80
 Station Square, see page 75
 Railway Reserve, see page 79
 Raleigh Street, see page 78
 Walter Street Park, see page 78

The Gateway, see page 79
 Dennis Street, see page 80
 Joseph Road Area, see page 78
 University Quarter, see 78
 Footscray Wharves, see page 78
 Planning Scheme, see page 83

Planning Scheme, see page 83

BUILDING REUSE

Current Situation

A number of vacant or partially vacant buildings exist in Footscray Central at present, with the potential for reuse. These include:

- Theatres – including the Grand, Barkly and La Scala
- Shop units – including the Hub Arcade and the former NAB bank in Barkly Street
- Office buildings – including the former RACV building and Mechanics Institute
- Industrial buildings and warehouses – including the Bradford Mills buildings

Some of these buildings have heritage value requiring careful refurbishment, and others may require significant refurbishment to make them useable.

A substantial amount of space also lies vacant above existing shops. It has been concluded that it is currently uneconomic to facilitate significant conversion of this space into residential accommodation, due to the costs of installing separate access and services. However, it may be financially viable to refurbish the space for business use and changes in the property market may make it financially viable to refurbish the space for residential use in the future.

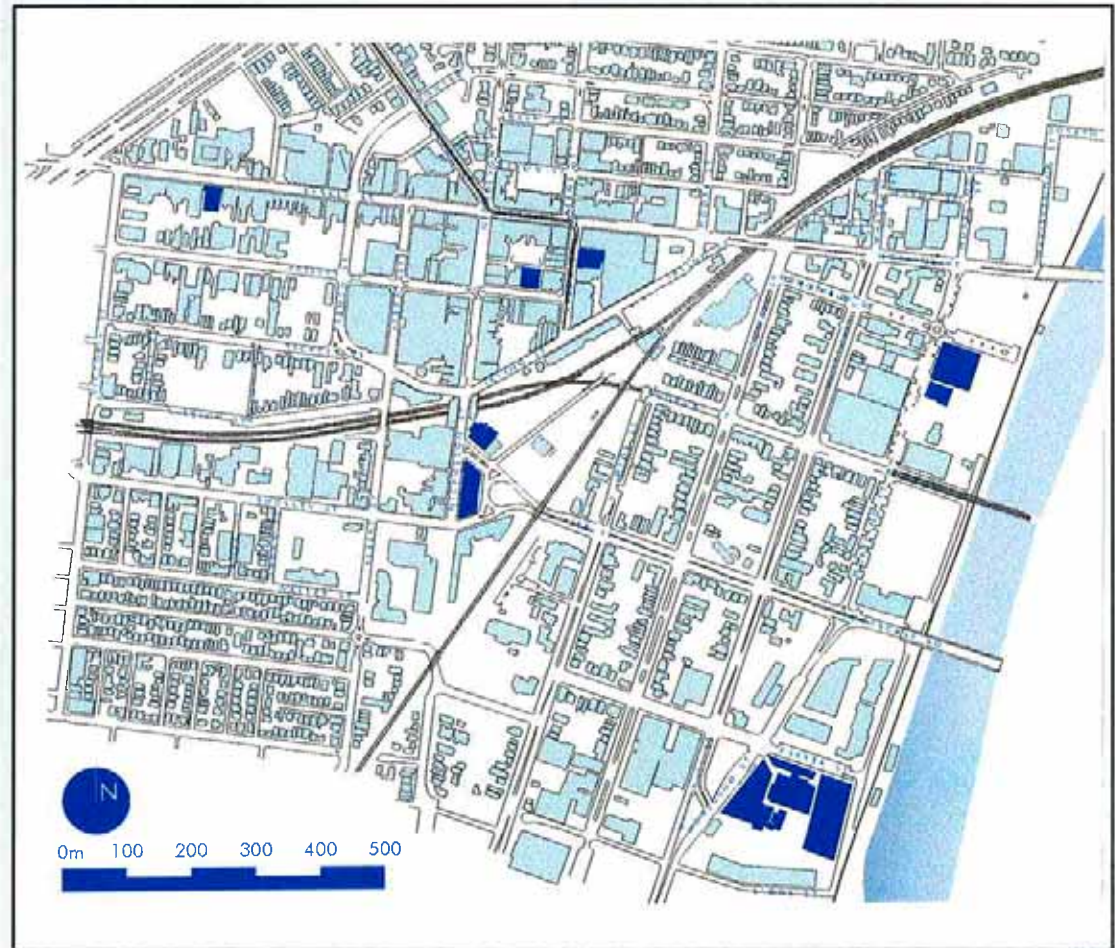
Future Strategy

In order to increase intensity:

1. The reuse of vacant or partially vacant buildings should be promoted, with flexible use controls.

Proposals

- Planning Scheme, see page 83
- Maddem Square, see page 74
- Dennis Street, see page 80
- Railway Reserve, see page 79
- Footscray Wharves, see page 78



Building reuse opportunities

Current Situation

Intensity in the public domain is most important where the desire is to attract visitors – namely the Business Centre and riverside. Varying levels of intensity are currently displayed in these areas.

In the Business Centre, Nicholson Street Mall and most of the streets are active during trading hours, but deadly quiet at other times. Chambers Street is never particularly busy, and Maddern Square often empty even during trading hours.

Along the riverside, there are rarely many people about.

The reasons why this pattern of intensity occurs are clear:

1. There is very little night-time activity in the buildings at the Business Centre.
2. Chambers Street and Maddern Square are bounded by blank walls.
3. No routes pass through the centre of Maddern Square.
4. Little support is provided for outdoor activities in Maddern Square.
5. Maribyrnong Street is relatively segregated – or poorly connected with the spatial network.
6. There are few buildings adjacent to the riverside and little occupation of those that are there.
7. Little support is provided for outdoor activities along the riverside.
8. The riverside promenade is too wide.

Future Strategy

In order to increase intensity:

1. The development of night-time uses should be promoted in the Business Centre.
2. The properties surrounding Chambers Street and Maddern Square should be encouraged to open up to them.
3. Any redevelopment on the northern side of Maddern Square should be encouraged to incorporate a route through from Barkly Street.
4. Maddern Square should be refurbished to provide more support for outdoor activities.
5. Better connections should be made linking Maribyrnong Street with Hopkins Street and Footscray Road.
6. New development and more intense use of existing buildings should be promoted along the riverside.
7. The public spaces along the riverside should be refurbished to provide greater support for outdoor activities and better definition.

Proposals

Planning Scheme, see page 83
The Gateway, see page 79
Ring Road, see page 75
Byron Street, see page 80
Station Square, see page 75

Maddern Square, see page 74

Maddern Square, see page 74

Maddern Square, see page 74

Waterside Precinct, see page 75

Footscray Wharves, see page 78
Joseph Road Area, see page 78

Waterside Precinct, see page 75

PUBLIC DOMAIN

Vitality

The intensity of the public domain – or 'vitality' – is a product of the integration of the spatial network (see page 46), the intensity of the buildings alongside it, the support those buildings and the design of the public spaces provide for outdoor activities, and the width of the public space – broader spaces require more activity to fill them.

Design elements that support activity in the public domain include:

- Informal seating, designed to not look forlorn when not occupied - for instance steps, changes of level and ledges on buildings or other objects
- Shelter and shade, from awnings or trees
- Raised levels, to provide a vantage point or informal stage
- Focal points such as public art or fountains
- Facilities for market stalls and festival activities

SUMMARY:
A
DEVELOPMENT
FRAMEWORK



Raising Footscray's Employment Level

- **R**aising Footscray's employment level is a key strategic goal of the Urban Design Framework.

The level of employment directly influences the amount of money spent in the retail centre. Raising the level of employment in Footscray is therefore fundamental to the realisation of the vision.

The employment level also has a major influence on self-confidence, and by extension, pride in one's environment. In order to achieve 'pride of place' therefore, it is critical that the employment level is raised.

Economic Development

Raising employment levels relies fundamentally on regional economic development, which can be facilitated by the following approaches:

- Export generation - seeking income from outside the immediate region, imperative to sustain economic and employment growth
- Import substitution - replacing currently imported goods and services with local alternatives, important in sustaining prosperity
- Self-containment in personal and household services - supporting the local and retail services sectors, providing a multiplier effect for the local economy
- Investment growth - injecting new capital, critical to generating economic prosperity

This generally has five components:

- creating and maintaining a favourable investment environment - through strategic land use planning, efficient and effective business regulations, urban design, promotion and marketing
- facilitating new local investment by existing firms – it is estimated that some 70% of all regional investment in Australia is done by local firms (McKinsey 1994)
- attracting external investment - 'footloose investors'
- Workforce capability – 'upskilling' the workforce, critical to economic and job growth
- Strategic infrastructure improvements – improvements to major transport, utilities and 'quality of life' infrastructure, the base requirement for an economy and essential support for the approaches above

Current Situation

Footscray has the highest unemployment rate in metropolitan Melbourne - twice the state and national average at 15.99% (June Quarter, 1998). This is a direct reflection of its economic contraction over the last 30 years and in particular the loss of low-skilled jobs in manufacturing, meat processing and the defence industry.

It is notable that while there are around 29,000 jobs in the City of Maribyrnong, only about 5,000 of these are filled by Maribyrnong residents. It is expected that equally low percentages would apply to Footscray. This presents enormous scope over time - through training, support and expanded work opportunities - for increasing the number of residents employed locally. However, at present there are a high percentage of residents receiving social security payments who are actively seeking work.

However, Footscray Central remains strong in the retailing, services, government services, education, service industry, transport and distribution sectors.

Future Strategies

In order to raise the employment level:

1. Businesses should be encouraged that generate exports in the retail, services, tourism and production sectors of the economy and improve the range of retail goods and service providers currently in the centre.
2. New local business enterprises should be supported through incentives such as rate assistance and business support services.
3. New local investment by existing businesses should be facilitated by incentives such as rate assistance.
4. Training programs should be established for the existing workforce, and the inward movement of skilled persons encouraged.
5. Council contracts should include a requirement for a component of employment and/or training of local young people and/or long-term unemployed, where appropriate.
6. Where possible contractors for the construction of the projects developed through Footscray Central project should be expected to employ local trainees and apprentices through a local group training scheme.
7. Improvements should be made to major transport linkages, telecommunication and utilities infrastructure, and health, education and recreation facilities to ensure they are provided to the highest possible standards.

Proposals

Business Promotion Centre, see page 83

Footscray Wharves, see page 78
University Quarter, see page 78

Business Promotion Centre, see page 83

Station Square, see page 75
Waterside Precinct, see page 75
Footscray Park, see page 78
Cycle Network, see page 77

Introduction

This chapter provides a brief outline of the projects or implementable actions that follow from the application of the strategies outlined in chapter 4. The projects are described in more detail in Volume 2, under the same numbering.

The projects fall into four categories, as detailed below.

Public Domain 'Pressure Points'

Relatively contained, intense treatments in the public domain.

<i>No Project</i>		<i>Page No</i>
1	Nicholson Street Mall	74
2	Maddern Square	74
3	Nicholson Street	74
4	Albert Street	74
5	Leeds Street	74
6	Station Square	75
7	Waterfront Precinct	75

See also projects 22, 24, 28, 31 & 33.

Civic Improvements

Substantial, long-term improvements to major streets and other landscapes.

<i>No Project</i>		<i>Page No</i>
8	Nicholson Street North	75
9	Barkly/Hopkins Street	75
10	Ring Road	75
11	Footscray Gateways	76
12	Banners & Retail Stalls	76
13	Napier/Buckley Street	76
14	Footscray Park	76
15	Car Parking	76
16	Cycle Network	77
17	Intersection Improvements	77
18	Signage	77
19	Art Competition	77

Development Opportunities

Development on currently or potentially available private and public sites.

<i>No Project</i>		<i>Page No</i>
2	Maddern Square	74
4	Albert Street	74
6	Station Square	75
10	Ring Road	75
20	Riverside Arts Precinct	77
21	Footscray Wharves	78
22	Walter Street Park	78
23	Raleigh Street	78
24	University Quarter	78
25	Joseph Road Area	78
26	DHS Building	79
27	Albert Street South	79
28	Cowper Street	79
29	Railway Reserve	79
30	The Gateway	79
31	Byron Street	80
32	Dennis Street	80
33	Hyde Street	80

Other Council Actions

Council projects other than physical improvements.

<i>No Project</i>		<i>Page No</i>
34	Events	80
35	Trails	80
36	Port of Melbourne	81

1 Nicholson Street Mall

Where

Nicholson Street, between Paisley and Barkly Streets

What

1. Repave to allow occasional one-way (southbound) traffic; open to traffic initially outside retail hours only
2. Replace furniture and planting, leaving a clear central open space

Why

1. To increase connectivity, improve safety through passive surveillance, and thereby encourage active occupation of the mall after hours
2. To support flexible use of the space - in particular for street trading and special events - and provide seating and shade

Who

Council

2 Maddern Square

Where

Maddern Square

What

1. Improve surfaces, remove obstructions, and install new lighting, children's play equipment and infrastructure for outdoor cafes
2. Encourage traders adjacent to the Square to open onto it and use it for outdoor eating, and/or the establishment of a regular hawkers market
3. Encourage any redevelopment of shops on the north side of the Reserve to create a route through from Barkly Street
4. If 1&2 successful in making Reserve more active, make further enhancements
5. **If 1&2 not successful in making Reserve more active, sell it and promote development for retail uses at ground floor and entertainment, residential or office uses above**

Why

To enhance safety and amenity, and increase intensity

Who

Council

3 Nicholson Street (Mall extension to north)

Where

Nicholson Street, between Barkly and Byron Streets

What

1. Repave without kerbs, install bench seating and plant mature trees
2. Introduce a 'scramble phase' pedestrian crossing of Barkly Street

Why

1. To support flexible use of the space - in particular for street trading and special events - and provide seating and shade
2. To better integrate the northern and southern sub-precincts of the Business Centre

Who

Council

4 Albert Street

Where

Albert Street, between Barkly and Paisley Streets

What

Encourage Forges to develop a master plan for their site, incorporating:

1. Food outlets along the street with portable furniture
2. Repaving to allow occasional one-way (southbound) traffic - initially outside retail hours
3. Entertainment facilities at upper levels on either side
4. Glazed roof at high level

If Forges do not proceed with this proposal before 2000, reintroduce through traffic.

(Note: Albert Street must remain public and open 24 hours a day and must not be enclosed at either end)

Why

1. To promote safety through active frontages
2. To reinforce pedestrian and car connectivity
3. To provide shelter

Who

Forges

5 Leeds Street

Where

Leeds Street, between Barkly and Byron Streets

What

1. Repave without kerbs, install bench seating, rubbish bins and public art, and plant mature trees
2. Install infrastructure to support market and festival activities
3. Introduce a 'scramble phase' pedestrian crossing of Barkly Street

Why

1. To provide a flexible, multi-use, pedestrian-friendly space, providing in particular for street trading and special events
2. To support activity and thus safety
3. To reinforce connectivity for pedestrians

Who

Council

6 Station Square

Where

Area bounded by Irving Street and St Albans/Melton railway line

What

1. Create a major public open space in front of the Station incorporating a new landmark footbridge, improved pedestrian crossing of Irving Street, a taxi rank, bus stops and public information points
2. Promote the redevelopment the northeast and southwest parts of the site for retail uses at ground level and office, residential or entertainment uses above
3. Department of Infrastructure to appoint a project manager to coordinate the development of the Square and the rest of the proposed development around the Station.

(Note: A **comprehensive** development of this whole site and/or the Railway Reserve and rail line airspace should be supported as long as it achieves the objectives of a safe, attractive and legible Station and adjacent environment.)

Why

1. To make the Station environment safe, attractive and legible
2. To increase intensity

Who

Department of Infrastructure
(Public Transport Corporation)

7 Waterfront Precinct

Where

Hopetoun Bridge to Shepherd Bridge area between buildings and riverbank on both sides of River

What

1. Repair river walls and piers, install new pathway lighting, complete Shared Pathway, remove rail ballast and pave across
2. Install new kerbs and guttering to remainder of Maribyrnong Street, reconnect vehicle access, and rationalise car parking
3. Pave area in front of Arts Centre and install infrastructure for festivals and markets; establish lawn along river north of Footscray Road
4. Install furniture in Grimes Reserve and along western rivers edge
5. Plant new mature trees along river's edge

Why

1. To enhance safety and amenity for pedestrians
2. To increase connectivity for pedestrians, cyclists & cars

Who

Council, Parks Victoria, Melbourne Water, Powerlines Relocation Committee.

8 Nicholson Street North

Where

Nicholson Street, north of Byron Street

What

Widen the footpath, install new lighting to the inner side of trees providing focused footpath light, and plant new mature trees

Why

To accommodate all-hours pedestrian use of the street, and encourage VUT staff and students to the Business Centre

Who

Council

9 Barkly/Hopkins Street

Where

Barkly/Hopkins Street

What

1. Remove clearway status and add car parking bays
2. Improve signage to effectively signpost significant precincts in the area (see also proposal 18)
5. Encourage retail premises to upgrade, maintain and clean exteriors (provide connection points for hoses) and provide heritage verandahs where appropriate with pavement lighting.

Why

1. To increase accessibility by car, and foster role of street as a place not a through route
2. To enhance attractiveness and visibility of diverse retailing for both pedestrians and motorists
3. To contribute to vitality of street and to celebrate eating attractions

Who

Council and Traders

10 'Ring Road'

Where

Ring Road and adjacent development sites

Note: *The Gateway* site on Hopkins Street and *Station Square* site adjacent to the Station, are covered elsewhere (pages 80 and this page)

What

1. Install kerbside car parking along Donald Street
2. Plant mature trees at regular intervals along both sides
3. Promote development of sites including Council owned land, for apartments, or retail, entertainment or business uses at Paisley Street, Forges and Irving Street
4. Encourage the opening up of blank walls at McEwans and Footscray Plaza

Why

1. To reinforce car connectivity
2. To create a new, positive character
3. To enhance safety and visual appearance, and increase intensity

Who

Council, in association with landowners where private

11 Footscray Gateways

Where

Hopetoun and Shepherd Bridges, Ballarat and Geelong Roads

What

1. Install banners at bridge entries
2. Assess, replace, unify and intensify tree planting along Geelong and Ballarat Roads, particularly between the slip roads and main roads

Why

To improve the appearance of approaches to Footscray

Who

Council

12 Banners & Retail Stalls

Where

Throughout Footscray Central

What

1. Install large permanent banners in key areas
2. Install small removable banners on special events
3. Introduce permanent and portable retail stalls in places of high pedestrian activity

Why

1. To mark and celebrate Footscray's key precincts
2. To increase intensity

Who

Council

13 Napier/Buckley Street

Where

Napier Street

What

1. Underground overhead cables
2. Replace trees
3. Extend kerbs

Why

To improve the appearance of the street environment and herald a major entry point to Footscray and the Business Centre.

Who

Council

14 Footscray Park

Where

Footscray Park

What

1. Create a broad 'belvedere' platform at Moore Street entrance, focused around a new fountain, with steps and ramps leading into the park
2. Create view corridors into park through existing tree cover
3. Improve existing entrance off Mills Lane
4. Establish additional entrances
5. Upgrade Footscray Park in accordance with the Maribyrnong Regional Parklands Masterplan and the Footscray Park Masterplan
6. Undertake initial priority capital works as soon as practicable including drainage, path reconstruction and landscape works

Why

1. To 'announce' the presence of the park and enhance its accessibility
2. Improve community use of facilities in the Park
3. Improve soil quality and lessen salination to promote growth
4. Upgrade degraded sections and replace outdated play equipment

Who

Council

15 Car Parking

Where

Throughout Footscray Central

What

1. Create additional kerbside car parking by capitalising on existing street space and that freed up by relocated taxi rank and consolidated bus stops and using retained bus stops after services finish
2. Reintroduce two-way traffic in Paisley Street and continue to explore the consolidation of bus stops to the section east of Nicholson Street
3. Promote the use of upper level car parks
4. Consider the introduction of a parking permit system for employees, on the periphery of the Business Centre, at a moderate cost (eg \$2/day)
5. Relocate Station parking in Irving and Hyde Street to McNab Avenue until the redevelopment of the Railway Reserve land is feasible

Why

To reinforce connectivity for cars

Who

Council, in association with PTC

16 Cycle Network

Where

Throughout Footscray Central

What

1. Introduce dedicated cycle lanes along key routes in Footscray Central
2. Install cycle racks in Nicholson Street Mall and at the Arts Precinct
3. Promote the provision of dedicated cycle lanes in the City of Melbourne linking Footscray with Kensington & Docklands
4. Promote Footscray as a cycling destination, eg in Bicycle Victoria magazine

Why

To reinforce cycle connectivity

Who

Council, City of Melbourne, VicRoads and Parks Victoria

17 Intersection Improvements

Where

Throughout Footscray Central

What

Improve pedestrian crossings by extending kerb

Why

To reinforce pedestrian connectivity

Who

Council

18 Signage

Where

At key points throughout Footscray Central

What

Install signs of appropriate types for motorists, pedestrians and cyclists, directing to key precincts within Footscray Central.

(Notes:

1. Signs within the ring road should be attached to 'Smartpoles' - see 9 Barkly/Hopkins Street proposals, page 75
2. Signage may be provided by banners - see 12 Banners & Retail Stalls, page 76)

Why

To increase awareness of the key destinations within Footscray Central

Who

Council

19 Annual Art Competition

Where

In key public spaces around Footscray Central

What

Establish an annual competition for a piece of permanent public art which celebrates Footscray, to be unveiled at a special annual event

Why

To celebrate the arts community and enhance the environment

Who

Council

20 Riverside Arts Precinct

Where

Site to east of Bunbury Street 'Ryco' building

What

Promote development in which at least 50% of built floorspace remains in Council control to lease as artists' studios and associated retail outlets, incorporating Griffiths & Baird garage, new public toilets, a cafe and landmark structure

Why

To celebrate the arts community and enhance safety and amenity of the environment

Who

Developer with Council support

21 Footscray Wharves

Where

Area bounded by Napier Street, Maribyrnong River, Lyons Street and Moreland Street

What

1. Promote use of all sites for small scale new business enterprises, high-tech and media businesses and associated support services, or river-related uses
2. Promote development of Kivelos Fisheries and site to its south for river-related uses relating to boats, fish, eating and drinking, with clear views through to river
3. Reconstruct Lyons Street and improve Whitehall and Moreland Streets to allow truck access to adjoining businesses.

Why

1. To increase intensity and raise employment levels
2. To celebrate the riverside and increase intensity
3. To improve the visual appearance of Maribyrnong Street by removing queuing trucks

Who

Private landowners & developers

22 Walter Street Park

Where

Bus Depot

What

Promote redevelopment for a local park on the corner of Walter and Arran Streets faced by housing, and business or TAFE college uses facing Buckley and Nicholson Streets

Why

To enhance local residential amenity, safety and visual appearance, and increase intensity

Who

Private developer(s), VUT

Note: Land for park may be gained through land swap with current Swim Centre site

23 Raleigh Street

Where

Council car park on Raleigh Street between Huntly Street and Devon Place

What

Promote development for medium density housing, once it can be confirmed that the car parking strategy (see proposal 15) is working.

Why

To enhance local residential amenity, safety and visual appearance, and increase intensity

Who

Private developer

24 University Quarter

Where

VUT land south of Ballarat Road

What

Promote redevelopment of landholding south of Ballarat Road, incorporating:

1. Student and staff accommodation and associated facilities, student services, teaching, research and conference space
2. A permeable street network linking Geelong and Ballarat Roads and Droop Street
3. A high quality landmark building on the corner of Ballarat and Geelong Roads
4. Heritage buildings on Geelong Road
5. Replacement of the large open car park on Footscray Park floodplain

Why

1. To increase intensity
2. To reinforce connectivity and legibility

Who

VUT

25 Joseph Road Area

Where

Area to the north of Hopkins Street bounded by railway line and River

What

1. Promote redevelopment for townhouses and apartments and/or showrooms and offices along Hopkins Street
2. Establish a new street connection across the railway line between Ryan Street and Nielson Place, with associated rat-run avoidance measures

Why

1. To increase intensity and take better advantage of the river setting
2. To reinforce connectivity

Who

Private land owners and/or developers

26 DHS Building

Where

DHS building on Footscray Road

What

1. Sell and promote the development of the car park at the foot of the DHS building for a single level cafe
2. Promote the development of a single level of apartments on the roof of the DHS building at the eastern end

Why

To increase intensity and take better advantage of the river setting

Who

Private developers

27 Albert Street South

Where

Council car park on eastern side of Albert Street between Buckley Street and railway line

What

Sell and promote the development of medium density residential uses or offices

Why

To increase intensity and enhance the environment

Who

Private developers

28 Cowper Street

Where

Site on corner of Hopkins and Cowper Street currently occupied by Ford dealership and vacant site opposite bounded by Cowper, Hopkins and Wingfield Streets.

What

Promote the development of medium density residential uses, incorporating open space at the northern end of the 'Ford' site to support a view down Wingfield Street to the river and from it to the Gateway tower

Why

To increase intensity and enhance the environment

Who

Private developers

29 Railway Reserve Redevelopment

Where

Area bounded by St Albans/Melton railway line, South Dynon Railyards goods line, Werribee/Williamstown railway line, Buckley Street and Nicholson Street

What

1. Reconfigure Buckley Street roundabout and promote sale and development of the resulting surplus land for office, residential or entertainment uses (Note: proceeds from the sale of the roundabout should be used to fund the establishment of Station Square.)
2. Promote reuse of the buildings facing Nicholson Street
3. Promote development of Railway Reserve for employment uses - such as a business park - or, if there is no prospect of there being demand for this, a public facility, entertainment, leisure or residential uses. Relocate rotunda to Station Square. (Note: Development may need to incorporate commuter car park.)

Why

To make the environment safe, increase intensity

Who

Private developer in association with Public Transport Corporation

30 'The Gateway'

Where

Two development sites: the southwest corner of Hopkins/Moore/Irving Street intersection and Hopkins Street Shopping Centre car park (Note: The site on the opposite corner of Hopkins and Irving Streets is covered elsewhere, as part of the Station Square development (page 75))

What

1. Promote development of the two sites to create a pair of 'gateway' towers, containing retail uses at ground floor and apartments and/or offices above, with car parking provided at basement level or first floor
2. Encourage Footscray Market to improve the appearance of its facade, through measures such as mosaic panels designed by local artists

Why

1. To create a heightened profile for Footscray Central, reinforce legibility and increase intensity

Who

Private land owners / developers

31 Byron Street

Where

Byron Street car park

What

Sell and promote redevelopment of car park for retail uses and public toilets at ground level, public car park at first floor, and residential, entertainment or office uses above, with small public open space adjacent to Leeds Street

Why

To increase intensity

Who

Private landowner/developer

32 Dennis Street

Where

Former RACV site, north of Dennis Street and bounded by Droop and Nicholson Streets

What

Promote redevelopment for retail uses at ground level and entertainment or residential uses above

Why

To increase intensity and enhance safety and visual appearance

Who

Private landowner/developer

33 Hyde Street

Where

Area bounded by McNab Avenue, Hyde Street and Napier Street, plus Council car park on Hyde Street

What

1. Relocate commuter and Council car parking area to vacant bowling club site
2. Encourage the relocation of the police to a more central location - possibly in the Station Square development (see 6 Station Square, page 75) - and retain and enhance the Scout Hall
3. Promote development of sites facing Hyde Street for medium density housing
4. Establish a local park next to the Scout Hall

Why

To enhance the safety and appearance of Hyde Street, increase intensity, provide public open space and improve the safety of the car parking

Who

Private developer in association with the Department of Infrastructure

34 Events

Where

Public open spaces in the Business Centre and at the riverside

What

Establish and promote events such as art and fish markets on the riverside, festivals and outdoor performances – such as buskers in the Mall

Why

To encourage outdoor activity and thus increase intensity

Who

Council in association with community group such as AIM (Artists and Industry in Maribyrnong) or Footscray Asian Business Association

35 Trails

What

Establish and promote walking and cycling trails around and through Footscray Central, such as a *Riverside Trail* – linking the Living Museum at Pipemakers Park with Footscray Park, the Chinese Gardens (when complete), Arts Precinct and Footscray Wharves; an *Arts Trail* - following public art works as they emerge from the proposed Footscray Annual Public Art Competition; and a *Discovering Footscray* trail – linking the *Riverside Trail* with the Town Hall, Station, Mall, Forges, Bi-Lo, Market and VUT university campus

Why

To encourage outdoor activity and thus increase intensity

Who

Council

36 Port of Melbourne

Where

Area south of Footscray Road and adjacent to the river

What

1. Review visual impact of port activities and establish guidelines for riverside edges designed to avoid large blank edges and encourage visually diverse frontages which express their use, with containers hidden behind buildings or partially screened by landscaping
2. Encourage Melbourne Port Corporation to undertake a detailed land use study to identify opportunities for the redevelopment of riverside sites for river-related uses, such as a fishmarket, commercial boating or boatyard facilities

Why

1. To enhance the visual appearance of the river
2. To celebrate the river and increase its intensity

Who

Melbourne Port Corporation & City of Melbourne

Introduction

This chapter identifies:

1. a management structure for the implementation of the proposals,
2. the costs of the proposals,
3. potential funding sources,
4. the appropriate staging of the proposals,
5. measures for promoting private investment, and
6. a monitoring strategy

Chapter 5 outlined a series of specific proposals designed to realise the vision. This chapter discusses the strategy necessary to implement those proposals.

Managing the Process

In order to ensure the successful implementation of the Urban Design Framework, there must be:

- clear leadership of the Framework as a whole
- a dedicated project manager at arms length from Council
- a dedicated Coordinator for the Promotion and Development of Commerce in the Footscray Business Centre
- clear articulation of the vision and requirements of the Framework to potential developers
- continued collaboration between all relevant stakeholders

A 'champion' must be identified who will stand for the Framework in the public arena, and manage the relationships necessary to gain the support – both financial and otherwise – of other agencies and the community. This is a political rather than a technical role, however the 'champion' must have a good understanding of the rationale behind the proposals.

The more detailed implementation of the Framework will be best managed by a dedicated 'Place Manager', accommodated in the Business Centre itself. He or she should be full-time, with executive support.

A Place Manager focuses on results rather than contributions and encourages individuals, organisations and communities to develop their capacity to work separately and together in order to foster and sustain positive change. He or she

would have responsibility for all aspects of the implementation process, ensuring coordination between the multiplicity of players involved in delivering the strategy.

The Place Manager's tasks would include project design, planning, approvals, consultation and organising interim measures to avoid disruption to the Centre's operation. The projects in the public domain require funding to be put in place and private projects require negotiations with landowners and developers.

The Place Manager must therefore be multi-skilled, and be seen to be at arms length from public agencies and able to advocate on behalf of private sector interests. This approach has worked successfully in other instances, such as an inner city housing project in Hobart known as 'Wapping'.

The main features of the implementation approach in Wapping are:

- the originally State Government- and Council-owned land has been ceded to the project to provide its capital base, thus the added value is captured by the project
- the project operates a trust fund with an overdraft facility to fund initial cash flow shortfalls
- the project operates as a private entity would - that is, it is required to apply for planning and other approvals
- a project manager is appointed on a contract basis with a budget for buying services from Council, the State Government and/or the private sector

- the project manager operates from a site office with secretarial support
- the project manager reports to a steering committee with high level Council and State Government representation - to enable decisions to be made and to ensure that they can be carried out

A similar approach could be adopted quite cost effectively in Footscray Central. An opportunity exists to establish a project office in First Place, the existing business development centre in Nicholson Street, where the required infrastructure already exists. The cost of the project manager would be partly off-set by relieving Council of the coordinating role, which would be carried out less efficiently due to other calls on personnel time and a lack of continuity and accountability for outcomes. This is inevitable when tasks are dispersed in an organisation.

The promotion and development of commerce in the Business Centre needs to be coordinated by a dedicated Centre Manager, who should also be accommodated in a Business Promotion Centre in the Centre itself, potentially in the First Place. The Business Promotion Centre could provide:

- small business and planning advice
- a meeting place for a coordinating entity (Chamber of Commerce and Industry or a 'Committee for Footscray Central')
- a focus for marketing campaigns, including the marketing of development opportunities on both public and private sites
- an outlet for information on strategic planning and urban design initiatives

- a venue for consultation with the community
- business, property and development expertise to ensure private development proposals do not become stunted by red tape

The articulation of the vision and requirements of the Framework will be achieved through promotional means - see page 90 - and through the Planning Scheme. The Planning Scheme will incorporate the recommendations of the Framework at several levels:

- the MSS will incorporate the Vision
- local policies may be prepared on specific issues such as housing in the Business Centre
- zones may be amended
- overlays may be prepared, such as a Design and Development Overlay, a Development Plan Overlay, or a Development Contributions Plan Overlay

In particular, a Development Plan Overlay could incorporate all appropriate development and use provisions in 'performance-based' terms, including detailed design guidelines, which will:

- obviate the need for advertising applications and avoid third party appeals, without removing the opportunity to require consultation.
- allow flexibility in terms of acceptable solutions while providing criteria and guidelines to assess departures

At the technical level, many of the proposals require the support and collaboration of a range of agencies and individuals - both public and private - for their implementation. There is also a need to monitor the implementation of the Framework as a whole, and

consider options and variations as circumstances change.

Relationships with representatives of a wide range of agencies and individuals have already been formed during the course of this project. In order to capitalise on their knowledge of the project, it is therefore proposed that a more permanent 'Footscray Central Partnership' is formed for the duration of the Framework implementation, involving the key players. This may be based on the Steering Committee, and should include the project 'champion' and project manager, and a representative of each of:

- Maribyrnong City Council
- The Department of Infrastructure
- Parks Victoria
- The Public Transport Corporation
- VicRoads
- Melbourne Ports Corporation
- Victoria University of Technology
- City of Melbourne
- The business community
- The residential community

There should be no more than a single representative of each organisation, to ensure an effective group size.

The 'Footscray Central Partnership' should meet every three months or so during the course of the implementation of the Framework, to consider specific projects as they arise, changes in key circumstances and variations to the original proposals.

Costs

The costs of the public domain proposals and other Council initiatives outlined in chapter 5 are estimated to be as follows:

Key public domain proposals or 'pressure points'		'Civic improvements'		Facilitation			
No	Project	Cost (\$)	No	Project	Cost (\$)		
1	Nicholson Street Mall	682,500	8	Nicholson Street (north)	552,500	Project Officer	45,000pa
2	Maddern Square - stage 1	173,000	9	Barkly/Hopkins Street	763,500	(for the first two years only)	
	Maddern Square - stage 2	241,500	10	Donald Street	119,000	Project Manager	65,000pa
3	Nicholson Street (Mall extension)	334,000	11	Footscray Gateways	1,100,000	Overheads	65,000pa
5	Leeds Street	532,500		Ballarat & Geelong Roads	97,000	Development Facilitation	30,000pa
	Leeds Street awnings	55,000	13	Napier/Buckley Street	298,500	Business Developm't & Promotions	275,000pa
6	Station Square - square only	3,000,000	14	Footscray Park	550,000	TOTAL	480,000pa
	Station Square - footbridge	1,100,000		Footscray Park infrastructure & repair	110,000		
7	Waterfront Precinct - north	2,021,000		Footscray Park playground	33,000		
	Waterfront Precinct - central	1,735,500	15	Kerbside Car Parking (excluding that in			
	Waterfront Precinct - south	2,898,500		projects above but including Paisley St)	38,000		
22	Walter Street Park	200,000	16	Cycle Network	33,000		
	TOTAL	12,973,500		Riverside shared pathway completion	334,500		
			17	Intersection Improvements (excluding			
				that included in projects above)	139,000		
			18	Signage	121,000		
			19	Annual Art Competition	10,000pa		
			31	Byron Street car park - fallback option	106,000		
				Seating, bins etc	65,000		
				Saltwater Crossing landscaping	218,000		
				TOTAL	4,678,000		
					+ 10,000pa		

Note: all costs exclude GST & major drainage works.

Note: all costs exclude GST & major drainage works.

OVERALL TOTAL	\$17,651,500
	+ 490,000pa

Funding

- Funding for these projects may be available from the following sources:

1. Existing Council budgets, including:

- capital works
- maintenance
- special projects budgets, such as Street Trees

This can be justified by rate base enhancement and benefits to the wider community.

2. Special rates, such as on:

- Business Centre properties

This can be justified by increased profitability.

3. Development Contributions from:

- All development opportunities

Commitments by developers currently exist to pay for some landscaping works along the riverside.

4. State Government programs, such as:

- Transit Cities
- Community Support Fund
- 'Streetlife' fund
- the 'Power Line Relocation Committee'
- Boating Council
- Pride of Place

In particular, the improvements to personal safety that will result from many of the projects are

considered to make a strong case for Government funding. The catalytic value of key projects such as Station Square is also considered to justify Pride of Place funding as a 'flagship' for the program.

5. Other public agencies, such as:

- Parks Victoria – for proposals in Footscray Park and along the riverside in particular
- Melbourne Port Corporation – for proposals on the east bank of the river
- City of Melbourne – for proposals relating to bridge crossings and riverbanks

6. Revenue from public land sales, including:

- Council car parks such as Ring Road Redevelopment sites, Byron Street & Raleigh Street
- Other public land such as that around the railway station and the Buckley Street roundabout

7. Parking revenue, such as from:

- Employee permit system

The key potential funding amounts are summarised in the table below:

Source	Potential Funds per annum(\$)	Notes
Special Rate	250,000	The rate on each property can be a relatively modest amount when spread across the whole Business Centre
Capital Works Budget	250,000	
Public Asset Sales	250,000	This is only <i>part</i> of the proceeds of sale of surplus publicly-owned sites, which is estimated to be much greater in total
Community Support Fund	2,000,000	This is only <i>part</i> of the \$2.7million per annum that the City of Maribyrnong is entitled to on a pro-rata basis
Power Line Relocation Funds	200,000	
Street Trees	100,000	This is an allocation from the \$300,000 per annum currently earmarked by Council for tree planting across the whole municipality
TOTAL	2,050,000	This is the potential annual income for the project over ten years, subject to detailed investigations

Staging

Public domain projects

The criteria for staging capital works projects in the public domain are:

- their effectiveness in meeting the strategic goals of the Framework
- their profile, or effectiveness in creating a positive climate for private investment
- their cost effectiveness
- their capability of implementation
- funding availability
- the timing of associated development or infrastructure works

Establishment of the Promotion Centre is potentially a high profile project given that it can provide visible evidence of a commitment to change the direction of the Centre. It can also be implemented relatively quickly, whereas most of the other projects require detailed planning, consultation and execution. The early establishment of the Promotion Centre would provide a focus for the other projects and enable effective coordination of them by the project manager.

Putting in place the special rate schemes is also a high priority. The capital works they are designed to fund should follow shortly after, with priorities set according to the degree to which they improve the Centre and change perceptions of it.

Of all the projects, the proposed Station Square development will go furthest in meeting the strategic goals of the Framework. It will reinforce connectivity for rail, taxi and bus users, pedestrians and the mobility impaired; it will enhance the safety, attractiveness and amenity of the environment; and it will increase the intensity of the area. The Station Square development will also significantly improve perceptions of the Business Centre - notably for those arriving or passing through by rail.

The land required for the Station Square development is largely in public control, however its timing still depends on interest from private developers, acquiring the remaining land and the process of decanting existing businesses into new accommodation. While it is therefore recognised that the project will take a number of years to achieve, it should be given a high priority and constitute a 'flagship' project demanding early attention to realise its potential as soon as possible.

The Department of Infrastructure should take a lead role in the development of Station Square with the support of Council. The Department of Infrastructure should contribute to the overall project management costs of the Framework that would combine the redevelopment of all the land around the station with the development of the Footscray Business Centre and the riverfront.

Of the other public domain projects, Barkly/Hopkins Street will do most to raise the profile of the Business Centre, as it carries the greatest number of people. Therefore, it constitutes a 'flagship' project and has already been commenced.

The extension of Nicholson Street Mall and Leeds Street and Donald Street improvements are considered to offer major benefits both in terms of meeting the strategic goals and raising the profile of the Business Centre.

In the southern waterfront precinct, a number of private sector investments are currently taking place or being considered. These include:

- the development of the Riverside Industrial Park by the Banco Group of Companies
- the development of 90 Maribyrnong Street as part of the Docklands Cotton Mills redevelopment
- Melbourne Port Corporation's consideration of the long-term lease of Tom Kivelos Fisheries and the extension of mooring facilities adjacent to the Footscray Wharves Park

In addition, Banco has already committed itself to contribute to the costs of undergrounding power. It is therefore critical that public domain improvements in this area – particularly the upgrade of Maribyrnong and Lyons Streets - are expedited to capitalise on this private investment.

In the northern and central sections of the waterfront precinct, the crumbling riverbanks and wharves require urgent attention to ensure their safety. The provision of a riverside square in front of the arts centre incorporating infrastructure for public festivals and markets is also a priority to promote events.

Changes to parking provisions are not costly and they can change the way the Centre is perceived as

a place to shop straight away. This should be a high priority.

Intersection improvements, signage and the Cycle Network are also relatively inexpensive and should be implemented as early as possible.

Similarly, amendments to the Planning Scheme are not costly and with an appropriate Development Plan Overlay in place (with minimal parking provisions) investor perceptions can be changed.

The timing of public domain projects funded by a mix of developer contributions, or a special infrastructure rate levy relating to these projects - will obviously be related to the timing of those developments. These may include: Station Square and Irving Street environmental works – Station Square and Railway Reserve developments

- Donald Street improvements - Ring Road Redevelopment
- Ballarat / Geelong Road intersection improvements, Geelong Road tree planting – University Quarter development
- Riverside Promenade - Saltwater Crossing, Riverside Industrial Park and Footscray Wharves developments
- Environmental improvements across river - Port development

Where other infrastructure works are planned in the same areas as public domain proposals, the opportunity should be taken to implement the proposals at the same time. This will minimise disruption, and avoid the duplication, for instance, of new paving.

A notional staging of the proposals is therefore as follows:

<i>Year</i>	<i>Project</i>
02-03	Engagement of project manager and establishment of project office Stage 2 of Barkly/Hopkins Street improvements Stage 1 of Kerbside Car Parking and Intersection Improvements Saltwater Crossing landscaping & viewing platform Stage 1 of Leeds Street improvements Stage 1 of Signage
03-04	Employ Centre Promotions Coordinator & establish Business Development & Promotion Program Stage 2 of Leeds Street improvements Stage 2 of Kerbside Car Parking and Intersection Improvements Cycle Network Stage 3 of Barkly/Hopkins Street improvements Paisley Street improvements Waterside Precinct South Napier Street improvements Ballarat and Geelong Road improvements Inception of annual art competition
04-05	Bridge Gateway treatments Ring Road improvements Nicholson Street Mall improvements Nicholson Street Stage 1 of Waterside Precinct Central Stage 1 of Waterside Precinct North
05-06	Nicholson Street (Mall extension) Stage 1 of Maddern Square Stage 1 of Station Square Stage 2 of Waterside Precinct Central Stage 2 of Waterside Precinct North

Year Project

06-07 Stage 2 of Station Square, including footbridge
Stage 2 of Maddern Square

07-08 Footscray Park

A cashflow analysis has been developed for this staged program. This is shown overleaf.

YEAR	COST	1	2	3	4	5	6	7
KEY PUBLIC DOMAIN PROPOSALS								
NICHOLSON STREET MALL	\$682,500			682,500				
NICHOLSON STREET (MALL EXTENSION)	\$334,000			334,000				
LEEDS STREET	\$532,500	532,500						
LEEDS STREET AWNINGS	\$55,000		55,000					
MADDERN SQUARE	\$414,500				157,200	257,300		
STATION SQUARE	\$3,000,000				1,500,000	1,500,000		
STATION FOOTBRIDGE	\$1,100,000					1,100,000		
WATERSIDE PRECINCT - NORTH - STAGE 1	\$959,000			959,000				
WATERSIDE PRECINCT - NORTH - STAGE 2	\$1,062,000				1,062,000			
WATERSIDE PRECINCT - CENTRAL - STAGE 1	\$866,500			866,500				
WATERSIDE PRECINCT - CENTRAL - STAGE 2	\$869,000				869,000			
WATERSIDE PRECINCT - SOUTH - STAGE 1	\$1,550,000		1,550,000					
WATERSIDE PRECINCT - SOUTH - STAGE 2	\$1,348,500		1,348,500					
WALTER STREET PARK	\$200,000						200,000	
FOOTSCRAY PARK	\$550,000						550,000	
FOOTSCRAY PARK INFRASTRUCTURE AND REPAIR	\$110,000	110,000						
FOOTSCRAY PARK PLAYGROUND	\$33,000	33,000						
BRIDGE GATEWAY TREATMENTS	\$1,100,000			1,100,000				
SHARED PATHWAY, HEAVENLY QUEEN TEMPLE	\$220,000	220,000						
SHARED PATHWAY, FOOT. PARK NEWELLS PADDOCK	\$114,500	114,500						
SALTWATER CROSSING: SITE 1 LANDSCAPING	\$132,000	68,000	66,000					
SALTWATER CROSSING: VIEWING PLATFORM	\$20,000	10,000	10,000					
SALTWATER CROSSING: SITES 2 & 3 LANDSCAPING	\$68,000	33,000	33,000					
SIGNAGE	\$110,000	55,000	55,000					
SUB-TOTALS	\$15,429,000	1,174,000	3,117,500	3,942,000	3,588,200	2,657,300	750,000	0
STREET IMPROVEMENTS								
BARKLY STREET/ HOPKINS STREET - STAGE 2	\$274,500		274,500					
BARKLY STREET/ HOPKINS STREET - STAGE 3	\$489,000		315,000	174,000				
NICHOLSON STREET NORTH	\$552,500			552,500				
RING ROAD	\$119,000	10,000		-70,000	39,000			
PAISLEY STREET	\$27,500		27,500					
NAPIER STREET	\$298,500			298,500				
CYCLE NETWORK	\$33,000		33,000					
SIGNAGE	\$11,000	5,500	5,500					
BALLARAT AND GEELONG ROADS	\$97,000		48,500	48,500				
SEATING, BINS, ETC.	\$65,000	65,000						
SUB-TOTALS	\$1,967,000	80,500	704,000	1,143,500	39,000	0	0	0
OTHER PEDESTRIAN CROSSING / KERBSIDE PARKING IMPROVEMENTS								
HOPKINS/MOORE/IRVING ST INT' SEC	\$16,500		16,500					
IRVING/NICHOLSON STREET	\$16,500		16,500					
BUCKLY/NICHOLSON STREET	\$1,500		1,500					
GEELONG ROAD/ BARKLY ST INT' SEC	\$22,000		22,000					
BYRON ST WEST KERBSIDE PARKING	\$106,000		106,000					
WINGFIELD/ COWPER INT' SEC	\$16,500		16,500					
WINGFIELD/ WHITEHALL INT' SEC	\$16,500	16,500						
BUNBURY/ COWPER INT' SEC	\$16,500		16,500					
BUNBURY/ WHITEHALL INT' SEC	\$16,500	16,500						
PARKER/ COWPER INT' SEC	\$16,500		16,500					
MISC. KERBSIDE PARKING	\$10,500		10,500					
SUB-TOTALS	\$255,500	33,000	222,500	0	0	0	0	0
PROJECT FACILITATION & PROMOTION								
PROJECT OFFICER	\$45,000	45,000						
PROJECT MANAGER	\$65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000
ANNUAL ART COMPETITION	\$10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
OVERHEADS	\$65,000	65,000	65,000	65,000	65,000	65,000	65,000	65,000
DEVELOPMENT FACILITATION	\$30,000	30,000	30,000	30,000	30,000	30,000	30,000	30,000
PROMOTION AND PROMOTIONS COORDINATOR	\$275,000	275,000	275,000	275,000	275,000	275,000	275,000	275,000
SUB-TOTALS	\$490,000	215,000	445,000	445,000	445,000	445,000	445,000	445,000
TOTAL EXPENDITURE	\$18,141,500	1,502,500	4,489,000	5,530,500	4,072,200	3,302,300	1,195,000	445,000
INCOME REQUIRED PA	\$2,839,078	2,839,078	2,839,078	2,839,078	2,839,078	2,839,078	2,839,078	2,839,078
NET CASH FLOW		1,336,578	-1,649,922	-2,691,422	-1,233,122	-463,222	1,644,078	2,394,078
ADJUST FOR INFLATION AT	2.00%	1,363,310	-1,682,920	-2,745,250	-1,257,784	-472,486	1,676,960	2,441,960
AT BANK								
OPENING BALANCE		1,363,310	-251,445	-3,014,296	-4,483,081	-5,269,382	-3,961,270	-1,786,609
INTEREST EARNED AT	5.00%	68,165	0	0	0	0	0	0
INTEREST PAID AT	7.00%	0	-17,601	-211,001	-313,816	-388,857	-277,290	-125,763
CLOSING BALANCE		1,431,475	-269,046	-3,225,297	-4,796,896	-5,638,239	-4,238,569	-1,622,371

Cashflow Analysis

Development projects

Council does not control the timing of the development of privately-owned sites, although it can influence it through promotion. Council can, however, determine the timing of the sale of its own sites and therefore significantly influence the timing of their development.

Delaying the promotion of development on private or Council-owned sites until market perceptions of Footscray have changed is likely to result in higher land values and better design quality. In this sense the Council will get a return on its initial investment - in addition to an enhanced rate base.

However, the development of a key site may act as a catalyst to change market perceptions of the area and generate confidence. In particular, the Gateway, Ring Road or Station Square sites are considered to have the greatest catalytic potential due to their high profile locations. The greater control over the form of the development afforded to Council on publicly-owned sites adds to this benefit.

In terms of the strategic goals of the Urban Design Framework, new development is also intended to achieve other objectives - particularly an increase in the number of people living in the centre. Therefore, the early development of one of the 'catalyst' sites should be promoted, followed by others as demand allows.

The current and expected inflation of land values within Footscray Central fall into three zones. Land values in the Business Centre are at a low point, and are expected to rise significantly over the next five or ten years. In the more peripheral residential areas - such as that around Raleigh Street - and along the

riverside, land values have already begun to rise, and are not expected to continue to inflate to the same degree as in the Business Centre. The reduced return gained from selling these sites now rather than in a few years is therefore likely to be less significant in these locations than in the Business Centre. Land values at the northern and western fringes of the Business Centre - around Donald and French Streets - sit somewhere in between those of the Business Centre and peripheral areas in terms of their current and expected levels. In those locations, land values are expected to reach their proper level sooner than in the Business Centre.

The sale of public land and promotion of new development sites should therefore follow a general sequence of outlying residential and riverside areas first, followed by those around Donald and French Streets, and finally sites in the Business Centre, with the possible exception of an early catalytic development, as noted earlier.

If this strategy is followed, it is expected that the sale of Council land will generate substantially more funds than are required for this project alone. This has been calculated by an assessment of the financial feasibility of the development proposals.