

CITY DEVELOPMENT SPECIAL COMMITTEE

Tuesday 30 June, 2020

6.30pm

Reception Room

Level 1

Maribyrnong Council Offices

Corner Hyde and Napier Streets, Footscray

AGENDA

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Agenda Item 5

**CONFIRMATION OF THE MINUTES OF THE PREVIOUS CITY DEVELOPMENT
SPECIAL COMMITTEE MEETING - 25 FEBRUARY 2020**

Director: Celia Haddock
Director Corporate Services

Author: Lisa King
Manager Governance and Commercial Services

PURPOSE

To present for confirmation the minutes of City Development Special Committee held 25 February 2020.

ISSUES SUMMARY

- As a matter of good governance, Council keeps minutes of each meeting of the Council and Special Committees, and for minutes to be submitted to the next appropriate meeting for confirmation.

ATTACHMENTS

1. Unconfirmed Minutes of the City Development Special Committee held on 25 February 2020 [↓](#)

OFFICER RECOMMENDATION

**That the Special Committee confirms the minutes of the City Development
Special Committee Meeting held on 25 February 2020.**

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BACKGROUND

The minutes of meetings remain unconfirmed until the next appropriate meeting of Council.

DISCUSSION/KEY ISSUES

1. Key Issues

Council requires that its minutes are presented at the next appropriate meeting for confirmation.

2. Council Policy/Legislation

Council Plan 2017-2021

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021 by considering:

- Strong leadership - lead our changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration.

Legislation

Local Government Act 1989
Local Government Act 2020

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

Not applicable.

4. Resources

Not applicable.

5. Environment

Not applicable.

CONCLUSION

The unconfirmed minutes of City Development Special Committee held on 25 February 2020 are presented for confirmation.

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Maribyrnong City Council

CITY DEVELOPMENT SPECIAL COMMITTEE MINUTES

**Tuesday 25 February, 2020
6.30pm**

**Council Chamber
Level 1
Maribyrnong Council Offices
Corner Hyde and Napier Streets, Footscray**

MEMBERSHIP

Councillor Gina Huynh (Chair)
Councillor Megan Bridger-Darling
Councillor Sarah Carter
Councillor Simon Crawford
Councillor Cuc Lam
Councillor Mia McGregor
Councillor Martin Zakharov

To be confirmed at the City Development Special Committee Meeting
to be held on 24 March, 2020

Agenda Item 5 – Attachment 1**1. COMMENCEMENT OF SPECIAL MEETING AND WELCOME**

The meeting commenced at 6.33pm.

The Chair, Cr Gina Huynh made the following acknowledgement statement:

“We acknowledge that we are on traditional lands of the Kulin Nation. We offer our respect to the Elders of these traditional lands, and through them to all Aboriginal and Torres Strait Islander peoples past and present”.

PRESENT

Councillor Gina Huynh (Chair)
Councillor Sarah Carter
Councillor Simon Crawford
Councillor Cuc Lam
Councillor Mia McGregor
Councillor Martin Zakharov

IN ATTENDANCE

Chief Executive Officer, Stephen Wall
Director Corporate Services, Celia Haddock
Director Planning Services, Nigel Higgins
Manager City Place, Steven Lionakis
Coordinator Governance, Danny Bilaver
Governance Support Officer, Adele Woolcock

2. APOLOGIES

An apology for the meeting was received from Cr Megan Bridger-Darling.

3. DISCLOSURES OF CONFLICTS OF INTEREST

Nil.

4. PUBLIC QUESTION TIME

Ms Lisel Thomas, resident of Yarraville asked a question regarding replacement trees being planted in Fehon Street and Anderson Street, Yarraville. Ms Thomas asked what steps Council will take to ensure that the trees that were meant to replace the removed street trees are planted and maintained so that they grow to maturity?

Response

The Director Planning Services, Mr Nigel Higgins confirmed that the replacement trees are on the list to be planted this winter. Mr Higgins noted that the arborist had made orders to have the trees replaced with a species of oak tree that will match the other trees in Fehon Street. Mr Higgins confirmed that Council would be seeking the Body Corporate to plant the trees, but if not, Council will plant the trees.

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Ms Julie Worth, resident of Yarraville asked a question regarding the proposal to extend the BMX track in Cruickshank Park which was not included in the Stony Creek Future Directions Plan.

Response

The Chief Executive Officer, Mr Stephen Wall noted that the item being considered tonight does not include an extension to the BMX track.

The Director Planning Services, Mr Nigel Higgins noted that Council had received an enquiry to expand the BMX track. Before the item was to be considered, Council was seeking feedback from the Friends of Cruickshank Park as to that proposal. Officers believe that the BMX track in the Stony Creek Future Directions Plan has adequate capacity to consider improvements, but not to the extent of the proposal that was put to Council today, and preliminary feedback had been sought on that this afternoon.

Mr Hayden Daniel, resident of Yarraville asked a question regarding the proposed lighting to be erected in Cruickshank Park taking away insect feed for birds and frogs.

Response

The Manager City Places, Mr Steven Lionakis noted that the plan had limited the amount of lighting throughout Cruickshank Park, which the Friends of Cruickshank Park had requested in the consultation. The lighting is limited to the footbridges where it connects to two streets. There was a compromise reached in terms of safety, and so the lighting was selected to light up the bridges to the connecting streets.

5. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

The purpose of this report was to present for confirmation, the minutes of the City Development Special Committee Meeting held on 26 November.

Committee Resolution

That the Special Committee confirms the minutes of the City Development Special Committee Meeting held on 26 November 2019.

Moved: Cr Martin Zakharov
Seconded: Cr Cuc Lam

CARRIED

Agenda Item 5 – Attachment 1**6. OFFICER REPORTS****6.1. 188 Hyde Street Yarraville**

The purpose of this report was to present for consideration a planning application for the installation of gaming machines at 188 Hyde Street Yarraville (TP283/2016) which has received 22 objections.

Andrew Kernebone addressed the Committee in relation to this item.
Jane Robinson addressed the Committee in relation to this item.

Committee Resolution

That the City Development Special Committee issue a Notice of Refusal to Grant a Planning Permit to use and install fifty (50) electronic gaming machines on the land at 188 Hyde Street Yarraville on the following grounds:

- 1. The proposal results in adverse social and economic impacts on the surrounding area, contrary to Clauses 22.06 and 52.28 of the Maribyrnong Planning Scheme.*
- 2. The proposal is located in close proximity to the commercial centre of Yarraville and on a main road, making the venue easily accessible to the community, including disadvantaged persons.*
- 3. The proposal is speculative, as the current municipal cap for EGMs has been reached at 471 and there is no indication from the applicant how the licences will be gained from other venues in Maribyrnong.*
- 4. The proposal will not result in a net community benefit for the Maribyrnong community.*

Moved: Cr Mia McGregor
Seconded: Cr Martin Zakharov

CARRIED**6.2. 200-202 Somerville Road, Kingsville**

The purpose of this report was to present for consideration a planning application for 200-202 Somerville Road, Kingsville which has received more than 10 objections.

Zlate Tosevksi addressed the Committee in relation to this item.
Andrew Gray addressed the Committee in relation to this item on behalf of the applicant.

Committee Resolution

That the City Development Special Committee issue a Notice of Decision to Grant a Permit for the construction of multiple dwellings (and associated home offices) at 200-202 Somerville Road Kingsville subject to conditions contained in Attachment 1.

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Moved: Cr Martin Zakharov
Seconded: Cr Simon Crawford

CARRIED

6.3. Significant Tree Register - Planning Scheme Amendments (C163 & C165)

The purpose of this report was to endorse the draft Maribyrnong Significant Tree Register 2019 for public consultation, and seek authorisation from the Minister for Planning to prepare and exhibit Amendment C163 to implement permanent controls to protect trees on the register and request interim protection through Amendment C165.

Committee Resolution

That the City Development Special Committee:

- 1. Endorse the draft Maribyrnong City Council Significant Tree Register with addendum dated February 2020 (Attachment 1) for the purpose of community consultation and to form the basis of Amendment C163 to the Maribyrnong Planning Scheme (Attachment 2).*
- 2. Adopt the updated Significant Tree Register (Nomination) Policy 2020 to incorporate reference to the Maribyrnong Urban Forest Strategy 2018 (Attachment 5).*
- 3. Request authorisation from the Minister for Planning to prepare and exhibit Amendment C163 to the Maribyrnong Planning Scheme to implement the findings of the draft Maribyrnong Significant Tree Register 2019 and introduce permanent planning controls to protect the trees in accordance with Attachment 2.*
- 4. Subject to authorisation being granted from the Minister for Planning, resolve to place Amendment C163 to the Maribyrnong Planning Scheme on exhibition, as prescribed under Section 19 of the Planning and Environment Act 1987.*
- 5. Note the findings of the Maribyrnong Significant Tree Register Methodology and Controls Report, January 2020, and endorses the report for public consultation (Attachment 4).*
- 6. Request the Minister for Planning prepare and approve Amendment C165 to the Maribyrnong Planning Scheme, under Section 20(4) of the Planning and Environment Act 1987, to provide immediate protection to the trees on the Maribyrnong Significant Tree Register on an interim basis, in accordance with Attachment 3.*
- 7. Note the delegation of the Chief Executive Officer to make any necessary minor changes to the draft Maribyrnong Significant Tree Register (Attachment 1) and amendment documents in relation to Council seeking authorisation from the Minister for Planning to prepare and exhibit Amendment C163 (Attachment 2) and seeking the Minister for Planning to prepare and approve Amendment C165 to the Maribyrnong Planning Scheme (Attachment 3).*
- 8. Note the delegation of the Chief Executive Officer to consider any submissions received in relation to Amendment C163 in accordance with*

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Section 22 of the Planning and Environment Act 1987, and in accordance with Section 23 of the Planning and Environment Act 1987 refer any submissions that cannot be resolved, along with other submissions, to an independent panel appointed by the Minister for Planning.

Moved: Cr Simon Crawford
Seconded: Cr Martin Zakharov

CARRIED

Cr Carter left the meeting at 7.27pm and returned at 7.28pm.

6.4. Barkly Village Public Realm Plan

The purpose of this report was to present draft options for public realm improvements in Barkly Village, West Footscray for Council consideration and community consultation.

Committee Resolution

That City Development Special Committee:

- 1. Endorse the draft Barkly Village Public Realm Plan (including Clarke Street pop up park) and the Barkly Street Protected Bicycle Lanes between Summerhill Road to Leander Street for the purpose of community consultation.*
- 2. Receive a further report on the community consultation outcomes.*

Moved: Cr Cuc Lam
Seconded: Cr Simon Crawford

CARRIED**6.5. Stony Creek Future Directions Plan 2020**

The purpose of this report was to present community feedback on the Draft Stony Creek Future Directions Plan and present an updated Plan for Council consideration.

Julie Worth addressed the Committee in relation to this item.

Committee Resolution

That the City Development Special Committee:

- 1. Note the outcomes of community consultation on the Draft Stony Creek Future Directions Plan*
- 2. Endorses the Stony Creek Future Directions Plan 2020.*

Moved: Cr Simon Crawford
Seconded: Cr Martin Zakharov

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CARRIED

7. URGENT BUSINESS

Nil.

8. SPECIAL MEETING CLOSURE

The Chair, Cr Gina Huynh, declared the meeting closed at 7.56pm.

To be confirmed at the City Development Special Committee Meeting
to be held on 30 June, 2020.

Chair, Cr Gina Huynh

Agenda Item 6.1**WALKING STRATEGY 2011 REVIEW**

Director: Nigel Higgins
Director Planning Services

Author: Steven Lionakis
Manager City Places

PURPOSE

To present the results of the review of the Maribyrnong Walking Strategy 2011.

ISSUES SUMMARY

- Walking is the most popular recreational activity with over a million participants over Victoria and accounts for 1 in 6 weekday trips. More than 40% of Maribyrnong short trips are walked.
- The Maribyrnong Walking Strategy of has guided of previous years for walking improvements and investment.
- Victoria Walks was engaged to review the strategy and provide advice on future directions. Their review concluded that any new strategy should better promote walking, outline best practice contemporary walking infrastructure and emphasise safety more. The city is experiencing significant population growth, demand for improved active transport options and a new walking strategy will support this change.
- A new city walking strategy is recommended to establish a more strategic approach to the management of walking throughout the City and to create a culture where people choose to walk in a more convenient and safer environment.
- Community and stakeholders input will shape the new strategy including the Maribyrnong Active Transport Advisory Committee (MATAC).

ATTACHMENTS

1. Walking Strategy Review - Victoria Walks [↓](#)

OFFICER RECOMMENDATION

That the City Development Special Committee note the Walking Strategy 2011 review and that a new walking strategy for the City will be prepared taking into consideration these findings and with community stakeholders input will be presented for consideration prior to broader consultation.

Agenda Item 6.1**BACKGROUND**

Walking is the most popular recreation activity with over a million participants in Victoria and accounts for 1 in 6 weekday trips. Walking accounts for a total of 2.36 million weekday trips compared to 1.61 million trips on public transport in Victoria.

Across Maribyrnong more than 40% people will walk to local shops or train stations (Source – Community Satisfaction Survey 2019) and the Maribyrnong River trail and Stony Creek paths are the most popular destinations for recreational walking.

The Maribyrnong Walking Strategy (2011) has provided the strategic direction for creating a walkable city and has guided necessary infrastructure projects. Approximately 44% of high priority actions have been completed including 40 km/hr speeding zones in Seddon. The 2011 strategy is eight years old and review was undertaken by Victoria Walks to determine whether a new strategy will be required

DISCUSSION/KEY ISSUES**1. Key Issues****Review**

In February 2020 Victoria Walks undertook a review (Attachment 1) of the current walking strategy and concluded that little emphasis is placed on the promotion of walking, limited understanding of walking infrastructure and safety of pedestrians. The review indicated a number of weakness including:

“While the existing strategy has a number of positive aspects there is, however, a major gap in the strategy. While it contains a generally good analysis of background information and context, there is no resulting statement of strategy that seeks to explain, direct or prioritise actions. It is not clear how the actions have been developed or how they connect to the rest of the document. The absence of a clear strategy component is a fatal weakness in a strategy document.”

It was strongly encouraged that Maribyrnong undertake a new strategy given that:

- Specific guidance on how to develop a council walking strategy is now available.
- There have been a variety of changes to policy at state level, such as the recent focus on 20-Minute Neighbourhoods.
- The State Government has guidance on developing Principal Pedestrian Networks (PPN).
- A number of councils have ‘raised the bar’ on what can be expected of walking strategies, establishing new precedents for best practice.

New Strategy

Any new Walking strategy will aim to support and encourage greater levels of walking both for recreation and transport purposes. The strategy can be underpinned with the following objectives:

- Increase the opportunities for recreational walking.

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- Develop a Principal Pedestrian Network to support walking as a preferred mode of transport for short trips.
- Prioritise improvements to the pedestrian environment in particular to local destinations.
- Improve the walking experience throughout the City.
- Promote a walking culture throughout the City.

2. Council Policy/Legislation**Council Plan 2017-2021**

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021, by considering:

- Strategic Objective:
 - Healthy and inclusive communities - provide and advocate for services and facilities that support people's wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning.
 - Growth and prosperity - support diverse, well-planned neighbourhoods and a strong local economy.
 - Mobile and connected city - plan and advocate for a safe, sustainable and effective transport network and a smart innovative city.
 - Clean and green - strive for a clean, healthy city for people to access open spaces, cleaner air and water and respond to climate change challenges.

Legislation

Any new strategy will be subject to the Maribyrnong Planning Scheme, the *Local Government Act 1989*, *Road Management Act 1989* and other relevant Australian standards for pedestrian infrastructure facilities.

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

The shaping of any new Walking Strategy will be shaped by community input, MATAC and key stakeholders. It is proposed to consult broadly with the community on any new walking strategy using the following techniques:

- Council website
- Your City Your Voice
- Social media promotion
- Flyers and postcards across the City
- Pop Up Information sessions

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- Direct communication with all schools within the city, Department of Education, Department of Health, Victorian Hospital Building Authority, Victorian School Building Authority, Victoria University, Department of Transport, Westgate Tunnel Project agencies and Victoria Planning Authority.

4. Resources

The preparation of a new 10 year walking strategy will cost approximately \$80,000. The strategy will outline the estimated costs for improved walking infrastructure over 10 years. Following any adoption, the strategy will be submitted to the City Infrastructure Plan for annual funding considerations.

5. Environment

Walking is the foundation of human physical activity and a walkable environment is one that supports all population groups to participate in active lifestyles. Increased walking improves physical activity, mental health and social connectedness, safety and local business activity. Shifting transport trips from driving to walking also has a range of benefits including reduced traffic congestions, noise, emissions and infrastructure costs.

CONCLUSION

The review of the Walking Strategy 2011 has revealed that a new strategy is required to improve the walking culture and environment across the City. The new strategy will guide the necessary improvements to the pedestrian environment and be informed by community and MATAC prior to broader community consultation.

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Review of Maribyrnong Walking Strategy

Report to Maribyrnong City Council

Agenda Item 6.1 - Attachment 1

Introduction

The existing Maribyrnong Walking Strategy was prepared through 2010 and released in 2011.

Maribyrnong City Council has asked Victoria Walks to:

1. Review (but not revise) the existing strategy
2. Compare it against best practice and outline the elements that could/should be included in a quality walking strategy
3. Report on the above, attaching examples of existing best practice
4. Present the findings to relevant officers.

This report provides the first three elements of the project.

Maribyrnong Walking Strategy 2011

The existing strategy was developed through 2010, with the process including:

- Data analysis
- Consultation with relevant council departments
- Public release of the draft strategy
- A community consultation session and community survey with 217 responses.

Positive attributes

Positive aspects of the existing Walking Strategy include:

- Provides a reasonable vision and set of objectives
- Outlines the policy context of the time
- Recognises the need to incorporate walkability into major brownfield development sites such as the Bradmill and former Maribyrnong Defence sites
- Recognises the value of walking in promoting social equity
- Recognises importance of personal safety in public space as a walking issue
- A CrashStats analysis that identifies streets with particular risk for walkers
- Recognition that *"Planning for centres must focus on the role of activity centres as places that can encourage sustainable transport practices such as increased walking, cycling and use of public transport"*
- Discussion of the budget that was allocated to walking at the time (p12), including recognition of the role of broader works such as streetscape improvements, street trees, lighting and public toilets
- Detailed action plan for delivery

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- Good description of relevant actions from other council strategies.

Weaknesses

While the existing strategy has a number of positive aspects there is, however, a major gap in the strategy. While it contains a generally good analysis of background information and context, there is no resulting statement of strategy that seeks to explain, direct or prioritise actions. It is not clear how the actions have been developed or how they connect to the rest of the document. The absence of a clear strategy component is a fatal weakness in a strategy document.

More specifically, the background information relies on census journey to work data to set out the role of walking in the transport system. However, focusing on the journey to work provides a very misleading picture. In Melbourne generally, only about 3% of trips to work are entirely walked, whereas the proportion of total trips that are walked is 16%. As Maribyrnong is a relatively inner suburban area, the proportion of total trips walked is considerably higher – 20% on weekdays and 22% on weekends (VISTA, 2018 values).

There is also limited discussion of why it is important to promote walking. Walking has a critical role in promoting physical and mental health, for example, that is only mentioned in passing. Further, there is no recognition that walking and driving are competing transport modes and that walking needs preferential treatment. Rather the strategy seeks to ‘have its cake and eat it,’ attempting to facilitate both driving and walking.

“A key component of the Walking Strategy will be maintaining the balance between facilitating growth in general car use and freight movements and ensuring a safe and enjoyable pedestrian environment.”

The existing strategy also displays a somewhat limited understanding of walking infrastructure, focused on footpaths and supporting amenities.

“Walkability will be facilitated by the provision of shade, regularly spaced benches and water fountains, in addition to well maintained footpaths.”

There is little recognition of the need to safely and conveniently cross streets, particularly arterial roads, as a critical walking issue.

Review or rewrite?

It is difficult to imagine a way to simply ‘refresh’ or ‘update’ the existing strategy, because:

- The background information that makes up the bulk of the document is now out of date.
- The absence of actual strategy remains a big gap to be filled.
- The actions set out are likely to have been implemented or no longer considered a high priority.

The existing strategy is effectively a snapshot in time. Apart from a very high-level statement of vision and objectives, it does not contain any elements that would provide enduring guidance.

Given this, if Council sought to ‘refresh’ the strategy it would effectively result in an entire rewrite in any case. Positioning the work required as a ‘refresh’ is likely to lead to unrealistic perceptions of the necessary allocation of resources and budget. This could then lead to problems in procurement if Council sought to commission consultants to undertake a ‘refresh.’

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In addition, there are a number of changes since 2011 that would help inform a new strategy. These include:

- Specific [guidance](#) on how to develop a council walking strategy is now available.
- There have been a variety of changes to policy at state (and no doubt local) level, such as the recent focus on 20-Minute Neighbourhoods.
- The state government has issued guidance on developing Principal Pedestrian Networks (PPN).
- There are new engagement tools that can be used to better understand community aspirations (such as [PlaceScore](#) and [CrowdSpot](#)) or engage in daily problem solving (e.g. [Snap Send Solve](#)).
- A number of councils have 'raised the bar' on what can be expected of walking strategies, establishing new precedents for best practice. This is further discussed in the next section.

What could a walking strategy deliver?

The potential scope of a new walking strategy for Maribyrnong is best considered by looking at available guidance and existing best practice in council walking strategies.

Developing a Walking Strategy: A Guide for Councils

In 2013 Victoria Walks commissioned UrbanTrans to develop specific guidance for councils on how to develop a walking strategy.

The Guide recommends councils:

- Consider policy; land use; transport, traffic and infrastructure; demographics
- Map a principal pedestrian network
- Undertake stakeholder and public consultation
- Gather data
- Include actions in the capital works budget
- Influence land use planning through planning scheme

The Guide includes suggestions that targets and evaluation are SMART (specific, measurable, achievable, relevant and timely). This could include targets that are:

- Directly countable e.g. km of path
- Self-reported e.g. children walking to school
- Process e.g. commitment to funding walking

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Other council walking strategy examples

[Banyule Walking Strategy 2018-28](#)

The strategy provides very detailed background information. They have done a lot of research and across the municipality mapped:

- Existing land use e.g. pedestrian priority precincts, train stations, bus stops, open space, schools, community centres.
- Locations of issues raised e.g. traffic issues, street lighting, footpath issues, issues with crossing roads.
- Location of pedestrian barriers e.g. heavily trafficked roads, train lines, creeks, roundabouts, steep slope.
- Potential demand for walking trips to all destinations e.g. train stations, retail, education, community facilities, open space and including destinations outside the municipal boundary that residents might walk to.

This information has then been used this to identify a PPN and key routes to school.

The strategy includes actions related to the background information that are detailed, clear and prioritised:

- For example, identifying what a PPN route looks like (*"a high level of service, such as generous footpaths, shade and weather protection, seating and priority over other transport modes at intersections"*) and prioritising implementation in three main activity centres.
- The actions often list exact locations rather than broad statements (e.g. *"Improvements to the Plenty River Trail at the Greensborough Bypass intersection"*).

[Bayside Walking Strategy 2015](#)

This is a comprehensive strategy containing good examples of most of the components outlined in the Victoria Walks guide document. Additional comments:

- The strategy includes broad community and stakeholder feedback about walking in the municipality gathered through a consultation process as well as site specific issues gathered through CrowdSpot.
- Maps of walking catchments were prepared for the Integrated Transport Strategy and are included for activity centres and primary schools.
- Walkability audits were conducted across the municipality. The strategy includes general comments on the walkability for each zone and scores for both the level and quality of provision across a range of categories. The audit also includes pictures showing good and bad practice. Examples are shown overleaf.

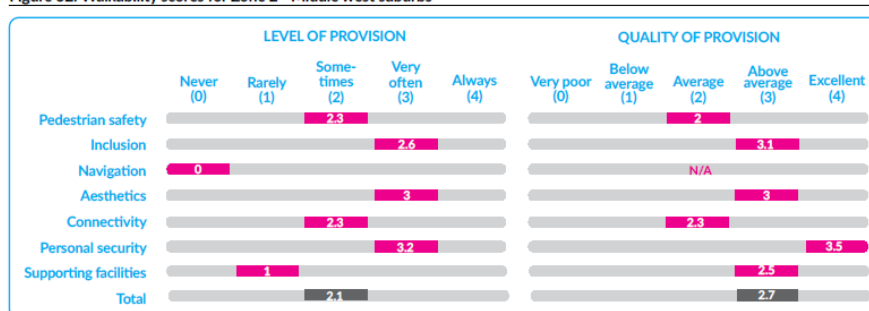
One area where the background data for Bayside's Integrated Transport Strategy does not reflect best practice is in mapping walking catchments around train lines, rather than train stations themselves. Living next to a train line does not necessarily represent good walkability as the nearest station may be several kilometres away.

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Zone 2 - Middle west suburbs

- There is good provision of seating, albeit sometimes placed in inappropriate locations
- Apart from the nicely landscaped and well-maintained parks, there are not many points of interest provided along walking routes
- The pavement in shopping areas is generally better than in residential areas, particularly in smaller streets where tree root damage is frequent
- There is not much pedestrian activity in the area
- There are few shelters and seating provided at bus stops
- There is limited provision of wayfinding / navigation

Figure 32: Walkability scores for Zone 2 - Middle west suburbs



Permeability of the street network



Mid block crossings



[Greater Dandenong Walking Strategy 2015-23](#)

This strategy includes walking for both recreation and transport. As part of the background data, the council conducted a sport and active recreation participation survey that included questions specifically about walking in the past week. This provided detailed information about frequency and duration of walking by purpose and demographics.

Due to the cultural diversity of the municipality, engagement of Culturally and Linguistically Diverse Groups was part of the consultation strategy. They also used CrowdSpot as a way for the community to provide feedback. From the consultation process they identified broad themes and priorities for the strategy.

The action plan includes indicators for measuring the success of each action e.g. “Number of new/ improved streetscape projects promoting active travel and recreation walking”.

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[Darebin Walking Strategy 2018-28](#)

This strategy is specific about what outcomes look like rather than considering individual locations. The outcomes for a route depend on the categorisation:

- primary PPN routes
- secondary PPN routes
- other PPN routes
- activity centres, and
- schools.

So, for example, the following are some outcomes specified for all primary PPN routes:

- *“New footpaths be constructed with a minimum width of 1.8m”*
- *“Safe crossing points situated no more than 400 metres apart across any road carrying more than 5,000 vehicles per day.”*

The strategy outlines targets for capital delivery, increasing walking, reducing pedestrian deaths and injuries, and increasing resident satisfaction with walking. They are all specific and most include time frames. For example:

- *“160 pause point locations on the PPN completed”*
- *“<13.3 serious crashes involving pedestrians annually (5-year average)” by 2028*

[Port Phillip Feet First 2011-20](#)

The Walking Strategy was developed as part of the Sustainable Transport Strategy which outlines targets for increases in walking (e.g. target to increase walking and bike riding by 50% for trips less than 5 kilometres). Along with these municipal wide targets, most of the actions are quite broad rather than specifying locations e.g. “Ensure the design of any local area traffic management measures also improve walking infrastructure”. Subsequent work by Port Phillip has been led by the strategy, such as the development of a PPN and the IMAP Greenlight Project.

The strategy considers public transport use and how this is related to walking, with actions focussed on integrating walking with public transport.

It outlines how success will be measured using:

- VISTA, and
- Port Phillip walking benchmarking surveys.

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Glen Eira Walking and Accessibility Action Plan 2019-24 DRAFT FOR CONSULTATION

Rather than using a PPN, the strategy identifies Great Walking and Shopping Streets – *“a road or street that aims to enable the movement of people for the purpose of walking, shopping and experiencing our activity centres and public spaces. It connects the idea of place and pedestrian activity as a reflection of an active and vibrant street where different activities are taking place, where it is safe and accessible and pedestrians have greater priority.”* Generally focussed around main roads, shopping strips and train stations. It also considers both transport and place in three types of Pedestrian Safe Neighbourhoods:

- Child Friendly Neighbourhoods – includes max speed limit of 40 km/h.
- Safe School Zones – includes wide footpaths and raised crossings.
- Walkable Activity Centres.

The strategy outlines changes to policy to assist in creating a high-quality pedestrian environment including:

- Creating new Street Design Guidelines.
- Developer contributions for infrastructure.
- Transport Impact Assessments to replace Traffic Impact Assessments in development applications, considering all modes of transport equally.

Some actions which are different to other council strategies include:

- monitor changes to pedestrian activity before, during and after improvements to structure plan areas.
- provide detectors at kerb ramps to detect the presence of wheelchairs or metal framed prams (some users find it difficult to press the button).

One area where Glen Eira’s strategy does not necessarily reflect best practice relates to car parking. For Walkable Activity Centres it includes car parking provisions as part of three of the nine potential improvements.

Mornington Peninsula Shire Pedestrian Access Strategy (draft) 2018

Mornington has a somewhat different context (many streets do not have footpaths, for example) but has a couple of notable aspects:

- Promoting the use and tourism of recreational trails is a key component of the strategy.
- Development of PPN is an implementation action of the strategy rather than work undertaken in the development of the strategy itself.
- A fairly simple evaluation methodology is proposed as a way of prioritising paths for action.

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Discussion

The various council strategies discussed above give a picture of current best practice. The depth of analysis in these strategies varies considerably, so this is a key question of scope. In relation to PPN, for example, the council could:

- Identify development of PPN as an action arising from the strategy,
- Develop PPN in the process of developing the strategy; or
- Not only develop PPN, but audit key routes to identify necessary treatments to improve routes.

Generally the greater depth of analysis is preferable, with the caveat that Council needs to be in a position to implement at least the highest priority actions arising from that analysis if it is to be useful.

This connects to one area where best practice is still emerging – the practical consideration and transparent discussion of funding opportunities and how to prioritise implementation. Victoria Walks considers this essential for the development of practical strategy.

The extent to which recreational walking should be considered will also be a key question of scope for the development of any walking strategy. Most walking strategies developed by councils are primarily focused on walking for transport, but that is not necessarily ideal. Two key considerations in relation to this will be:

- How well walking is addressed in other council policy, particularly relating to recreation.
- In public consultation, the community is unlikely to distinguish readily between walking for transport and recreation

Recommendation

Victoria Walks recommends that Maribyrnong City Council develop a new walking strategy, reflecting the best practice discussed in this report.

Agenda Item 6.2**MARIBYRNONG HOUSING STRATEGY (AMENDMENT C154) AND PLANNING POLICY FRAMEWORK UPDATE**

Director: Nigel Higgins
Director Planning Services

Author: Virginia Howe
Acting Manager City Futures

PURPOSE

To provide an update on the implementation of the Maribyrnong Housing Strategy (Amendment C154) and Planning Policy Framework to the Maribyrnong Planning Scheme.

ISSUES SUMMARY

- Victorian State Government made substantial changes to the structure of all planning schemes in late 2018, the first major overhaul in 20 years.
- A new Planning Policy Framework (PPF) was introduced which integrates state, regional and local policy into one structure.
- These State Government changes have caused significant delays in the implementation of the Housing Strategy (Amendment C154) into the Maribyrnong Planning Scheme (which Council Action 4.1.2 proposed completion by 30 June 2020).
- Council officers have been working with Department of Environment, Land, Water and Planning (DELWP) to ensure the strategic directions of the Housing Strategy (Amendment C154) and Local Planning Policy Framework (LPPF) are translated into the new structure.
- DELWP is currently reviewing Maribyrnong's new framework.
- Following DELWP feedback a planning scheme amendment encompassing the new PPF and the Housing Strategy (Amendment C154) will now be presented to Council for consideration by December 2020.

ATTACHMENTS

1. Maribyrnong Housing Strategy (C154) [↓](#)
2. Maribyrnong Housing Strategy Technical Report [↓](#)

OFFICER RECOMMENDATION

That the City Development Special Committee note the changed timeline for the implementation of the Housing Strategy (Amendment C154) and the introduction of the new Planning Policy Framework, and receives a further report in December 2020.

Agenda Item 6.2**BACKGROUND**

The Housing Strategy - Amendment C154 (Attachments 1 & 2) was endorsed by the City Development Special Committee (CDSC) on 26 June 2018, with a resolution to seek authorisation from the Minister for Planning.

The Minister for Planning then advised that the amendment was on hold pending further review (25 July 2018). The Victorian Government soon after introduced a new PPF (31 July 2018) across the whole state which will change the structure of all planning schemes, strengthen planning policy and align state, regional and local planning policies.

DISCUSSION/KEY ISSUES**1. Key Issues**

The PPF is the first comprehensive overhaul of planning schemes by the Victorian Government since 'New Format Planning Schemes' were introduced in 1999/2000. The PPF replaces the Municipal Strategic Statement with a new Municipal Planning Strategy and combines the State and Local Planning Policy Frameworks.

The State Government has been working with all local governments in Victoria to prepare the new Planning Policy Framework. Council officers have been working with DELWP to translate local planning policy framework and Housing Strategy (Amendment C154) into the new structure.

Extensive consultation has been undertaken between Council and DEWLP to prepare these revised documents (which are currently being reviewed by DEWLP). The new framework strengthens local policy by connecting it to State and Regional policy and removed policy that duplicates State Planning Policy.

Council Action Plan 2019/20 (Item 4.2.1) - *Continue to implement the strategic direction the revised Housing Strategy* was proposed to be completed by 30 June 2020. The project timeframes have been revised and authorisation from DEWLP on the revised documents is required.

A further report will be presented to Council (anticipated December 2020) on the revised planning policy framework and draft Planning Scheme Amendment.

2. Council Policy/Legislation**Council Plan 2017-2021**

This report contributes to Council's strategic objectives contained in the Council Plan 2017-2021, by considering:

- Strategic Objective:
 - Growth and prosperity - support diverse, well-planned neighbourhoods and a strong local economy.
 - Quality places and spaces - lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods.

Agenda Item 6.2

- Healthy and inclusive communities - provide and advocate for services and facilities that support people's wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning.

Legislation

- *Planning and Environment Act 1987*
- Ministerial Direction on the Form and Content of the Planning Schemes
- Ministerial Direction No. 9 – Metropolitan Planning Strategy
- Ministerial Direction No. 11 – Strategic Assessment of Amendments
- Ministerial Direction No. 15 – The Planning Scheme Amendment Process
- Ministerial Direction No. 19 – Amendments that may Significantly impact the Environment, Amenity and Human Health

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

3. Engagement

As part of the Victorian State Governments reforms to introduce the new PPF, Council has been involved in detailed engagement with DEWLP.

Extensive community consultation will be undertaken following Council's consideration of a new Planning Scheme Amendment that translates the LPPF and Housing Strategy into the new PPF structure. Public exhibition will be undertaken in accordance with Section 19 of the *Planning and Environment Act 1987*.

4. Resources

Resource requirements for the Planning Scheme Amendment are in accordance with existing budget allocations.

5. Environment

The Strategy promotes positive environmental effects by encouraging housing intensification in areas of the City with the greatest capacity for change, and encourages greater housing diversity and improved environmental performance of new dwellings.

Agenda Item 6.2**CONCLUSION**

The State Government's introduction of the new Planning Policy Framework (PPF) has delayed the implementation of the Housing Strategy (Amendment C154). Council officers are working with DELWP to ensure that the strategic directions of the Maribyrnong Housing Strategy and Local Planning Policy Framework (LPPF) are translated into the new structure. Following DELWP feedback a planning scheme amendment encompassing the new PPF and the Housing Strategy (Amendment C154) will be presented to Council for consideration by December 2020.

Agenda Item 6.2 - Attachment 1



Maribyrnong Housing Strategy

Vision for Maribyrnong's housing to 2031

Housing growth and change will support the continued revitalisation of the City, while respecting our significant heritage legacy with contemporary, high quality and sustainable design.

The change anticipated means that a diversity of housing choices can be provided in response to community needs. Housing growth will be supported and directed to appropriate locations with access to employment, infrastructure and services.

It should be noted that:

- 'Diversity' includes a mix of dwelling types, sizes, tenures (including social housing).
- 'Appropriate locations' means areas where people can easily walk or cycle to shops and other services, and access public transport.



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MARIBYRNONG HOUSING STRATEGY: CONTEXT

CONTEXT AND INTRODUCTION

INTRODUCTION

Context

The Maribyrnong Housing Strategy 2018 provides guidance regarding planning and development of housing in the City out to 2031. It is based on detailed and robust analysis that builds on the existing 2011 Strategy. It considers recent housing development and demographic trends; Council's adopted planning framework; and recent State government policy changes.

The analysis confirms that Council's existing zoning framework combined with rezoning opportunities on strategic redevelopment sites will enable the delivery of new housing projected for 2031. The analysis identifies the need for more specific and targeted guidance on housing development, particularly in areas undergoing substantial change.

Significant additional rezonings, such as the potential use of VicTrack-owned land adjacent to West Footscray train station, are not required for new housing in the short to medium term.

A range of factors influence the City of Maribyrnong's housing dynamics:

- Broad metropolitan development patterns see a greater proportion of Melbourne's growth accommodated in the west and north
- The City's diverse land use profile includes remnants of historic manufacturing and industry uses that now provide land for significant housing growth
- The City includes several diverse and locally significant activity centres
- The transport network serves parts of the City well while other parts are less connected
- Adjoining the Melbourne CBD and the middle-ring suburbs of the west means some areas have accommodated significant high density development over the past decade, while other parts retain a lower density profile and can still accommodate significant growth.

The key issues considered in planning for new housing in the City are:

- Housing growth and change
- Infrastructure
- Housing diversity
- Housing affordability
- Housing design

The revised Maribyrnong Housing Strategy responds to these issues and a detailed housing capacity assessment.

What is a housing strategy?

A housing strategy guides residential development in the City of Maribyrnong for the next 15 years.

It identifies the preferred **location** and **type of development** that is required to meet the changing needs of our growing community.

The Final Housing Strategy consists of two documents:

- The **Maribyrnong Housing Strategy** sets out the objectives and strategies to deliver the Vision
- **Maribyrnong Housing Strategy: Technical Report** details the key issues, opportunities and evidence base which underpin the final Strategy.

The Maribyrnong Planning Scheme will be updated to reflect these policies. There are also a number of other actions that Council will undertake to implement the Strategy.

MARIBYRNONG HOUSING STRATEGY: CONTEXT

Council’s role in housing

There are a number of ways Council can influence housing. Many of these are reflected in the Implementation Plan (Refer Implementation Plan in Chapter 7 of the Technical Report for more information).

A key component of the implementation of the Strategy is the preparation of an amendment to update the Municipal Strategic Statement to reflect the Housing Strategy. The MSS provides key strategic planning, land use and development objectives for local government.

LANGUAGE USED IN STRATEGY

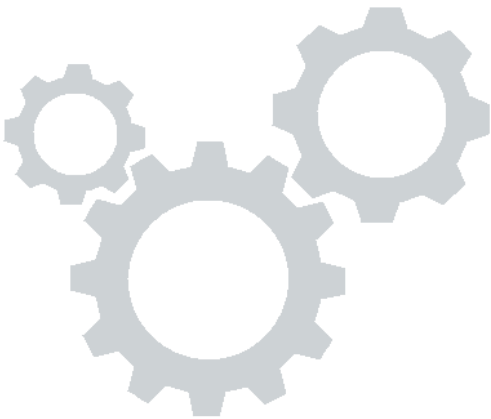
The following language has been used in the Strategy to assist with the interpretation of policy priorities.

Make it happen	Apply discretion	Control what happens
Facilitate (developer does)	Support	Avoid
Provide (Council does)	Limit	Require
Apply	Maintain	Prepare (a plan)
Direct		



Purpose of the Housing Strategy

- The purpose of the revised Strategy is to:
- support and manage the City’s growing and changing population to 2031
 - ensure that new dwellings are appropriately located and distributed throughout the City, and that housing built today meets the housing needs of future generations
 - refine residential development policy to support housing growth and change, and address current and emerging planning issues
 - provide direction for decision making about housing development in the City
 - implement policy changes and objectives and strategies to the Maribyrnong Planning Scheme.



MARIBYRNONG HOUSING STRATEGY: CONTEXT

WHY HAVE A HOUSING STRATEGY?

Housing plays a major role in supporting a liveable and sustainable community. It shapes the urban fabric and extends far beyond just the provision of shelter. Each dwelling contributes to an overall environment which has major impacts on the social, economic and environmental outcomes of the community.

Our City is undergoing rapid change: parts of the City are linked to the inner city economy while western areas support significant residential growth linked to Melbourne’s growth corridors. The City is projected to see population increase from 87,300 in 2016 to 134,000 by 2031. These additional 47,000 people will require 20,500 new dwellings.

As demand for housing growth continues, Council must set a **clear strategic direction aligning policy and planning tools** will be critical. This will ensure residents, businesses, developers and investors alike have a common understanding of how the city will change, and where. It will ensure broader issues such as affordability, design, transport, employment and the environment considered holistically. Ultimately the Strategy will help facilitate positive housing outcomes for existing and future residents of Maribyrnong to 2031.

Figure 2: Dwelling forecast scenarios

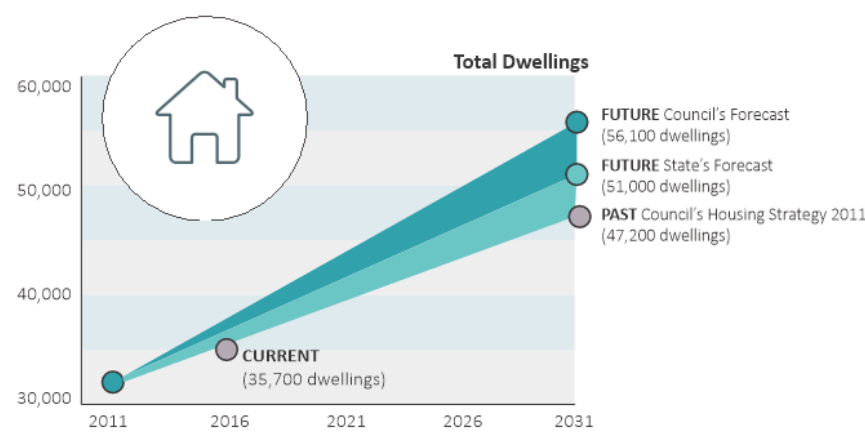


Figure 1: Forecast population by age

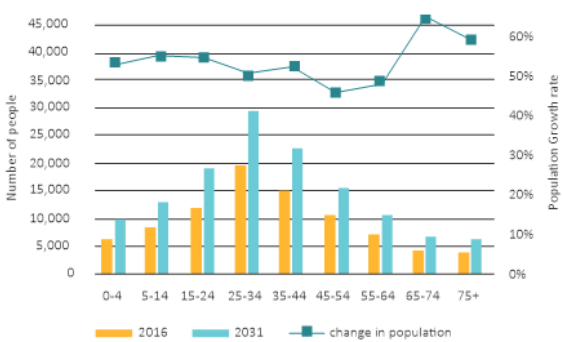
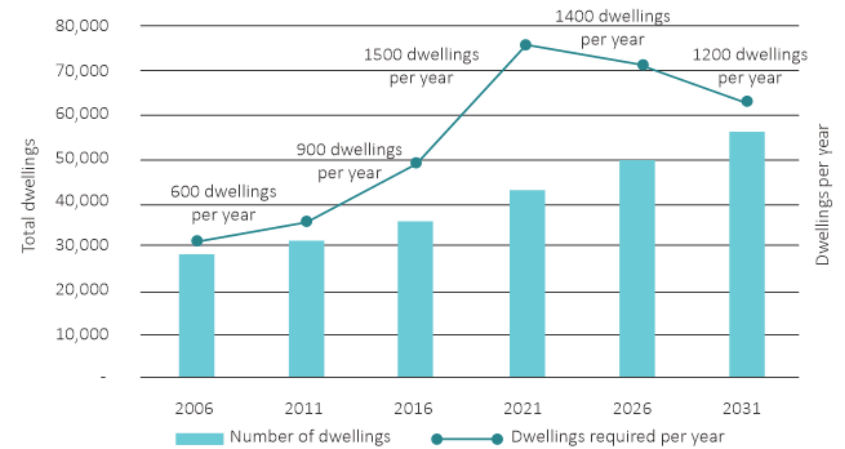


Figure 3: Dwelling forecast development rates



MARIBYRNONG HOUSING STRATEGY: CONTEXT

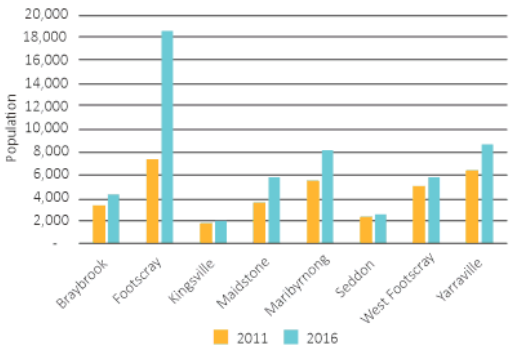
LOCAL CONTEXT

Gateway to the Western Growth Corridor and the CBD

The City of Maribyrnong is in the western region of Melbourne, close to Melbourne CBD. It adjoins the municipalities of Melbourne, Hobsons Bay, Brimbank and Moonee Valley. It acts as a gateway between the western growth corridor and the central city.

Approximately 87,300 residents (Forecast id, 2017) live in the City of Maribyrnong, across the suburbs of Braybrook, Footscray, Kingsville, Maidstone, Maribyrnong, Seddon, West Footscray and Yarraville. Tottenham is an industrial suburb with no residents.

Figure 4: Population change by suburb



Each suburb varies in terms of the size, built form, population and socio-economic characteristics. Overall, there is little vacant land for development – this means that any new development, whether residential, industrial, commercial, institutional or public open space, will require recycling of existing ‘brownfield’ sites and, potentially, involve a change from an established use.

The City contains a mix of residential, commercial, industrial and educational land uses. The predominant land use is residential; Residential Zones apply to 44% of total land and a further 14% facilitates residential activity in some form. Significant tracts of land zoned for employment include industrial land in Tottenham, Maidstone and Yarraville. The City of Maribyrnong has substantial cluster of industrial land to the south west and south east, while to the north land use is predominantly residential.

Figure 5: Context map



MARIBYRNONG HOUSING STRATEGY: CONTEXT

LOCAL POLICY CONTEXT

Maribyrnong Council Plan (2017-2021)

Our Council Plan 2017-21 guides the planning, development, allocation of resources and provision of services to our community. The Plan incorporates the Municipal Health and Wellbeing Plan, and focuses on improving the physical, social, natural, cultural and economic environments that impact community health. The key objectives of the Plan include:

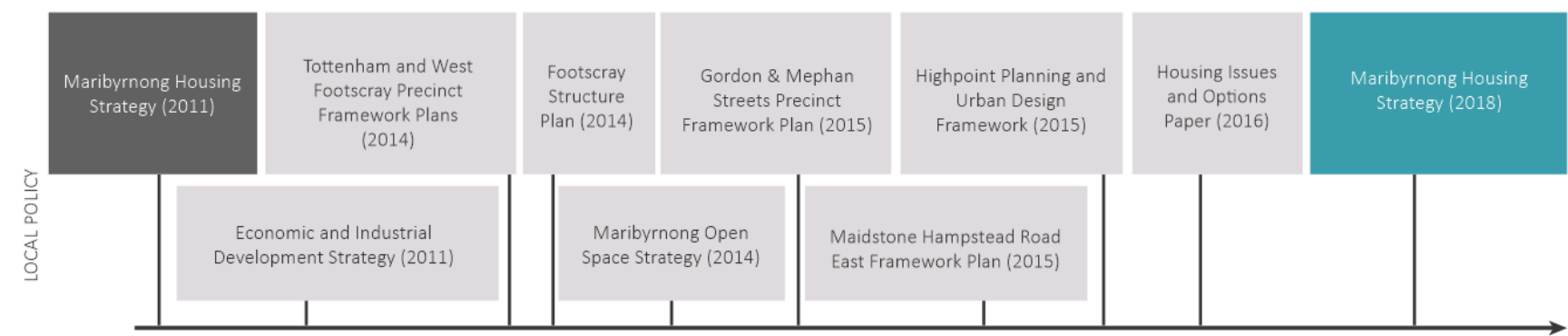
- **strong leadership**- Council will lead the changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration

- **healthy and inclusive communities**- Council will provide and advocate for services and facilities that support people’s wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning
- **quality places and spaces**- Council will lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods
- **growth and prosperity** - Council will support diverse, well-planned neighbourhoods and a strong local economy

- **mobile and connected city**- Council will plan and advocate for a safe, sustainable and effective transport network and a smart and innovative city
- **clean and green**- Council will strive for a clean, healthy city for people to access open spaces, cleaner air and water and respond to climate change challenges.

The strategic objectives relating to the provision of housing are growth and prosperity, and quality places and spaces.

Figure 6: Local policy history



MARIBYRNONG HOUSING STRATEGY: CONTEXT

STATE POLICY CONTEXT

Plan Melbourne (2017 – 2050)

Plan Melbourne is the State Government’s metropolitan strategy to guide Melbourne’s housing, commercial and industrial development to 2050. It seeks to integrate long-term land-use, infrastructure and transport planning to meet the population, housing and employment needs of the future.

In terms of housing policy, it addresses:

- overall housing supply
- planning for new housing close to jobs and public transport
- affordable housing
- streamlined decision-making
- housing diversity.

The West of Melbourne will need an additional 152,000 dwellings to support growth over the next 15 years.



Infrastructure Victoria Report (2016)

Infrastructure Victoria’s 30-year Infrastructure Strategy, an advisory report delivered to Parliament, includes major objectives to prepare for population change and foster healthy, safe and inclusive communities. It recognises a need to address infrastructure demands and increasing pressures with regards to population growth, health care (particularly ageing and aged care), ensuring physical activity and participation, community spaces and accessibility.

The need for greater investment in social and affordable housing is one of the Strategy’s top priorities. Key recommendations in this area involve better supporting low-income households in accessing and remaining in the private rental market while still continuing to invest in public housing; fast-tracking approvals for affordable housing; and investigating inclusionary zoning mechanisms.

The Strategy also recommends the integration of social services and the infrastructure that supports them. It further recommends making better use of existing infrastructure, such as using public infrastructure (such as school facilities) for a range of purposes, or rationalising or refurbishing community infrastructure that is no longer fit-for-purpose.

The Strategy further recognises the contribution of physical activity to wellbeing, recommending the promotion of walking and cycling for transport, as well as incidental and recreational physical activities through the provision of “active lifestyle facilities” (for example, bicycle and equipment lockers at train stations) and an increase in the amount and quality of green infrastructure such as parks.

Better Apartment Design Standards

The apartment design standards cover: building setback; functional layout; room depth; windows; storage; noise impacts; energy efficiency; natural ventilation; private open space; communal open space; solar access to communal outdoor open space; landscaping; accessibility; building entry and circulation; waste and recycling; integrated water and stormwater management. It applies to apartment developments 5 storeys and above.

The implementation of the Standards to the Victorian Planning Provisions was an action in Housing for Victorians, and Plan Melbourne, (Amendment VC136).

MARIBYRNONG HOUSING STRATEGY: STRUCTURE

THE HOUSING STRATEGY

STRUCTURE OF HOUSING STRATEGY

The conclusions of the housing capacity analysis, as well as the policy context and key housing issues have informed this strategy.

This strategy sets out a vision and several objectives, strategies and actions identified to deliver the vision. In some cases a brief discussion of key issues is also included for context.

- The **vision** provides an overarching statement regarding the desired future of housing in Maribyrnong.
- The **objectives** outline what is to be achieved.
- The **strategies** identify how to meet the objectives.
- The **actions** are the specific steps that need to be taken, including:
 - changes to the Planning Scheme
 - other actions for the strategic planning team
 - other council actions.

Actions are outlined in Chapter 7 of the Technical Report. The objectives, strategies and actions are organised under three themes:

- settlement (where housing change will occur)
- supply (the type of housing that will be delivered)
- design (how the housing should look and function).

Each theme addresses a number of topics:

SETTLEMENT

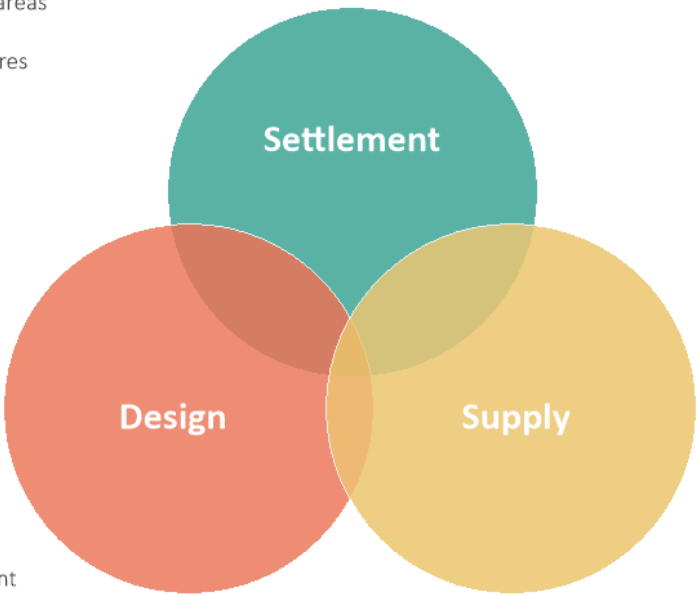
- Housing framework plan
- Housing classification table
- Heritage and neighbourhood character areas
- Established residential areas
- Local centres and small destination centres
- Urban corridors and development areas
- Neighbourhood activity centres
- Strategic redevelopment sites
- Activity centres
- Infrastructure to support growth

SUPPLY

- Housing diversity
- Housing for specific groups
- Housing affordability

DESIGN

- Neighbourhood character and heritage
- Resident amenity
- Housing adaptability
- Environmentally sustainable development



MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

SETTLEMENT

This section sets out the spatial strategy for where the municipality will accommodate projected growth.

Challenges and Opportunities

Over the last 10 years housing growth has not occurred evenly across the City. The City is experiencing significant household growth and change and the projected rate of housing growth is greater than what has been happening so far.

Short term future development is spatially concentrated in Footscray and Maribyrnong. Housing change areas identified in 2011 were effective in managing growth, although anomalies existed between change areas and zoning.

It is important to have an adequate supply of land and capacity to support an efficient and diverse housing market, housing affordability and the local economy.

OBJECTIVES

- To provide a clear framework for how and where the City’s housing growth and change will occur
- To identify the anticipated level of change, height and density of housing development throughout the City

STRATEGIES

- Apply the Housing Framework Plan and Classification Table to identify where different forms and densities of housing should be located
- Maintain the primary function of activity centres as employment nodes, and provision of goods and services
- Direct most (60%) of the City’s housing growth to substantial change areas
- Facilitate a range of medium and higher density housing types, layouts and sizes, including adaptable and affordable housing
- Facilitate development that complements and reinforces the economic function of abutting employment precincts identified in Maribyrnong Economic and Industrial Development Strategy



MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

A HOUSING FRAMEWORK PLAN

The Housing Framework Plan indicates the locations where future housing development is supported. Land not included in the housing framework plan will not be supported for housing growth unless further strategic planning work is undertaken in collaboration with Council.

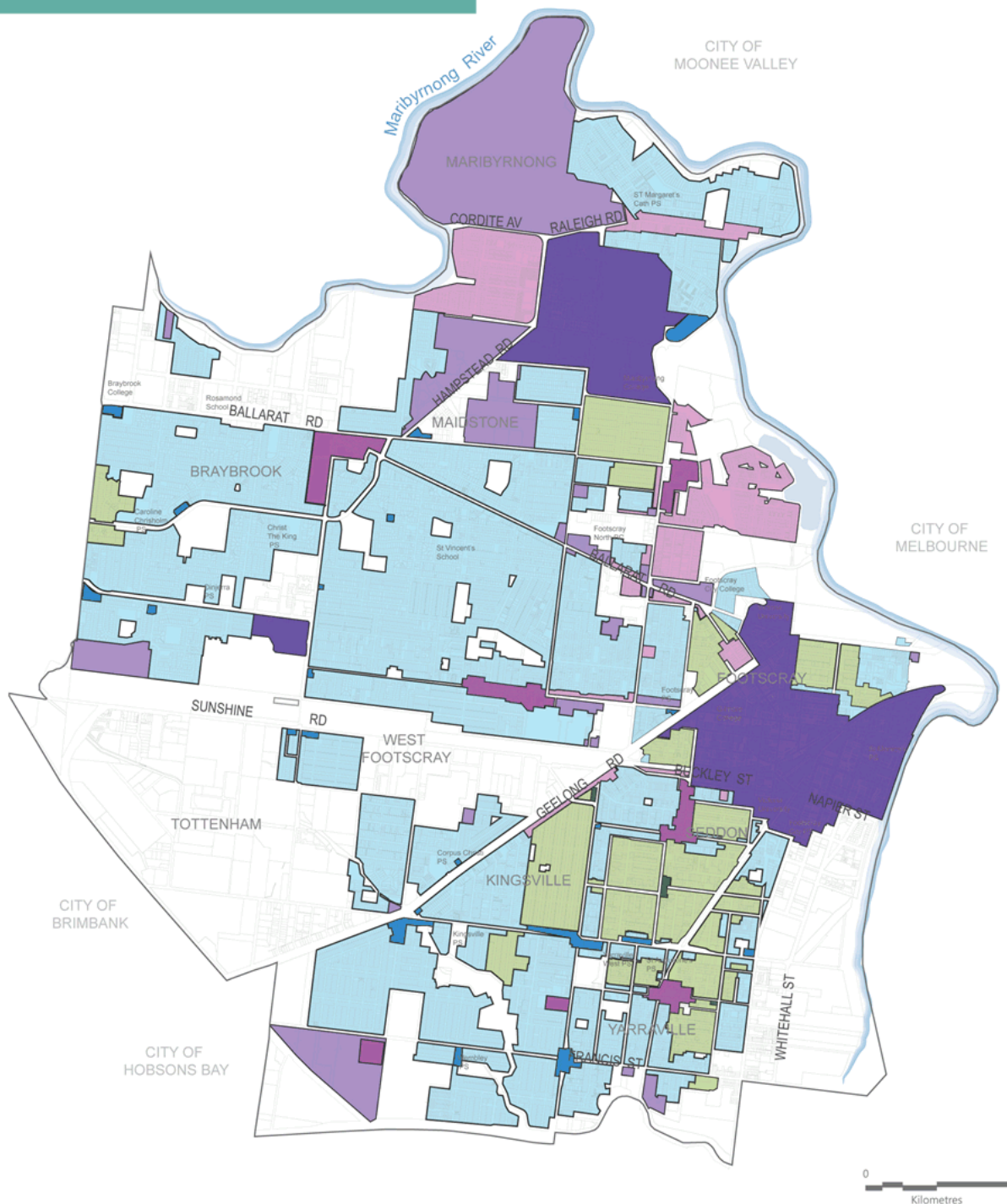
The Housing Framework Plan should be read in conjunction with the Housing Classification Table which outlines, for each of the categories: what they are, how they have been identified, what we want to see in them as well as the Scale/ height and Density of development that is anticipated, and the Change Area Type.

Objectives, strategies and actions for each of the categories then follow.



Agenda Item 6.2 - Attachment 1

MARIBYRNONG HOUSING STRATEGY: SETTLEMENT



City of Maribyrnong Housing Framework Plan 2018

LEGEND

Substantial Change Area

- Activity Centre
- Strategic Redevelopment Site
- Neighbourhood Activity Centre
- Urban Corridor & Development area

Incremental Change Area

- Local Centre & Small Destination
- Established Residential Area

Limited Change Area

- Local Centre & Small Destination
- Heritage, Neighbourhood Character & Other Areas

Agenda Item 6.2 - Attachment 1

MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

HOUSING CLASSIFICATION TABLE

Classification: What are they	Rationale: How they were identified	Policy: What we want to see in them	Scale		Change area type (proportion of lots/ area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Heritage, neighbourhood character and other areas <ul style="list-style-type: none"> Neighbourhood Residential Zone Heritage Overlay (in residential areas) Neighbourhood Character Overlay (in residential areas) Design and Development Overlay-schedule 10 Mixed Use Zone (near the Mobil Terminal) 	<p>Areas of predominantly single and double-storey residential development</p> <p>Areas with identified neighbourhood character, heritage and environmentally sensitive characteristics</p>	<ul style="list-style-type: none"> Support low-scale development that respects the existing heritage values and preferred neighbourhood character Limit housing growth and preserve neighbourhood and heritage character Limit housing growth within Environmental Protection Authority buffers 	<p>Existing</p> <p>Up to 9 metres (1-2 storeys) depending on Heritage Overlay, Neighbourhood Character Overlay or Design and Development Overlay 10 control</p>	Low			
Established Residential Areas <ul style="list-style-type: none"> General Residential Zone 	<p>Areas that can accommodate moderate housing growth to support ongoing investment</p>	<ul style="list-style-type: none"> Support moderate housing growth and diverse housing typologies Support an additional storey above the prevailing building height in the environs Support gradual infill development 	<p>Low</p> <p>Up to 11 metres (Up to 3 storeys)</p>	Medium			
Local centres and small destination centres <ul style="list-style-type: none"> These are defined in the Maribyrnong Planning Scheme Local Centres with Heritage or Neighbourhood Character Overlay controls are: <ul style="list-style-type: none"> Corner of Stephen and Schild Streets, Yarraville Gamon Street, Seddon Corner of Williamstown Road and Geelong Street, Kingsville 	<p>Locations that provide daily convenience retailing and local commercial services, along with housing on the upper levels, in the Commercial 1 Zone and Mixed Use Zone</p> <p>Where there are Heritage or Neighbourhood Character Overlay provisions relating to built form, they apply</p>	<ul style="list-style-type: none"> Support mixed use development with low-scale housing on the first floor and above Support shop-top housing, including refurbishment of existing shop-top housing Avoid residential development at ground level Require active frontages at ground level, with opportunities for passive surveillance from upper levels Require development to provide an appropriate transition in height and built form to adjoining properties 	<p>Medium</p> <p>3-4 storeys depending on context and any prescription in the zone, or overlays</p>	Medium			Heritage Overlay/ Neighbourhood Character Overlay centres

Agenda Item 6.2 - Attachment 1

MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

HOUSING CLASSIFICATION TABLE

Classification: What are they	Rationale: How they were identified	Policy: What we want to see in them	Scale		Change area type (proportion of lots/ area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Urban Corridors & Development Areas Selected parts of the following: <ul style="list-style-type: none"> Ballarat Road Barkly Street Buckley Street Gordon Street Droop Street Geelong Road Raleigh Road Tram corridors Land located at: <ul style="list-style-type: none"> Footscray RGZ Edgewater CDZ (excluding land around Jack's Magazine) Waterford Green CDZ 	Locations on a main road, well located to fixed-line public transport and good access to facilities and services Locations identified by Council as areas for housing growth which have been appropriately zoned.	<ul style="list-style-type: none"> Facilitate medium density residential development and diverse housing typologies Limit commercial development other than small offices and home offices Support flexible design outcomes on consolidated sites Support development on consolidated sites of greater than 1,000 square metres, with a minimum property width of 15 metres Limit vehicle access points (crossovers) along the main road frontage Support development that utilises right-of-way access for vehicles Require development to provide an appropriate transition in height and built form to adjoining properties, particularly in limited and incremental change areas 	Medium 3-4 storeys depending on context and any prescription in the zone and/or overlay.	Medium			
Neighbourhood Activity Centres Existing NACs: <ul style="list-style-type: none"> Edgewater Seddon Barkly Village/ West Footscray Yarraville Yarraville Square Braybrook Shopping Centre Proposed NACs: <ul style="list-style-type: none"> Bradmill site as defined by C1Z – as per endorsed development plan (DPO7) Maribyrnong Defence site (location to be identified through masterplan) 	Locations that provide daily and weekly retailing, commercial and social services, along with housing on the upper levels, in the Commercial 1 Zone and Mixed Use Zone Where there are Heritage or Neighbourhood Character Overlay built form provisions, they apply	<ul style="list-style-type: none"> Support high density mixed use development and diverse housing typologies Support a mix of uses that provide daily and weekly commercial and social service needs Require development to incorporate opportunities for passive surveillance from upper levels Support development that utilises right-of-way access for vehicles 	Medium Up to 4 storeys or as prescribed in relevant overlays and structure plans and urban design framework plans.	High	NACs, including Proposed NACs		

MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

HOUSING CLASSIFICATION TABLE

Classification: What are they	Rationale: How they were identified	Policy: What we want to see in them	Scale		Change area type (proportion of lots/ area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Strategic redevelopment sites <ul style="list-style-type: none"> Department of Defence Site, Cordite Avenue, Maribyrnong Rosamond Road, Maribyrnong Mephan Street, Maribyrnong Hampstead Road, Maidstone sites Mitchell Street, Maidstone Mullenger Road, Braybrook Beachley Sreet, Braybrook Ballarat Road, Footscray Barkly Street, Footscray Gordon Street, Footscray Swan Street, Footscray Barkly Street, West Footscray Cross Street, West Footscray Cnr Somerville Road and Roberts Street, West Footscray Cnr Robbs Road, Glamis Road and Highbury Street, West Footscray Bradmill Site, Francis Street, Yarraville Francis Street, Yarraville Banool Avenue, Yarraville 	Locations identified as urban renewal precincts or large parcels of former commercial or industrial land with the potential for significant growth and change. These locations provide opportunity for increased density proximate to activity centres and fixed-line transport.	Prepare detailed site plans for each location to identify an appropriate mix of uses and scale of development which: <ul style="list-style-type: none"> Identify built form outcomes proportional to the allotment size and surrounding context Identify locations within 800m of fixed line public transport for higher density Maximise development opportunities to avoid under development Require development to provide an appropriate transition in height and built form to adjoining properties Mitigate impacts at sensitive interfaces 	Dependent on site specific planning	Dependent on site specific planning			
Activity centres <ul style="list-style-type: none"> Footscray Metropolitan Activity Centre/ Victoria University Specialised Activity Centre Highpoint Major Activity Centre Central West Major Activity Centre 	Locations identified as activity centres in Plan Melbourne that provide greatest capacity for substantial higher density mixed use development and diverse housing typologies.	<ul style="list-style-type: none"> Facilitate high density mixed use development and diverse housing typologies Facilitate commercial development Support active frontages at ground level with opportunities for passive surveillance from upper levels Avoid under development Support building heights that reflect adopted structure plans, framework plans, existing zone and overlay provisions and any other relevant planning policy Support site consolidation to achieve preferred building heights 	As per structure plans	High			

MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

LIMITED CHANGE AREAS

Limited Change Areas comprise areas with significant and established neighbourhood character and heritage values. They have little capacity to accommodate future residential growth and development.

Limited change areas are found in the suburbs of Footscray, Kingsville, Maribyrnong, Seddon and Yarraville. Most limited change areas are currently protected by either a Neighbourhood Character Overlay or a Heritage Overlay.

Challenges and Opportunities

There are no built form guidelines for housing developed in local centres and small destination centres; development in Yarraville and Seddon activity centres should be assessed in relation to the heritage controls.

There is some land zoned Activity Centre and Mixed Use in limited change areas which may allow for greater levels of development and impact on the heritage/ neighbourhood character trying to be preserved.



Heritage, Neighbourhood Character and Other Areas

OBJECTIVES

- To support low-scale development that respects existing heritage values and preferred neighbourhood character
- To limit growth and preserve neighbourhood and heritage character and environmentally sensitive characteristics

STRATEGIES

- Support low-scale development that respects the existing heritage values and preferred neighbourhood character
- Limit housing growth and preserve neighbourhood and heritage character
- Limit housing growth within Environmental Protection Authority buffers
- Support development of no more than nine metres (up to two storeys) depending on Heritage Overlay , Neighbourhood Character Overlay, Design and Development Overlay 10 or Neighbourhood Residential Zone control



MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

INCREMENTAL CHANGE AREAS

Incremental change areas primarily consist of established residential areas which provide some opportunity for housing growth and change. They cover almost 70 per cent of land that allows residential development in the City. Redevelopment opportunities need to be balanced with the protection of existing neighbourhood character in incremental change areas.

Challenges and Opportunities

Between 2005 and 2014, 67% of land designated as incremental change accommodated 74% of additional dwellings. Incremental change areas can accommodate moderate housing growth to support ongoing investment. The capacity in incremental areas mean that change will be gradual.

Established Residential Areas

OBJECTIVE

- To support moderate housing growth to support ongoing investment and a diversity of dwellings

STRATEGIES

- Support moderate housing growth and diverse housing typologies
- Support an additional storey above the prevailing building height in the environs
- Support gradual infill development
- Support development of no more than 11 metres (up to 3 storeys)

Local Centres and Small Destination centres

OBJECTIVE

- To increase the density of people living in local centres and small destination centres without compromising low-scale built form in these areas

STRATEGIES

- Support mixed use development with low-scale housing on the first floor and above
- Support shop-top housing, including refurbishment of existing shop-top housing
- Avoid residential development at ground level
- Require active frontages at ground level, with opportunities for passive surveillance from upper levels
- Require development to provide an appropriate transition in height and built form to adjoining properties
- Support development of 3-4 storeys or as prescribed in Heritage Overlay or Neighbourhood Character Overlay controls



MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

SUBSTANTIAL CHANGE AREAS

Substantial change areas provide significant opportunities for housing growth within the City in a mix of predominantly medium and higher density development types. They are relatively free of major development constraints and are typically well served by public transport and are close to activity centres and employment opportunities.

Challenges and Opportunities

18% of the City’s available land is in substantial change areas, and these areas accommodate around 35% of the net capacity.

Substantial change areas offer capacity to meet much of the housing growth anticipated for the City however guidance regarding the expected or desired scale and nature of change in the following substantial change areas is limited. This needs to be addressed.

Rapid housing growth requires ongoing guidance and review by Council, and timely investment in the public realm to ensure these areas concentrate housing growth and attract well designed and predominantly higher density development.



Not all substantial change areas are located in areas with good access to public transport, activity centres or employment opportunities, in particular strategic opportunity sites. Any redevelopment of these sites will need to be considerate of these factors, and integrating planning will be essential.

Neighbourhood Activity Centres

OBJECTIVE

- To increase the density of people living in neighbourhood activity centres to create more vibrant centres and maximise use of transport, commercial and community infrastructure

STRATEGIES

- Support high density mixed use development and diverse housing typologies
- Support a mix of uses that provide daily and weekly commercial and social service needs
- Require development to incorporate opportunities for passive surveillance from upper levels
- Support development that utilises right-of-way access for vehicles
- Support development up to four storeys or as prescribed in relevant overlays and structure plans and urban design frameworks
- Support development up to four storeys or as prescribed in relevant overlays and structure plans and urban design frameworks

Urban Corridors and Development Areas

OBJECTIVE

- To encourage appropriate growth within Urban Corridors and Development areas

STRATEGIES

- Facilitate medium density residential development and diverse housing typologies
- Limit commercial development other than small offices and home offices
- Support flexible design outcomes on consolidated sites
- Support development on consolidated sites of greater than 1,000 square metres, with a minimum property width of 15 metres
- Limit vehicle access points (crossovers) along the main road frontage
- Support development that utilises right-of-way access for vehicles
- Require development to provide an appropriate transition in height and built form to adjoining properties, particularly in limited and incremental change areas
- Support development of three to four storeys depending on context and any prescription in the zone and/or overlay

MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

SUBSTANTIAL CHANGE AREAS CONT.

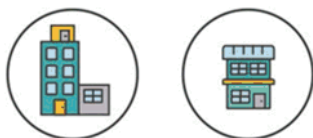
Strategic Redevelopment Sites

OBJECTIVES

- To facilitate an appropriate scale of development on strategic redevelopment sites
- To integrate strategic redevelopment sites with surrounding neighbourhood context

STRATEGIES

- Prepare detailed site plans for each location to identify an appropriate mix of uses and scale of development which:
 - Identify built form outcomes proportional to the allotment size and surrounding context
 - Identify locations within 800m of fixed line public transport for higher density
 - Maximise development opportunities to avoid under development
 - Require development to provide an appropriate transition in height and built form to adjoining properties
- Mitigate impacts at sensitive interfaces



Activity Centres

OBJECTIVE

- To maximise densities in appropriate locations as activity centres grow

STRATEGIES

- Facilitate high density mixed use development and diverse housing typologies
- Facilitate commercial development
- Support active frontages at ground level with opportunities for passive surveillance from upper levels
- Avoid under development
- Support building heights that reflect adopted structure plans, framework plans, existing zone and overlay provisions and any other relevant planning policy
- Support site consolidation to achieve preferred building heights



MARIBYRNONG HOUSING STRATEGY: SETTLEMENT

INFRASTRUCTURE TO SUPPORT GROWTH

Demand for infrastructure will be influenced by the nature and scale of population and household growth. This includes social, development, transport and open space infrastructure.

While the suburbs of Maribyrnong and Footscray will experience higher rates of growth, a City-wide, network approach is an effective and efficient way to address demand. Development contribution plans can be targeted to substantial change areas.

Challenges and Opportunities

While Maribyrnong and Footscray will experience higher rates of growth, a City-wide, network approach is an effective and efficient way to address demand. Development contribution plans can be targeted to substantial change areas.

The most effective and efficient way of providing additional services and infrastructure is to consider requirements for the whole City, rather than for individual sites or precincts. Projected increase in population and housing will generate demand for additional services.

A study to understand demand should consider that:

- social infrastructure is heavily influenced by demographic change
- trunk infrastructure upgrades will be highest in areas of substantial change areas
- transport will need to consider the broader transport context
- existing areas of the City already have insufficient access to open space.

The analysis should also consider:

- the spatial distribution of existing facilities, including condition and capacity, to determine if existing facilities need improvements or maintenance, or can be expanded to provide additional capacity
- the demand expected to be generated by the future population, as informed by projected demographics, preferences and the spatial distribution of growth.

OBJECTIVES

- To give City of Maribyrnong residents access to the infrastructure they require
- To align infrastructure upgrades with housing growth

STRATEGIES

- Provide appropriate infrastructure to support the scale of residential development and needs of the community prior to development in substantial change areas
- Provide development infrastructure (roads, drainage, telecommunications etc.), community infrastructure and open space to support population and housing growth based on the tests of need, nexus, fair apportionment and accountability
- Plan for active transport networks, particularly in substantial change areas
- Improve public transport access within the City
- Plan and coordinate infrastructure delivery with developers, service providers and other stakeholders

MARIBYRNONG HOUSING STRATEGY: SUPPLY

HOUSING DIVERSITY

The provision of diverse housing stock provides a range of housing choices for all stages of life while also catering to the city’s economically diverse populations. This contributes to broader housing affordability and accessibility for disadvantaged community members.

Challenges and Opportunities

The number of couple families with no children is expected to grow considerably and there is also significant growth in group households and other households. A more diverse range of housing types are required.

While the City’s housing stock is diversifying and becoming denser, demand is increasing for larger (three or more bedrooms) dwellings. There is uneven distribution of these dwellings across the City.

There is also demand for smaller dwellings for young families and couples, and specialised housing for residents wanting to stay in the same local area as they age.



OBJECTIVE

- To facilitate a diversity of dwelling typologies, configurations and sizes

STRATEGIES

- Facilitate a range of configurations and sizes of dwellings in new development
- Facilitate development of three or more bedroom houses, townhouses, and apartments, to cater for a diversity of household structures
- Facilitate development of smaller dwellings for smaller household formations such as young people, couples without children, single person households and older people who want to stay living in their local area



MARIBYRNONG HOUSING STRATEGY: SUPPLY

HOUSING FOR SPECIFIC GROUPS

Challenges and Opportunities

Projections show that the population profile is changing with major growth in the proportion of people aged 65 and over, and the student population.

Housing for older people have complex design requirements but should be in areas with good access to public transport and local infrastructure.

Council has partnered with Victoria University on the Footscray University Town revitalisation project, which acknowledges that the more than 20,000 students studying in Footscray offer an opportunity to increase the number of students living in the City. Student housing is best located near public transport, pedestrian friendly environments and activity centres. Student (including university staff) housing can be constructed at higher densities, which often requires consideration of specific design outcomes, for example design of shared facilities.

There is currently no specific guidance on the design and provision of aged care in the Local Planning Policy Framework. There is limited policy on student housing provision in the Local Planning Policy Framework.

OBJECTIVES

- To respond to growing demand for specialised aged care housing, disability housing and student (including university staff) housing
- To facilitate development of Footscray MAC as a University Town
- To avoid use and development of caretakers' housing on industrial land

STRATEGIES

- Facilitate provision of an adequate supply of appropriately located and designed aged care housing and disability housing
- Facilitate provision of an adequate supply of appropriately designed student (including university staff) housing near tertiary education facilities and transport routes
- Avoid development of housing outside areas identified for residential development (i.e. caretakers' dwellings)



MARIBYRNONG HOUSING STRATEGY: SUPPLY

HOUSING AFFORDABILITY

Challenges and Opportunities

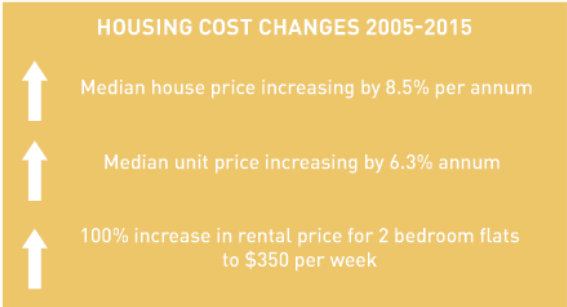
The City has traditionally provided a good supply of relatively affordable housing. However, house prices are increasing, and in some areas rental prices are also increasing. Access to affordable housing is important for economic, social and environmental reasons. Beyond fulfilling a need for shelter, affordable housing is likely to support better education, employment and health outcomes.

There are pockets of disadvantage in the City, including in Braybrook and Maidstone. Enabling households with low socio economic status to live close to the major economic opportunities in the CBD is important. The City’s valued diversity and social sustainability will also be threatened if there is not an adequate supply of affordable housing.

Council currently utilises some mechanisms to increase the supply of affordable housing. There are additional tools available, including adopting a clear definition of affordable housing.

Council can facilitate the provision of affordable housing through the planning system, by expanding the conditions where it requires contributions when development occurs. A second approach is to capture some of the uplift that occurs when additional development rights are granted and the value of land increases (eg through rezoning). Council will need to develop and publish a policy statement to provide clear advice on Council’s position on affordable housing provision, including a definition as follows:

A dwelling unit or units whose title is transferred to a not-for-profit registered housing association or provider.



OBJECTIVES

- To increase the supply of affordable, public and social housing in the City
- To reduce housing stress in the City



STRATEGIES

- Investigate a contribution of a minimum of 50% of the value uplift created when land is up-zoned, to be used for affordable housing
- Require a contribution of 10% of housing units to be used for affordable housing in areas currently subject to a Development Plan Overlay
- Investigate allowing the granting of additional development rights in selected locations to increase supply of affordable housing
- Facilitate development of affordable housing across the City
- Maintain and improve the quality of the existing supply of social and public housing
- Support a more spatially even distribution of social, public and affordable housing
- Support private developers to work with registered affordable housing providers

MARIBYRNONG HOUSING STRATEGY: DESIGN

NEIGHBOURHOOD CHARACTER AND HERITAGE

Heritage buildings and neighbourhood character precincts make the City more attractive and connects people to where they live. Planning protection for areas with low-scale development, mainly located in Seddon and Yarraville is provided through the application of the heritage overlay and neighbourhood character overlay.

Challenges and Opportunities

Preferred character guidelines have not been prepared for areas that have been recently rezoned or recently redeveloped for housing. There is limited guidance regarding the scale and nature of development expected in urban corridors and on the scale of development on consolidated sites particularly in incremental change areas. The range of tools available within the Planning Scheme to manage housing design are underutilised.

OBJECTIVES

- To ensure development is appropriate to the local built form context of the area
- To achieve high quality and attractive building form
- To avoid development that relies on poor built form outcomes as precedent
- To protect heritage assets

STRATEGY

- Provide guidance for all housing classification areas on preferred built form outcomes



MARIBYRNONG HOUSING STRATEGY: DESIGN

RESIDENT AMENITY (LIVEABILITY)

High quality residential design has a positive impact on the lives of residents, which flows on to social and economic benefits for the broader community. Well designed buildings can maximise efficiency and reduce operating costs, leading to greater environmental benefits. Good design builds strong communities, creates spacious and flexible homes that retain their value and can reduce crime.

Issues and Challenges

Good design contributes to a high quality urban environment and a sense of place and community.

The range of tools available within the Planning Scheme to manage housing design are underutilised.

Some new developments have poor internal amenity, with habitable rooms and living spaces inadequate in size and configuration.

Future development potential of adjacent sites is not well protected and there is little guidance for buildings four storeys or less or townhouse and apartment development to ensure a high quality of residential amenity.

The Victorian planning system does not include measurable standards for high density residential apartments, student accommodation and mixed use development. There are tools available to Council to improve resident amenity.

OBJECTIVES

- To support housing development that is comfortable to live in and provide residents with a high level of amenity
- To ensure site development respects the future development potential of adjacent land

STRATEGIES

- Facilitate adequate living spaces (habitable rooms) on the ground floor in larger dwellings of three or more bedrooms
- Maintain equitable development opportunities for land still to be developed adjacent to development sites
- Provide guidance on design and internal amenity for apartment and townhouse developments
- Provide direction regarding property sizes and appropriateness of 'reverse living' accommodation in certain locations or developments
- Avoid reverse living design if internal amenity to habitable rooms cannot be maintained as a result of screening or window placement requirements



MARIBYRNONG HOUSING STRATEGY: DESIGN

HOUSING ADAPTABILITY



An adaptable home incorporates provisions that enable its alteration “without major structural works and at a much lower cost to make it accessible and useable in future”. Designing for spatial flexibility allows people to adapt and modify their homes to cater to individual needs, desires and changing circumstances (Bertram et al. 2015).

Recent adaptable housing projects demonstrate how flexible housing can accommodate a range of social arrangements within the one building envelope. For people who receive care, flexible dwellings offer “increased independence and empowerment” with “reduced costs of refurbishment and redesign” (Bertram et al. 2015).

Challenges and Opportunities

- There is an unmet need for adaptable housing
- Accessible housing will become more important over time.

Adaptable design features which can be encouraged:

- Bedrooms located at opposite ends of the dwelling
- External access at different points in the house, to enable separate entries in future
- Two bathrooms located in proximity to bedrooms
- A laundry that can be accessed externally
- Dual living spaces, or a large living space that can be divided in future
- Services (such as plumbing, gas, electricity) located to be easily accessible
- Two separate private open space areas or a private open space area that can be divided.

OBJECTIVE

- To give residents access to adaptable and accessible housing that meets their lifestyle at all stages of life

STRATEGIES

- Facilitate housing that can be adapted for different household formations and stages of life
- Facilitate housing that is accessible to people of all abilities and mobility
- Support housing that can be cost effectively adapted to different layouts
- Support a ground floor bedroom and bathroom in dwellings with more than one storey

MARIBYRNONG HOUSING STRATEGY: DESIGN

ENVIRONMENTALLY SUSTAINABLE DEVELOPMENT

Residential zones occupy 44% of the City’s land area, requiring consideration of the environmental impacts of housing. Considering environmentally sustainable development (ESD) earlier in the development process allows solutions to be more thoroughly and cost effectively incorporated into new buildings.

Challenges and Opportunities

Additional policy guidance on how housing design should contribute to environmentally sustainable development (ESD) is required.

The State Planning Policy Framework provides only limited guidance regarding ESD and the Building Code of Australia addresses some ESD elements. In the absence of uniform statewide guidelines, the IMAP Councils prepared an ESD Policy for their respective planning schemes, along with 10 fact sheets relating to Sustainable Design Assessment in the Planning Process (SDAPP). SDAPP includes key environmental performance considerations into the planning permit approvals process.

The planning process can be used to make developers address building energy management, water sensitive urban design, construction materials, indoor environment quality, waste management, transport and demolition and construction.

Clause 21.06-2 of the Planning Scheme relates to building design, stormwater quality and water quality. It requires a refresh to address the work undertaken by IMAP including SDAPP and to make the strategies more specific.

The inclusion of ESD policy in Schedule 1 to the Activity Centre Zone – Footscray Metropolitan Activity Centre should be applied across the City as part of a broader ESD policy.

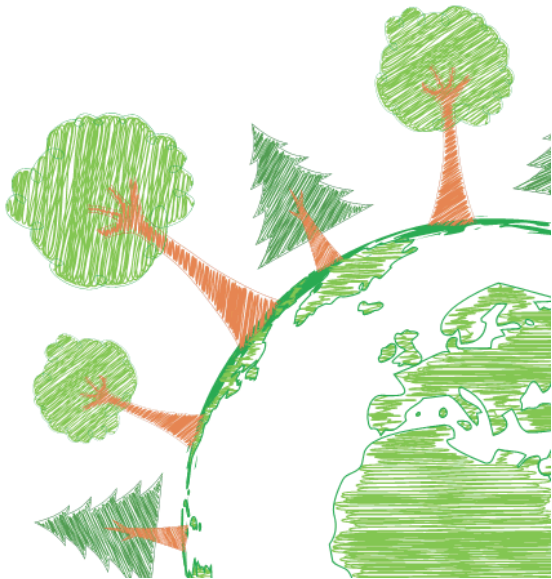
New greening policies are also required to mitigate the urban heat island effect at the subdivision and the development stage.

OBJECTIVE

- To make housing in the City more environmentally sustainable

STRATEGY

- Facilitate environmentally sustainable development



MARIBYRNONG HOUSING STRATEGY: IMPLEMENTATION

IMPLEMENTATION

IMPLEMENTATION PLAN

Council can influence the supply, distribution and design of housing through several roles:

- Planning authority: Council should amend the Planning Scheme, review several zones and overlays, undertake strategic planning studies and undertake various research, monitoring and review activities.
- Infrastructure delivery: Council should plan and manage investments.
- Advocacy: Council should engage stakeholders to support and advance its policies.

Actions identified in the previous Housing Strategy have also been included where they are still relevant. All actions are detailed in the Technical Report, chapter 7.

Actions are organised into the following core tasks:

1. Amendment to the Local Planning Policy Framework (8 actions)
2. Review of zones and overlays (2 actions)
3. Further strategic work (18 actions)
4. City Infrastructure Planning and capital works (3 actions)
5. Advocacy (13 actions)
6. Research monitoring and review (9 actions).

The actions are consistent with the National Cities Performance Framework- Performance Indicators for Housing (2017).

The prioritisation of actions for Council has used the following framework:

- Critical – Fund in year 1 (2018/2019)
- High – Fund year 2 to 4
- Medium – Fund in year 5 to 6
- Low – Fund in year 7 and onwards.

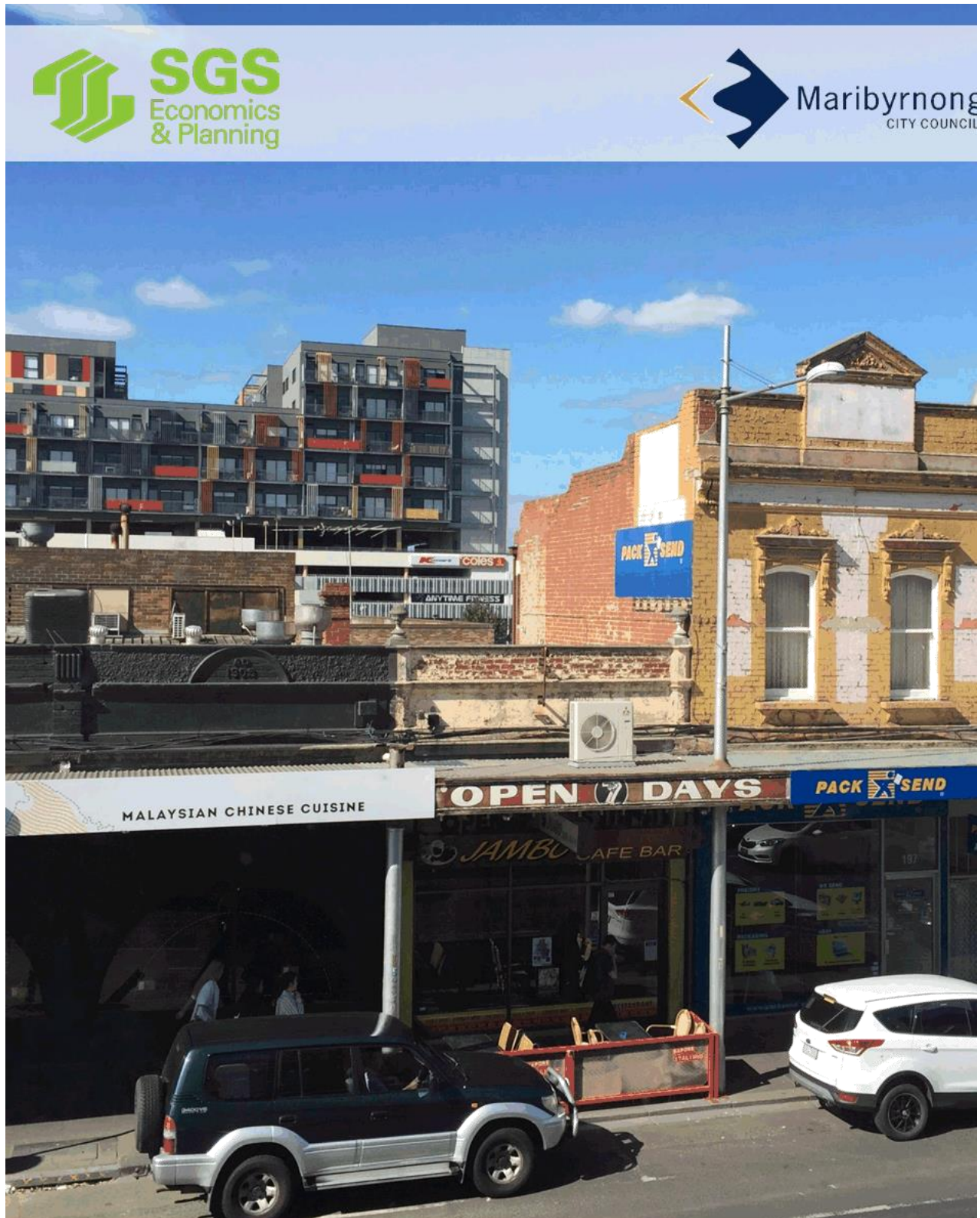
Actions are outlined in detail in the Technical Report.



Agenda Item 6.2 - Attachment 1



Agenda Item 6.2 - Attachment 2



MARIBYRNONG HOUSING STRATEGY 2018 – TECHNICAL REPORT

JUNE 2018

Prepared by SGS Economics and Planning
for Maribyrnong City Council

Agenda Item 6.2 - Attachment 2

Prepared by:

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EXECUTIVE SUMMARY

Background and context

The Maribyrnong Housing Strategy 2018 provides guidance regarding planning and development of housing in the City of Maribyrnong out to 2031. It is based on detailed and robust analysis that builds on the existing 2011 Strategy. It considers recent housing development and demographic trends; Council's adopted planning framework; and recent State government policy changes.

The analysis confirms that Council's existing zoning framework combined with rezoning opportunities on strategic redevelopment sites will enable the delivery of new housing projected for 2031. The analysis identifies the need for more specific and targeted guidance on housing development, particularly in areas undergoing substantial change.

Significant additional rezonings, such as the potential use of VicTrack-owned land adjacent to West Footscray train station, are not required for new housing in the short to medium term. Further, rezoning of large sites covered by Neighbourhood Residential Zone is not required due to recent State Government changes to the Zone (VC110), which unlocked significant housing capacity on these sites.

Housing context

A range of factors influence the City of Maribyrnong's housing dynamics:

- Broad metropolitan development patterns see a greater proportion of Melbourne's growth accommodated in the west and north
- The City's diverse land use profile includes remnants of historic manufacturing and industry uses that now provide land for significant housing growth
- The City includes several diverse and locally significant activity centres
- The transport network serves parts of the City well while other parts are less connected
- Adjoining the Melbourne CBD and the middle-ring suburbs of the west means some areas have accommodated significant high density development over the past decade, while other parts retain a lower density profile and still accommodate significant growth.

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Key housing issues

The issues that require consideration in planning for new housing in the City of Maribyrnong are summarised below.

Housing growth and change

- Significant household growth and change has not occurred evenly
- The projected rate of housing growth is greater than past trends
- Short-term development is anticipated to be concentrated in the suburbs of Footscray and Maribyrnong
- The existing local policy of housing change areas has helped to manage growth, and there are development opportunities along urban growth corridors.

Infrastructure

- The increase in population and housing will generate demand for additional services
- Demand for social infrastructure is heavily influenced by demographic change
- Development infrastructure will be required in areas of significant housing growth
- Transport planning will need to consider the broader transport context
- There will be increasing demand for open space.

Housing diversity

- The population profile is changing with an increased proportion of older people.
- Cultural diversity is evolving and household structures diversifying
- Housing stock is diversifying and densifying as different types of household live in a range of dwelling types
- Dwellings with more bedrooms and housing for specific groups are projected to increase.

Housing affordability

- The City has traditionally provided a good supply of relatively affordable housing. However, house prices are increasing, and in some areas rental prices are also increasing
- There are pockets of disadvantage in the City, including in Braybrook and Maidstone. Enabling households with low socio economic status to live close to the major economic opportunities in the CBD is important
- The City's valued diversity and social sustainability will also be threatened if there is not an adequate supply of affordable housing
- Council currently utilises some mechanisms to increase the supply of affordable housing however there are additional tools available. There is not a clear definition of Affordable Housing
- Specific tools include capturing the increases to land value which occur through rezoning or granting of additional development rights, and directing some of this additional value towards affordable housing.

Housing design

- Built form is well managed in limited change areas
- Neighbourhood character guidelines provide limited guidance in Incremental change areas
- Built-form policy for substantial change areas is limited
- Poor-quality built form is occurring in some areas and internal amenity in some new developments is poor
- The future development potential of adjacent sites is not well protected
- Current environmentally sustainable development (ESD) policies should be revised to incorporate new ESD design standards
- Adaptable housing will be required to allow people to age in place
- Planning tools to manage built form outcomes could be better utilised.

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The revised Maribyrnong Housing Strategy responds to these issues and a detailed housing capacity assessment.

The Housing Strategy

Vision

The following sets out the housing vision for the municipality:

“Housing growth and change will support the continued revitalisation of the City, while respecting our significant heritage legacy with contemporary, high quality and sustainable design.

The change anticipated means that a diversity of housing choices can be provided in response to community needs. Housing growth will be supported and directed to appropriate locations with access to employment, infrastructure and services.”

It should be noted that:

- ‘Diversity’ includes a mix of dwelling types, sizes, tenures (including social housing)
- ‘Appropriate locations’ means areas where people can easily walk or cycle to shops and other services, and access public transport.

Structure

The Strategy sets objectives, strategies and actions to deliver the vision under three thematic headings:

- settlement (where housing change will occur) including a Housing Framework Plan and Classification Table
- supply (the type of housing that will be delivered)
- design (how the housing should look and function).

The Strategy prioritises these actions and, where relevant, incorporates actions from the 2011 Housing Strategy.

Housing Framework Plan and Classification Table

The Housing Framework Plan (Figure 1) guides how and where the City’s housing growth and change will occur, and identifies the anticipated level of change, height and density.

The supporting Classification Table (Table 2) should be read alongside the Housing Framework Plan. It details the classification system used to differentiate housing areas, as well as the features, locations and expected level of change for each area. The Strategy’s settlement and design sections including detailed policy for each classification area.

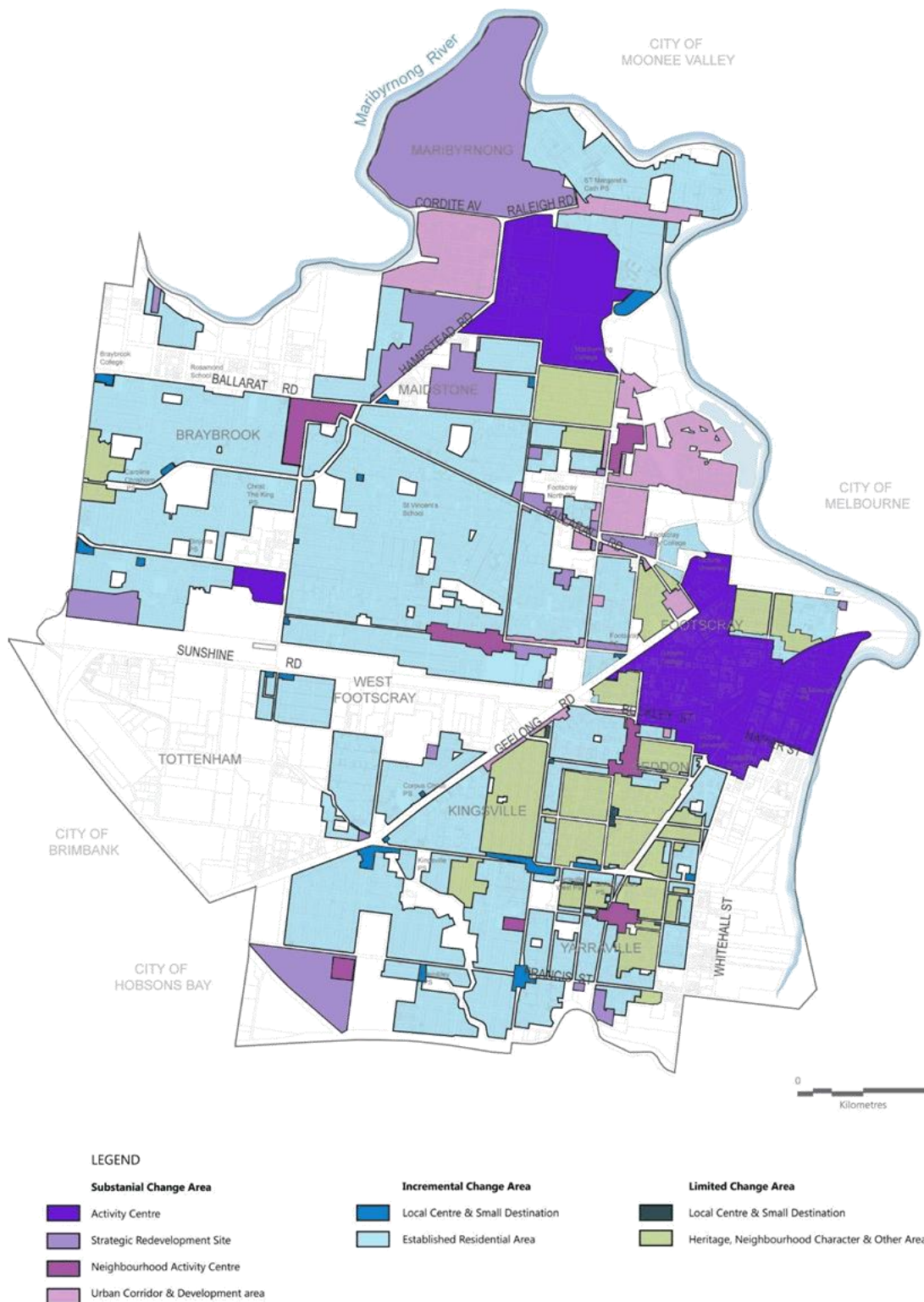
Table 1 lists specific verbs used to assist with the interpretation of policy priorities.

TABLE 1: STRATEGY LANGUAGE

Make it happen	Apply discretion	Control what happens
Facilitate (developer does)	Support	Avoid
Provide (Council does)	Limit	Require
Apply	Maintain	Prepare (a plan)
Direct		

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FIGURE 1: CITY OF MARIBYRNONG HOUSING FRAMEWORK PLAN 2018



Source: Maribyrnong City Council, 2018 and SGS Economics and Planning, 2018

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TABLE 2: HOUSING CLASSIFICATION TABLE

Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Heritage, neighbourhood character and other areas <ul style="list-style-type: none"> Neighbourhood Residential Zone Heritage Overlay (in residential areas) Neighbourhood Character Overlay (in residential areas) Design and Development Overlay - schedule 10 Mixed Use Zone (near the Mobil Terminal) 	<p>Areas of predominantly single and double-storey residential development</p> <p>Areas with identified neighbourhood character, heritage and environmentally sensitive characteristics</p>	<ul style="list-style-type: none"> Support low-scale development that respects the existing heritage values and preferred neighbourhood character Limit housing growth and preserve neighbourhood and heritage character Limit housing growth within Environmental Protection Authority buffers 	<p>Existing</p> <p>Up to 9 metres (1-2 storeys) depending on Heritage Overlay, Neighbourhood Character Overlay or Design and Development Overlay 10 control</p>	Low			
Established Residential Areas <ul style="list-style-type: none"> General Residential Zone 	<p>Areas that can accommodate moderate housing growth to support ongoing investment</p>	<ul style="list-style-type: none"> Support moderate housing growth and diverse housing typologies Support an additional storey above the prevailing building height in the environs Support gradual infill development 	<p>Low</p> <p>Up to 11 metres (Up to 3 storeys)</p>	Medium			
Local centres and small destination centres <ul style="list-style-type: none"> These are defined in the Maribyrnong Planning Scheme Local Centres with Heritage or Neighbourhood Character Overlay controls are: <ul style="list-style-type: none"> Corner of Stephen and Schild Streets, Yarraville Gamon Street, Seddon Corner of Williamstown Road and Geelong Street, Kingsville 	<p>Locations that provide daily convenience retailing and local commercial services, along with housing on the upper levels, in the Commercial 1 Zone and Mixed Use Zone</p> <p>Where there are Heritage or Neighbourhood Character Overlay provisions relating to built form, they apply</p>	<ul style="list-style-type: none"> Support mixed use development with low-scale housing on the first floor and above Support shop-top housing, including refurbishment of existing shop-top housing Avoid residential development at ground level Require active frontages at ground level, with opportunities for passive surveillance from upper levels Require development to provide an appropriate transition in height and built form to adjoining properties 	<p>Medium</p> <p>3-4 storeys depending on context and any prescription in the zone, or overlays</p>	Medium			Heritage Overlay/ Neighbourhood Character Overlay centres

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Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Urban Corridors & Development Areas Selected parts of the following: <ul style="list-style-type: none"> ▪ Ballarat Road ▪ Barkly Street ▪ Buckley Street ▪ Gordon Street ▪ Droop Street ▪ Geelong Road ▪ Raleigh Road ▪ Tram corridors Land located at: <ul style="list-style-type: none"> ▪ Footscray RGZ ▪ Edgewater CDZ (excluding land around Jack's Magazine) ▪ Waterford Green CDZ 	Locations on a main road, well located to fixed-line public transport and good access to facilities and services Locations identified by Council as areas for housing growth which have been appropriately zoned.	<ul style="list-style-type: none"> ▪ Facilitate medium density residential development and diverse housing typologies ▪ Limit commercial development other than small offices and home offices ▪ Support flexible design outcomes on consolidated sites ▪ Support development on consolidated sites of greater than 1,000 square metres, with a minimum property width of 15 metres ▪ Limit vehicle access points (crossovers) along the main road frontage ▪ Support development that utilises right-of-way access for vehicles ▪ Require development to provide an appropriate transition in height and built form to adjoining properties, particularly in limited and incremental change areas 	Medium 3-4 storeys depending on context and any prescription in the zone and/or overlay.	Medium			
Neighbourhood Activity Centres Existing NACs: <ul style="list-style-type: none"> ▪ Edgewater ▪ Seddon ▪ Barkly Village/ West Footscray ▪ Yarraville ▪ Yarraville Square ▪ Braybrook Shopping Centre Proposed NACs: <ul style="list-style-type: none"> ▪ Bradmill site as defined by C1Z – as per endorsed development plan (DPO7) ▪ Maribyrnong Defence site (location to be identified through masterplan) 	Locations that provide daily and weekly retailing, commercial and social services, along with housing on the upper levels, in the Commercial 1 Zone and Mixed Use Zone Where there are Heritage or Neighbourhood Character Overlay built form provisions, they apply	<ul style="list-style-type: none"> ▪ Support high density mixed use development and diverse housing typologies ▪ Support a mix of uses that provide daily and weekly commercial and social service needs ▪ Require development to incorporate opportunities for passive surveillance from upper levels ▪ Support development that utilises right-of-way access for vehicles 	Medium Up to 4 storeys or as prescribed in relevant overlays and structure plans and urban design framework plans.	High	NACs, including Proposed NACs		

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Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Strategic redevelopment sites <ul style="list-style-type: none"> ▪ Department of Defence Site, Cordite Avenue, Maribyrnong ▪ Rosamond Road, Maribyrnong ▪ Mephan Street, Maribyrnong ▪ Hampstead Road, Maidstone sites ▪ Mitchell Street, Maidstone ▪ Mullenger Road, Braybrook ▪ Beachley Street, Braybrook ▪ Ballarat Road, Footscray ▪ Barkly Street, Footscray ▪ Gordon Street, Footscray ▪ Swan Street, Footscray ▪ Barkly Street, West Footscray ▪ Cross Street, West Footscray ▪ Cnr Somerville Road and Roberts Street, West Footscray ▪ Cnr Robbs Road, Glamis Road and Highbury Street, West Footscray ▪ Bradmill Site, Francis Street, Yarraville ▪ Francis Street, Yarraville ▪ Banool Avenue, Yarraville 	Locations identified as urban renewal precincts or large parcels of former commercial or industrial land with the potential for significant growth and change. These locations provide opportunity for increased density proximate to activity centres and fixed-line transport.	Prepare detailed site plans for each location to identify an appropriate mix of uses and scale of development which: <ul style="list-style-type: none"> ▪ Identify built form outcomes proportional to the allotment size and surrounding context ▪ Identify locations within 800m of fixed line public transport for higher density ▪ Maximise development opportunities to avoid under development ▪ Require development to provide an appropriate transition in height and built form to adjoining properties ▪ Mitigate impacts at sensitive interfaces 	Dependent on site specific planning	Dependent on site specific planning			

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Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Activity centres <ul style="list-style-type: none"> Footscray Metropolitan Activity Centre/Victoria University Specialised Activity Centre Highpoint Major Activity Centre Central West Major Activity Centre 	Locations identified as activity centres in Plan Melbourne that provide greatest capacity for substantial higher density mixed use development and diverse housing typologies.	<ul style="list-style-type: none"> Facilitate high density mixed use development and diverse housing typologies Facilitate commercial development Support active frontages at ground level with opportunities for passive surveillance from upper levels Avoid under development Support building heights that reflect adopted structure plans, framework plans, existing zone and overlay provisions and any other relevant planning policy Support site consolidation to achieve preferred building heights 	As per structure plans	High			

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Objectives

TABLE 3: STRATEGY OBJECTIVES

Theme/ component	Objective
Settlement	
Housing Framework Plan and Housing Classification Table	<ul style="list-style-type: none"> To provide a clear framework for how and where housing growth and change will occur To identify the anticipated level of change, height and density of housing development.
Neighbourhood character and heritage and other areas	<ul style="list-style-type: none"> To limit growth and preserve neighbourhood and heritage character and environmentally sensitive areas characteristics.
Established residential areas	<ul style="list-style-type: none"> To support moderate housing growth to support ongoing investment and a diversity of dwellings.
Local centres and small destination centres	<ul style="list-style-type: none"> To increase the density of people living in Local Centres and Small Destination Centres without compromising the low scale built form in these areas.
Neighbourhood activity centres	<ul style="list-style-type: none"> To increase the density of people living in Neighbourhood Activity Centres to create more vibrant centres and maximise use of transport, commercial and community infrastructure.
Urban corridors and development areas	<ul style="list-style-type: none"> To encourage appropriate growth within urban corridors and development areas.
Strategic redevelopment sites	<ul style="list-style-type: none"> To facilitate an appropriate scale of development on strategic redevelopment sites To integrate strategic redevelopment sites with surrounding neighbourhood context.
Activity centres	<ul style="list-style-type: none"> To maximise density of growth in appropriate locations in activity centres
Infrastructure to support growth	<ul style="list-style-type: none"> To provide access to the infrastructure they require To align infrastructure upgrades with housing growth.
Supply	
Housing diversity	<ul style="list-style-type: none"> To facilitate a diversity of dwelling typologies, configurations and sizes
Housing for specific groups	<ul style="list-style-type: none"> To respond to demand for specialised aged care housing, disability housing and student housing To facilitate development of Footscray Metropolitan Activity Centre as a university town To avoid development of caretakers' housing on industrial land.
Housing affordability	<ul style="list-style-type: none"> To improve access to affordable housing To reduce housing stress.
Design	
Neighbourhood character and heritage	<ul style="list-style-type: none"> To match development to the local built form context of the area. To achieve high quality and attractive building form To avoid development that relies on poor built form outcomes as precedent To protect heritage assets.
Housing design – resident amenity (liveability)	<ul style="list-style-type: none"> To support comfortable housing and give residents a high level of amenity To ensure site development respects the future development potential of adjacent land.
Adaptable housing	<ul style="list-style-type: none"> To give residents access to adaptable and accessible housing that meets their needs at all stages of life.
Environmentally sustainable development	<ul style="list-style-type: none"> To make housing more environmentally sustainable.

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Based on the Strategy objectives, strategies and actions Table 4 illustrates where additional housing capacity will be located and how this compares to the existing strategic direction.

TABLE 4: AVAILABLE LAND AND NET CAPACITY BY SUBURB

Suburb	Existing Housing Strategy (2011) <i>existing strategic direction</i>		Revised Housing Strategy (2018) <i>proposed strategic direction</i>	
	Available land (ha)	Net dwelling capacity	Available land (ha)	Net dwelling capacity
Braybrook	130	9,730	130	9,730
Footscray	115	19,230	125	19,770
Kingsville	20	1,250	20	1,250
Maidstone	100	8,230	140	13,445
Maribyrnong	135	12,130	265	18,130
Seddon	30	1,820	30	1,820
West Footscray	125	7,880	125	7,880
Yarraville	185	11,720	190	11,720
City of Maribyrnong	840	71,990	1,025	83,745

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

1. INTRODUCTION

Housing supports a liveable and sustainable community. It shapes the urban fabric and extends far beyond just the provision of shelter. A Housing Strategy helps facilitate positive housing outcomes for the City's existing and future residents

1.1 The importance a housing strategy

The City of Maribyrnong is undergoing rapid change: parts of the City are linked to the inner city economy while western areas support significant residential growth linked to Melbourne's growth corridors.

As demand for housing growth continues, Council must take a clear and informed position on all aspects of housing to meet broader objectives regarding housing supply and affordability. Doing so will give residents, businesses, developers and investors a common understanding of how the City will change, and where.

A clear position, articulated through a housing strategy, will holistically consider issues such as affordability, design, transport, employment and the environment. Ultimately the Strategy will help facilitate positive housing outcomes for the City's existing and future residents.

1.2 Background and context

Maribyrnong City Council appointed SGS Economics and Planning (SGS) to revise and update the Maribyrnong Housing Strategy, 2011. Since 2011 several new local policy documents have been developed (see Figure 2).

FIGURE 2: 2018 HOUSING STRATEGY POLICY BACKGROUND



In addition, several State Government policy statements have been released including:

- Plan Melbourne (2017)
- Reformed residential zones (2014 and subsequent amendments)
- Homes for Victorians, including Housing Affordability package (2017)
- Better Apartments Design Standards (2017).

Key datasets have been updated including the release of 2016 Census data.

This Strategy builds on the 2011 Strategy and the significant work undertaken by Council and others since 2011.

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1.3 Council's role in housing

The housing sector is complex and influenced by a range of macro (federal, state, regional) and micro (local) economic factors. While many of these are beyond Council's direct control it can have an influence on the City's housing.

This Strategy provides practical, achievable and specific direction to guide Council's influence on the future mix, location and design of housing throughout the City.

FIGURE 3: ROLE OF COUNCIL IN INFLUENCING HOUSING OUTCOMES



1.4 Housing strategy purpose

The purpose of the revised Strategy is to:

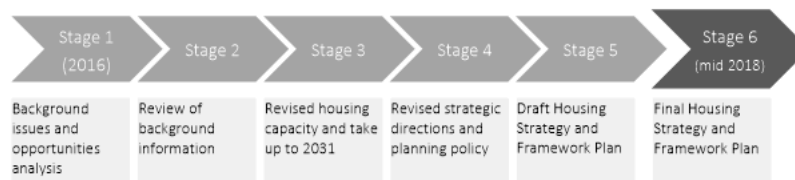
- support and manage the City's growing and changing population to 2031
- ensure that new dwellings are appropriately located and distributed throughout the City, and that housing built today meets the housing needs of future generations
- refine residential development policy to support housing growth and change, and address current and emerging planning issues
- provide direction for decision making about housing development in the City
- implement policy changes and objectives and strategies to the Maribyrnong Planning Scheme.

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1.5 Revised Strategy development approach

The Strategy has been prepared in six stages, as outlined below:

FIGURE 4: STRATEGY DEVELOPMENT PROCESS



Council completed Stage 1, including a range of background research and analyses, and presented its findings in the Housing Issues and Opportunities Paper (2016). Drawing on this work and other policy and data, SGS completed stages 2 – 6 in collaboration with Council.

The revised strategy is supported by a Council inter-departmental working group that includes members of Council's Urban Planning, Strategic Asset Management, Engineering Services, Community Infrastructure and Social Development, City Design and City Strategy departments.

The Final Housing Strategy consists of two documents:

- **Maribyrnong Housing Strategy** – sets out the objectives and strategies to deliver the Vision
- **Maribyrnong Housing Strategy: Technical Report** – details the key issues, opportunities and evidence base which underpin the final Strategy.

1.6 Technical report structure

The remainder of the Technical Report is structured as follows:

- **Chapter 2** – an overview of the City's current housing context, including the broader land use context and recent housing trends
- **Chapter 3** – current policy objectives, aspirations and context that influence the Strategy
- **Chapter 4** – the City's key housing policy issues and a profile of the recent housing trends
- **Chapter 5** – housing capacity and take up based on existing 2011 Housing Strategy
- **Chapter 6** – the vision and strategy for housing in the City
- **Chapter 7** – the implementation plan for the Strategy
- **Chapter 8** – housing capacity based on the revised 2018 Housing Strategy.

Chapter 5 and 8 present the existing and revised housing capacity.

Additional detail regarding the current policy context and the details of the housing capacity analysis (including methodology) are outlined in the appendices.

2. HOUSING CONTEXT

This chapter overviews the land use context, broader factors including the implications of the metropolitan housing market, and how recent trends compare to the western and central region.

2.1 A profile of the City of Maribyrnong

Gateway to the Western Growth Corridor and the CBD

The City of Maribyrnong is in the western region of Melbourne, close to Melbourne CBD. It adjoins the municipalities of Melbourne, Hobsons Bay, Brimbank and Moonee Valley. It acts as a gateway between the western growth corridor and the central city.

FIGURE 5: METROPOLITAN CONTEXT



Approximately 87,300 residents¹ live in the City of Maribyrnong, across the suburbs of Braybrook, Footscray, Kingsville, Maidstone, Maribyrnong, Seddon, West Footscray and Yarraville. Tottenham is an industrial suburb with no residents.

Each suburb varies in terms of the size, built form, population and socio-economic characteristics. Overall, there is little vacant land for development – this means that any new development, whether residential, industrial, commercial, institutional or public open space,

¹ Forecast id, 2017

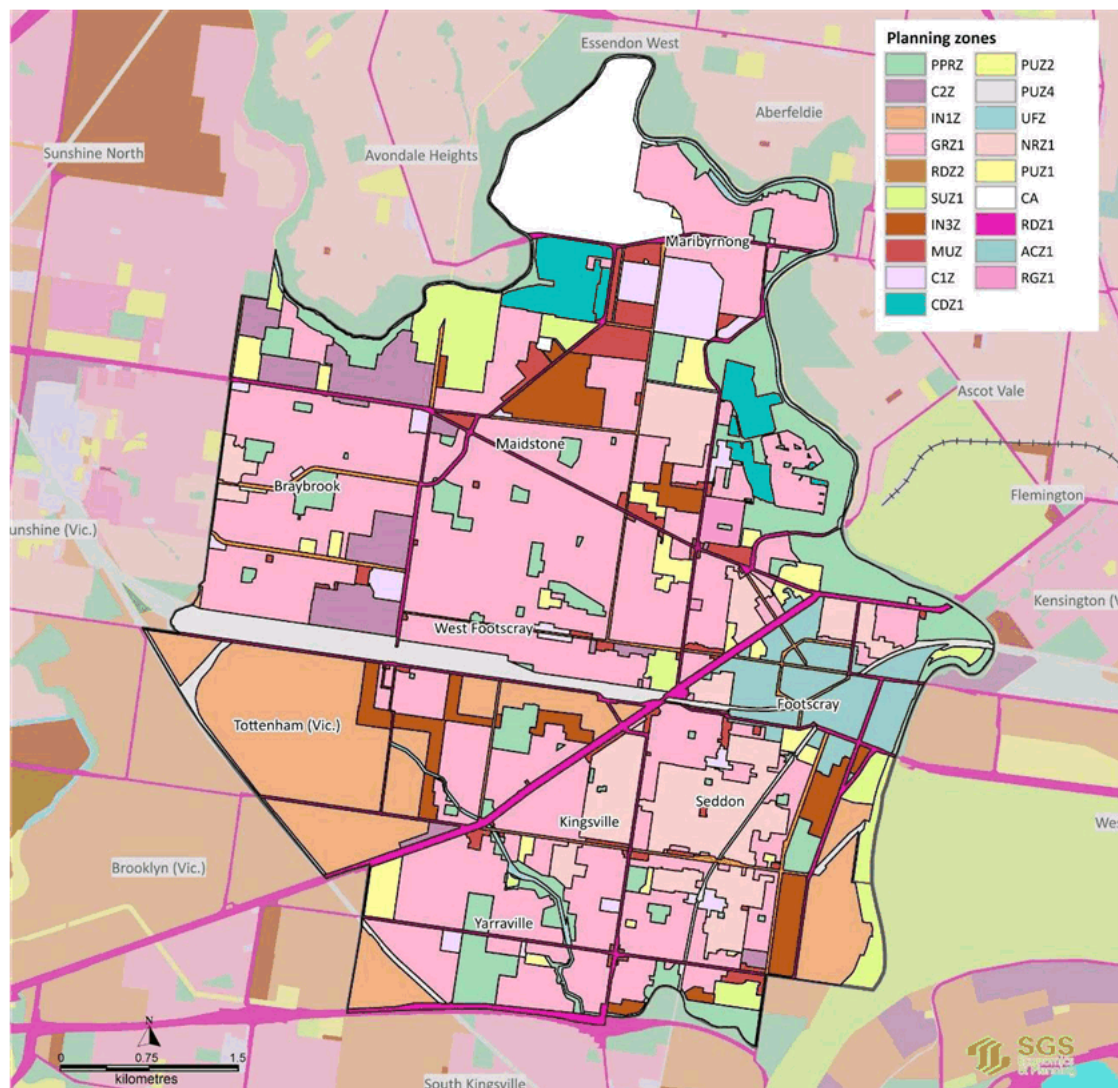
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will require recycling of existing 'brownfield' sites and, potentially, involve a change from an established use.

Mix of employment and residential land uses

The City contains a mix of residential, commercial, industrial and educational land uses. The predominant land use is residential; Residential Zones² apply to 44% of total land and a further 14% facilitates residential activity³ in some form. Significant tracts of land zoned for employment include industrial land in Tottenham, Maidstone and Yarraville (4% of all land) and commercial two zoned land in Braybrook. The City of Maribyrnong is flanked by a substantial cluster of industrial land to the south west and south east, while to the north land use is predominantly residential.

FIGURE 6: PLANNING ZONES



Source: Victorian Planning Provisions, October 2016

² Neighbourhood Residential Zone, General Residential Zone, Residential Growth Zone

³ Mixed Use Zone, Commercial 1 Zone, Comprehensive Development Zones, Activity Centre Zone, and the Maribyrnong Defence Site. Nb. Commonwealth land (zoned CA) is not controlled by the Maribyrnong Planning scheme. As land is disposed of by the Commonwealth, zones will be applied.

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Well connected transport and activity centre networks

There is an established network of activity centres distributed across the City comprising: one Metropolitan Activity Centre (Footscray), two major activity centres (highpoint and central west), six neighbourhood centres, 14 local centres and five small destination centres.

The City is generally well serviced by active, private and public transport. Including:

- Major roads providing connections include the Westgate Freeway, Docklands Highway, Ballarat Road, Geelong Road and Sunshine Road. The recently announced West Gate Tunnel is anticipated to improve connections to the CBD and remove trucks from local arterials
- The Footscray MAC is a transport hub and key interchange point in the public transport network. The Sunbury, Werribee and Williamstown train lines interchange at Footscray. Parts of the City can be accessed by two tram lines, (No. 57 and 82) and numerous metropolitan buses
- People living in the suburbs in the north and west of the City do not have easy access to the rail services and therefore rely on bus services, and to a lesser extent, tram services
- The City also contains an extensive network of on- and off-road bicycle paths^{4,5,6}

Open space network

There are more than 150 public open spaces in the City cover 307.9 hectares or 9.9% of total land area of. This diversity of spaces range from the large historical gardens of Footscray Park and Yarraville Gardens, to the natural values of the waterway corridors along the Maribyrnong River and Stony Creek, high quality sporting reserves and smaller parks and spaces interspersed through the City. These public open space assets will become increasingly important as the City grows.

2.2 Broader housing and development context

The following section provides a broader, metropolitan-scale macro-economic and housing trends that will impact the City of Maribyrnong's local housing market.

Growth patterns

The distribution and form of Melbourne's housing stock is based on more than 100 years of continuous housing development, as shown in Figure 7 (grey shadings represent previous development and red shadings show incremental development against each of the specified time periods). This shows the concentration of Melbourne's historic growth in the east. Continued expansion to the south-east is now limited.

Future growth areas are now largely focused to the north and west of Melbourne CBD. Structural economic change also means consolidation around the central city has influenced the spatial distribution of housing growth, and this is projected to continue.

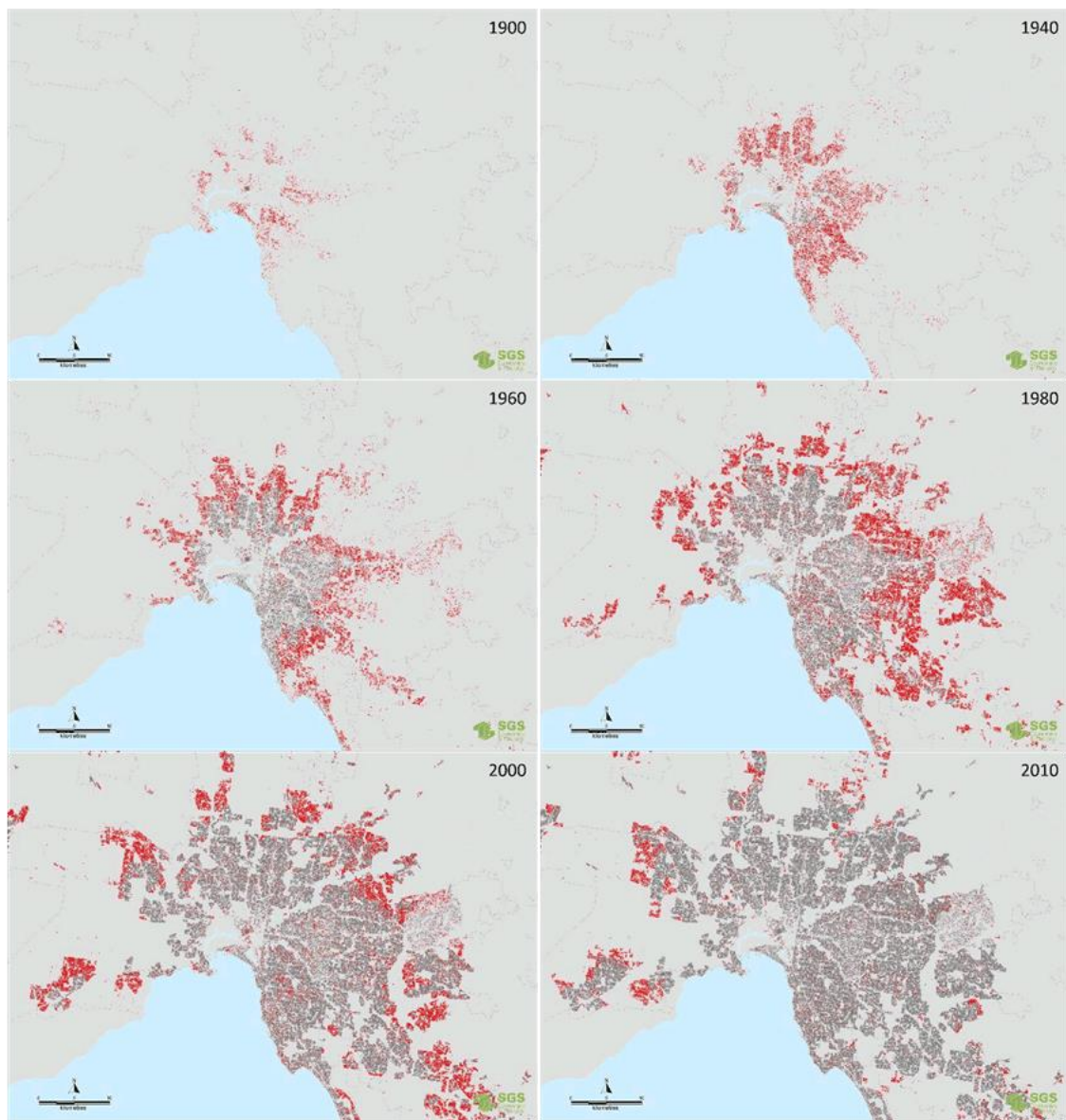
⁴ AEC Group, Maribyrnong Economic and Industrial Development Strategy, Part 2 – Industrial Land Strategy, October 2011

⁵ Neighbourhood Residential Zone, General Residential Zone, Residential Growth Zone

⁶ Mixed Use Zone, Commercial 1 Zone, Comprehensive Development Zones, Activity Centre Zone, and the Maribyrnong Defence Site. Nb. Commonwealth land (zoned CA) is not controlled by the Maribyrnong Planning scheme. As land is disposed of by the Commonwealth, zones will be applied.

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FIGURE 7: MELBOURNE'S GROWTH, 1900-2010



Source: SGS Economics and Planning based on council rates and other dataset, 2010

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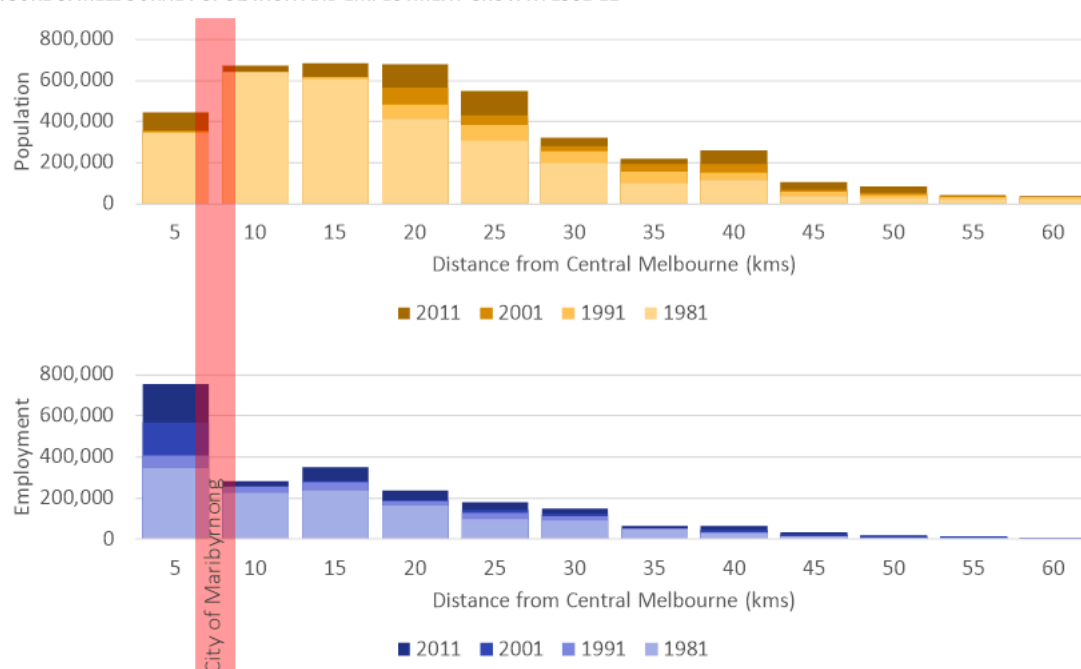
Figure 8 presents population and employment change by the distance (in kilometres) from the Melbourne CBD from 1981 to 2011. Maribyrnong is located between four and 10 kilometres from the Melbourne CBD (see red band in Figure 8).

Employment and residential growth trends show that:

- most employment growth has occurred within five kilometres of the Melbourne CBD
- while population growth has also occurred within this five-kilometre ring, a significant proportion has also occurred in fringe areas more than 20 kilometres from the Melbourne CBD.

The economic shift toward knowledge-intensive services, which preferences inner city locations, has influenced the spatial profile of employment growth, whereas housing growth has been influenced by both demand for inner city locations and the availability of more affordable dwellings in outer areas.

FIGURE 8: MELBOURNE POPULATION AND EMPLOYMENT GROWTH 1981-11



Source: SGS Economics and Planning based on Australian Bureau of Statistics – Estimated Resident Population, 2014

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Housing sub-markets

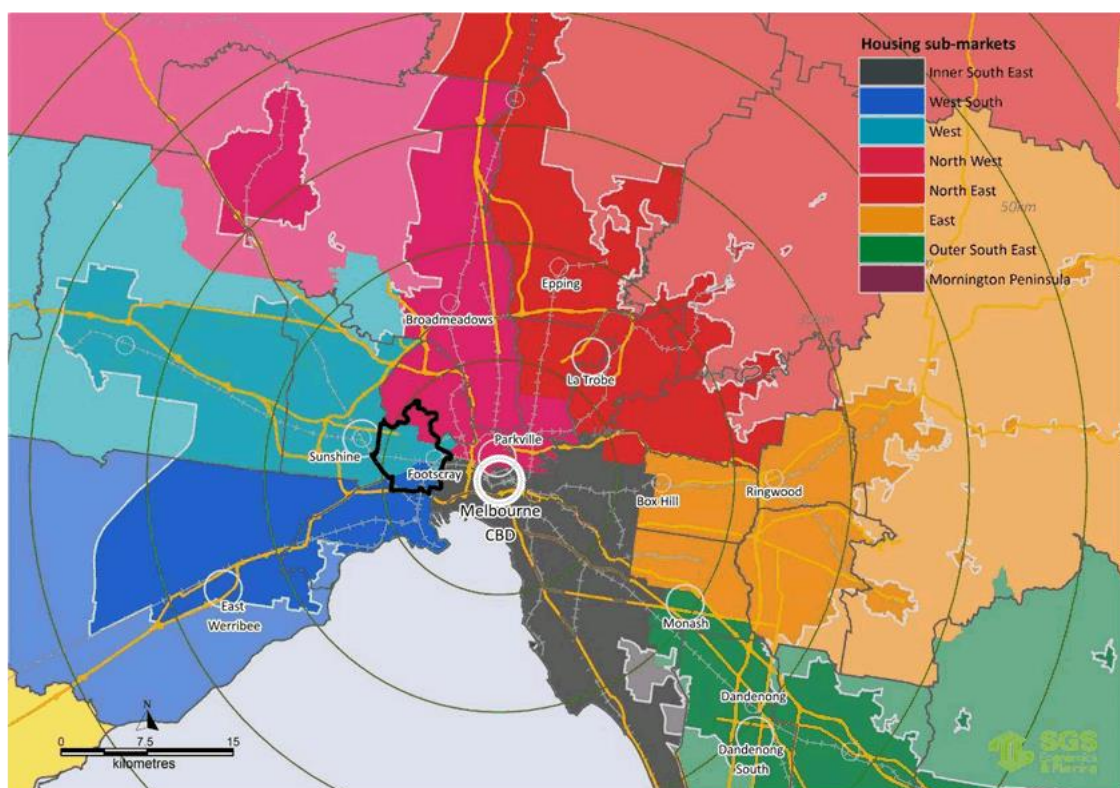
Figure 9 illustrates Melbourne's housing sub-markets, identified through analysis of migration patterns from the 2011 and 2006 ABS Census.

While not wholly self contained, these sub-markets generally represent the corridors that people move within. It indicates that most people move within corridors that are loosely defined by major transport routes and extend beyond the edge of the city.

Most of the City of Maribyrnong is part of the West sub market, which extends to Melton; other parts are in the West South and North West sectors, with a border to the Inner South East sub-market.

This analysis confirms the City's gateway location between housing markets and is a key influencer behind the City's diversity of housing prices, demographics and housing products.

FIGURE 9: HOUSING-MARKETS 2011



Source: SGS Economics and Planning based on Australian Bureau of Statistics, Census, 2006 and 2011

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2.3 Key findings

The City of Maribyrnong's housing dynamics are influenced by:

- broad metropolitan development patterns, which results in an increasing proportion of Melbourne's growth being accommodated in the west and north
- its diverse land use profile, including remnants of manufacturing and other industry that now provide land for new housing
- the presence of several diverse and locally significant activity centres, which provides for housing growth in well-connected locations
- the transport network, including the major metropolitan interchange at Footscray, which serves parts of the City well, where other parts are less connected
- its proximity to Melbourne CBD and the middle ring suburbs of the west, which has created the pockets of high density development over the past decade as other parts retain a lower density profile but are still accommodating significant growth.

Implications

The City of Maribyrnong's proximity to Melbourne CBD places greater demands on its inner south. Areas west and north of Footscray, which are linked to the outer growth areas, will contribute to the Western Growth Corridor.

3. POLICY CONTEXT

This chapter summarises the key national, state and local policies that will inform or have implications on the Maribyrnong Housing Strategy.

3.1 National

Federal policies that influence the spatial distribution and profile of housing include:

- National Housing Affordability Agreement, 2009 – a first step in a national approach to address housing affordability issues, that integrates homelessness services and creates a growth fund for social housing
- National Partnerships Agreements on Social Housing, and the National Building and Jobs Plan Our Cities, Our Future, 2011 – a national urban policy for a productive, sustainable and liveable future
- Sustainable Australia – Sustainable Communities, 2011: a sustainable population strategy for Australia
- First Home Owners Scheme and National Rental Affordability Scheme.

Other federal policies relating to taxation (such as negative gearing and capital gains concessions), population, social services (such as the National Disability Insurance Scheme), the financial sector as well as infrastructure and other investment decisions also influence location and profile of new housing.

3.2 State and regional

State planning policy guides Victoria's land use and transport development direction and can influence the location and nature of housing change. Plan Melbourne, released in 2017, is the current State Government strategic plan for Melbourne. It articulates the priorities for growth and change across the metropolitan area.

The State Planning Policy Framework (SPPF) in the Planning Scheme provides guidance for decision-making regarding development and land use changes.

Plan Melbourne 2017-2050

Plan Melbourne is the State Government's metropolitan strategy to guide Melbourne's housing, commercial and industrial development to 2050. It seeks to integrate long-term land-use, infrastructure and transport planning to meet the population, housing and employment needs of the future.

In terms of housing policy, it addresses:

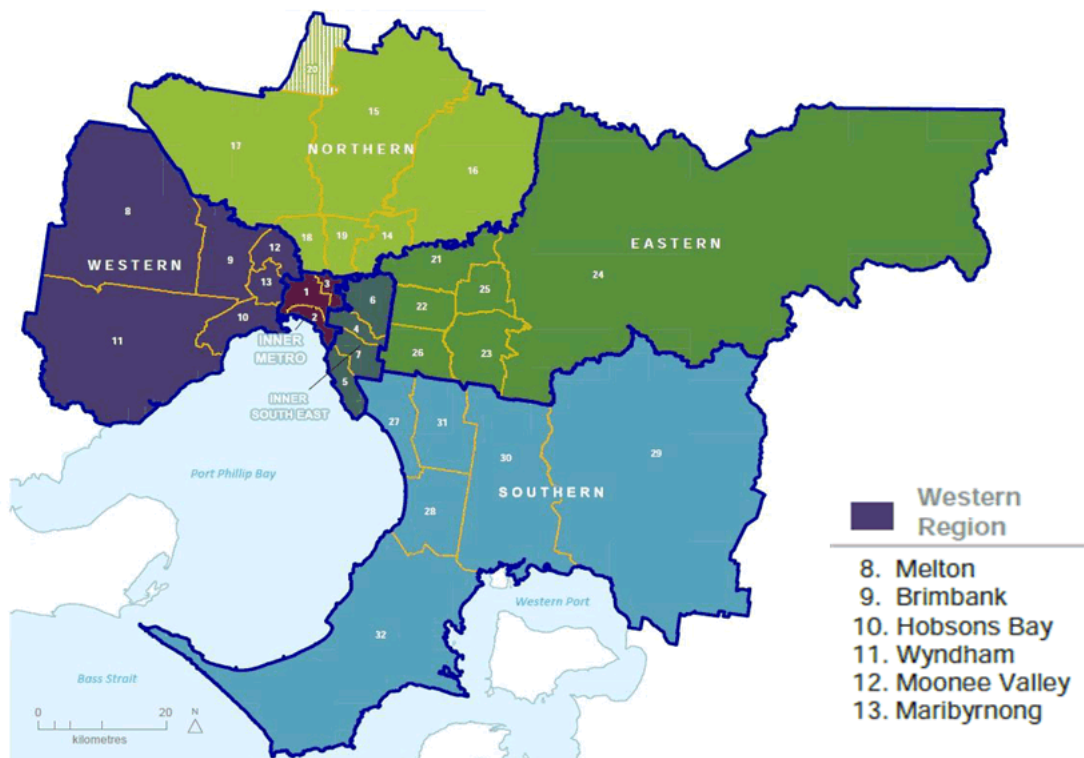
- overall housing supply
- planning for new housing close to jobs and public transport
- affordable housing
- streamlined decision-making
- housing diversity.

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Overall supply

Plan Melbourne aims for “A city of 20-minute neighbourhoods, close to existing services, jobs and public transport”. It sets out a regional approach to planning for housing to identify areas planned for residential growth, moderate housing growth or limited change. It identifies the need for regional housing plans, based on the Plan Melbourne regions illustrated in Figure 10, to guide housing growth and inform updates to local housing strategies and planning schemes.

FIGURE 10: PLAN MELBOURNE SUBREGIONS



Source: Plan Melbourne, DWELP, 2017

Location of housing

Plan Melbourne directs housing growth to the Central City, as well as urban renewal precincts and other locations close to jobs and public transport, including greyfields and activity centres. This includes Footscray (Metropolitan Activity Centre) and Braybrook-Central West and Maribyrnong-Highpoint (both major activity centres).

Other locations identified for more medium and higher density development include:

- national employment and innovation clusters
- metropolitan activity centres and major activity centres
- neighbourhood activity centres—especially if they have good public transport connections
- areas near existing and proposed railway stations that can support transit-oriented development.

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Social and affordable housing

Government land will be utilised to deliver social housing, and more streamlined decision-making for social housing will also be put in place. Change to the planning system to facilitate more social and affordable housing will include:

- developing and implementing definitions of social and affordable housing into the planning system
- formally recognising and giving statutory effect to social and affordable housing as a legitimate planning outcome in Victoria, enabling new planning provisions or tools such as inclusionary zoning or mechanisms to capture and share value through planning controls
- streamlining the planning approval process for social housing projects.

A voluntary tool and best-practice guide will be developed to provide certainty and ease of delivery where affordable housing outcomes are agreed between a council and applicant. This could be used by councils pursuing affordable housing, or as planning concessions to developers in exchange for affordable housing.

A tool will be developed to enable a proportion of the value uplift following rezoning to a higher-value use to go towards broader public outcomes such as social and affordable housing. This will see the uplift in land value shared between the landowner, council and the delivery of affordable housing.

Decision-making

VicSmart provisions will be reviewed, and code assessment of medium density development in certain locations will be implemented.

Diversity

The Better Apartments Design Standards ensure new apartments are environmentally sustainable, have amenity and quality functional layouts. Housing diversity will also be improved by streamlining the approval process for some dwelling types, including aged care accommodation, secondary dwellings and student housing. Planning provisions for shared housing, community care units and crisis accommodation will be clarified.

2016 Victoria In Future population and household projections

2016 Victoria in Future is the official State Government projection of population and households. It indicates that the Western Region (which includes Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham municipalities) currently has 328,000 dwellings as of 2016 and is expected to accommodate a total of 480,300 dwellings by 2031. This represents an average increase of 2.6% per year from 2016 to 2031, compared to 1.9% per year for metropolitan Melbourne. This amount of growth represents a 24.7% share of metropolitan Melbourne's growth from 2016 to 2031.

Within the Western Region, Victoria in Future projects that an additional 19,716 dwellings will be accommodated in the City of Maribyrnong between 2016 and 2031, representing a growth rate of 2.9% per year. This represents a 12.9% share of the Western Region's overall dwelling growth from 2016 to 2031.

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Homes for Victorians

The initiatives in Homes for Victorians are:

1. Supporting people to buy their own home
2. Increasing the supply of housing through faster planning
3. Promoting stability and affordability for renters
4. Increasing and renewing housing stock
5. Improving housing services for Victorians in need.

Initiative 1 elements related to housing supply and outlined in Plan Melbourne include:

- Plan for growth: maintain the Urban Growth Boundary, release lots in greenfield areas, and reform the residential zones (see next section)
- Increase development in inner and middle suburbs particularly on urban renewal precincts
- Support inclusionary housing including:
 - social housing on surplus government land
 - tools to help councils encourage social and affordable housing, including:
 - legislating a legal definition of social and affordable housing
 - amending the Victorian Planning Provisions (VPP) and State Planning Provision Framework (SPPF) to provide clear direction on social and affordable housing
 - developing a voluntary tool to enable affordable housing agreements
 - developing a value capture tool to set out how these arrangements can be structured
- fast tracking social housing redevelopments
- speeding up identification of surplus government land for use for social housing
- speeding up local government planning decisions (extending the Streamlining for Growth program providing further support and a capacity-building initiative for local government)
- Smarter planning permits, including less paper work and more online systems.

Zone reforms

Changes to residential zones were announced as part of Homes for Victorians. This included updates to the purpose of three residential zones:

- Neighbourhood Residential Zone:
 - set a mandatory maximum building height of two storeys
 - Set a mandatory minimum garden area requirement
 - remove the limit on the number of dwellings on a lot
- General Residential Zone
 - make maximum building heights specified in a schedule to the zone mandatory
 - replace the discretionary maximum building height of nine metres by a mandatory maximum building height of 11 metres (three-storey maximum)
 - introduce a mandatory minimum garden area requirement
- Residential Growth Zone
 - make maximum building heights specified in the schedule to the zone mandatory, but must be at least 13.5 metres.

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Better Apartments Design Standards

The apartment design standards covered: building setback; functional layout; room depth; windows; storage; noise impacts; energy efficiency; natural ventilation; private open space; communal open space; solar access to communal outdoor open space; landscaping; accessibility; building entry and circulation; waste and recycling; integrated water and stormwater management.

The implementation of the Standards to the VPP was an action in Housing for Victorians, and Plan Melbourne. Amendment VC136:

- introduced Clause 55 (two or more dwellings on a lot and residential buildings)
- introduced Clause 58 (Apartment developments) into the Particular Provisions
- deleted Clause 52.35 (Urban context report and design response) for residential development of five or more storeys
- amended various residential zones (MUZ, TZ, RGZ, GRZ, NRZ, C1Z, SUZ, CDZ, CCZ, DZ, PDZ, ACZ) to reference the new apartment standards
- amended Clause 43.05 (Neighbourhood Character Overlay) to prevent variation of the new apartment standards
- amended Clause 72 (General Terms) to introduce a definition for the term 'Apartment'.

State Planning Policy Framework

The State Planning Policy Framework (SPPF) sets out the vision for land use and development in Victoria to inform planning decisions. It integrates relevant environmental, social and economic factors in the interests of net community benefit and sustainable development. These policies include themes relevant to housing:

- Clause 11 – Settlement, which focuses on the provision of housing diversity in defined locations close to jobs, services and public transport (such as activity centres), including facilitating the supply of social and affordable housing
- Clause 15 - Built Environment and Heritage, which seeks to promote positive development that contributes to local urban character (including any heritage places), enhances the public realm and minimises detrimental impact on neighbouring properties
- Clause 16 – Housing, which addresses housing diversity; housing in locations with access to activity centres, public transport, schools and open space; and affordable housing.

Other relevant state policy documents

Infrastructure Victoria Report (2016)

Infrastructure Victoria's 30-year Infrastructure Strategy, an advisory report delivered to Parliament, includes major objectives to prepare for population change and foster healthy, safe and inclusive communities. It recognises a need to address infrastructure demands and increasing pressures with regards to population growth, health care (particularly ageing and aged care), ensuring physical activity and participation, community spaces and accessibility.

The need for greater investment in social and affordable housing is one of the Strategy's top priorities. Key recommendations in this area involve better supporting low-income households in accessing and remaining in the private rental market while still continuing to invest in public housing; fast-tracking approvals for affordable housing; and investigating inclusionary zoning mechanisms.

The Strategy also recommends the integration of social services and the infrastructure that supports them. It further recommends making better use of existing infrastructure, such as using public infrastructure (such as school facilities) for a range of purposes, or rationalising or refurbishing community infrastructure that is no longer fit-for-purpose.

The Strategy further recognises the contribution of physical activity to wellbeing, recommending the promotion of walking and cycling for transport, as well as incidental and

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recreational physical activities through the provision of “active lifestyle facilities” (for example, bicycle and equipment lockers at train stations) and an increase in the amount and quality of green infrastructure such as parks.

Resilient Melbourne (2016)

Resilient Melbourne was developed by the City of Melbourne with the support of 100 Resilient Cities. It was developed in association with 32 local government areas including Maribyrnong City Council. Resilient Melbourne sets out a series of distinct yet connected actions that will make Melbourne a viable, sustainable, liveable and prosperous city. Its objectives relating to affordable housing outcomes include “to create and sustain buildings, infrastructure and activities that promote social cohesion, equality of opportunity and health”.

It recommends trialling:

- new ways of providing community infrastructure and services, such as housing, transport and energy, including facilitating new high quality developments that will provide home ownership to public housing residents
- community-led neighbourhood renewal and development pilot projects.

Victorian Integrated Housing Strategy (2010)

Released by the Department of Human Services (DHS), the Victorian Integrated Housing Strategy (VIHS) seeks to make current and future housing more affordable, more accessible and more sustainable for all Victorians. It focuses on home buyers, tenants in the private market, social housing, homeless Victorians and better homes. The VIHS is a reference document under the SPPF.

Ministerial Direction No 16

The Minister for Planning introduced Ministerial Direction No.16 – Residential Zones (MD16) on 1 July 2014, requiring metropolitan councils to prepare a housing strategy to inform the application of new residential zones. MD16 also requires councils to evaluate and monitor the implications of the new residential zones within two years of their gazettal into a planning scheme.

MD16 indicates that future substantial reviews of the approved residential zones will need to be supported by a housing strategy.

Inner Melbourne Action Plan

The cities of Melbourne, Stonnington, Yarra, Port Phillip and Maribyrnong have undertaken a series of joint goals and strategies aimed at responding to forecast growth under the draft Inner Melbourne Action Plan 2015-2025 (IMAP). As relevant to housing, it includes:

- Goal: diverse, vibrant, healthy and inclusive communities
 - Strategy: create a substantial increase in the supply of affordable housing
 - Strategy: advocate to achieve improved design quality, internal amenity standards, environmental sustainability and diversity of apartments and all new/refurbished home
- Goal: distinctive, high quality neighbourhoods and places
 - Strategy: establish design standards to ensure new urban development protects and enhances amenity
 - Strategy: ensure urban renewal contributes to distinctive high quality local neighbourhoods and positive development outcomes in medium and high density environments
- Goal: leadership in achieving environment sustainability and climate change adaptation
 - Strategy: increase uptake of environmental sustainable design (ESD) outcomes.

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FIGURE 11: IMAP COUNCILS



Council Plan (2017-21)

Maribyrnong's Council Plan 2017-21 guides the planning, development, allocation of resources and provision of services to the City of Maribyrnong community. The Plan incorporates the Municipal Health and Wellbeing Plan, and focuses on improving the physical, social, natural, cultural and economic environments that impact community health. The key objectives of the Plan include:

- **strong leadership** - Council will lead the changing city using strategic foresight, innovation, transparent decision making and well-planned, effective collaboration
- **healthy and inclusive communities** - Council will provide and advocate for services and facilities that support people's wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning
- **quality places and spaces** - Council will lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods
- **growth and prosperity** - Council will support diverse, well-planned neighbourhoods and a strong local economy
- **mobile and connected city** - Council will plan and advocate for a safe, sustainable and effective transport network and a smart and innovative city
- **clean and green** - Council will strive for a clean, healthy city for people to access open spaces, cleaner air and water and respond to climate change challenges

The strategic objectives relating to the provision of housing are growth and prosperity, and quality places and spaces.

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Maribyrnong Economic and Industrial Development Strategy (2011)

The Maribyrnong Economic and Industrial Development Strategy (MEIDS) guides and directs the development of the City of Maribyrnong's economy. It includes a precinct-based approach to manage the demand and supply of industrial land within the City. This identifies core and/or underutilised industrial land and identifies, objectives, action plans, implementation plans and monitoring programs for each precinct.

In aiming to protect and enhance the City's employment centres, MEIDS has clear implications for the Housing Strategy. Key objectives for each precinct and implications for the Housing Strategy are listed in Table 5.

TABLE 5: IMPLICATIONS FOR HOUSING STRATEGY

Location	Implications for Housing Strategy
1) Yarraville Port	<ul style="list-style-type: none"> Core employment area Interfaces with residential areas along its western Residential development explicitly not permitted Within EPA buffers.
2) Tottenham	<ul style="list-style-type: none"> Core employment area Part of larger core industrial area Opportunity in area east of Paramount Road for residential use.
3) West Footscray	<ul style="list-style-type: none"> Core employment area – moderate to high employment intensity Core industrial area Objective to improve amenity along Sunshine Road where there are residential interfaces.
4) Braybrook Ashley Street	<ul style="list-style-type: none"> Core employment area Part of Central West Activity centre.
5) Braybrook Ashley Street	<ul style="list-style-type: none"> Core employment area Slight expansion of precinct proposed Partially within EPA buffers.
6) Maidstone Hampstead Road	<ul style="list-style-type: none"> Strategic employment investigation area Large sites with redevelopment potential EIA framework plan identified suitability for residential use.
7) Yarraville Cawley	<ul style="list-style-type: none"> Core employment area – industrial Concern about nature of redevelopment of Bradmill site impacting on current 24 hour site operations.
8) Yarraville Mobil Terminal	<ul style="list-style-type: none"> Strategic employment investigation area Proximity to residential development as well as Mobil terminal Partially within EPA buffers EIA framework plan to identify visions and objectives.
9) Gordon and Mephan Street, and Rosamond Road	<ul style="list-style-type: none"> Strategic employment investigation area Large industrial sites suited to potential redevelopment Proximity to residential development EIA framework plan to identify vision and objectives.

Source: Maribyrnong Economic and Industrial Development Strategy, October 2011

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Maribyrnong Housing Strategy 2011

The existing Housing Strategy identifies limited, incremental and substantial changes areas across the City (refer Figure 12), and makes recommendations regarding how development should be managed in each. The Strategy also identifies actions to:

- increase housing diversity
- support housing affordability
- support housing development in accessible locations and activity centres
- ensure amenity is retained, including through appropriate design responses
- ensure adequate infrastructure is provided to support housing growth.

Local Planning Policy Framework

The Local Planning Policy Framework (LPPF) is read in conjunction with the SPPF, and sets out a number of housing related policy objectives and strategies.

Clause 21.04 Settlement includes the following key objectives:

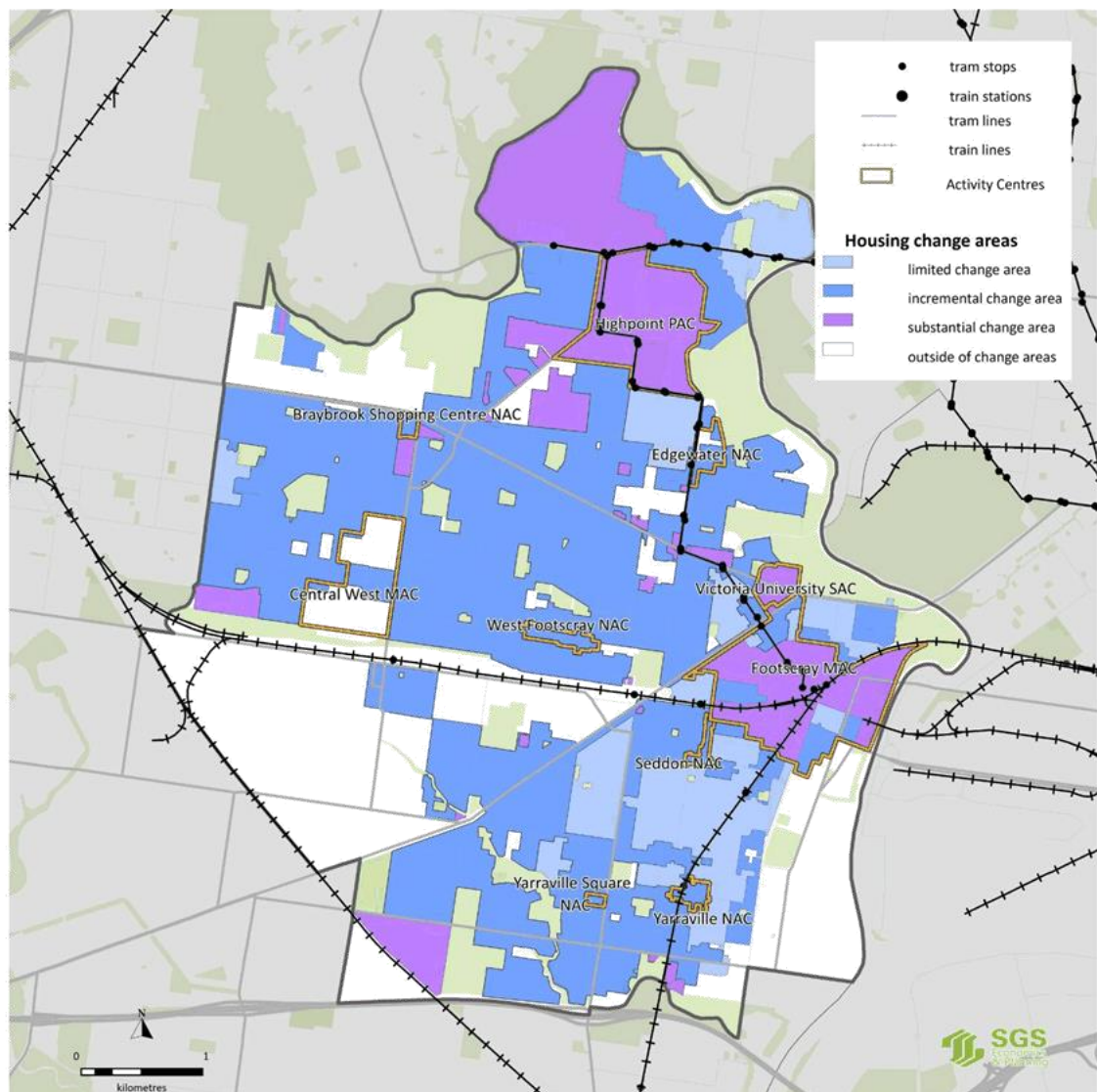
- Activity Centre Planning Objectives:
 - To create an activity centre network with a variety of easily accessible, pleasant and safe places where people can gather, socialise, shop, work, live, be entertained and make use of many kinds of community and leisure services without having to travel far
 - To transform the Footscray CAD, Highpoint PAC and Central West MAC into mixed use retail, commercial, residential and community services centres with a sense of place
 - To develop centres in accordance with their place in the activity centre hierarchy
 - To enhance the community focus of local activity centres
- Housing Growth Objective:
 - To accommodate between 14,000 and 16,000 additional households by 2031
- Social Impact Objective:
 - To minimise adverse social impacts from development and land uses
- Strategic Employment Investigation Area (Braybrook – Ashley Street, Yarraville Mobil Terminal and Gordon & Mephan Street) Objective:
 - To manage the redevelopment of Strategic Employment Investigations Areas and land along tram corridors in an integrated manner.

The following strategies within these objectives are relevant:

- Directing most of residential development to identified substantial change areas and substantial change activity centres, supporting incremental change across residential areas and limiting change in established residential areas with heritage significance or an identified residential character, an identified constraint that necessitate protection through a specific overlay
- An Open Space Framework Plan, including significant redevelopment sites in the northern part of the City that present opportunities to provide new open space to meet sport and recreation needs
- A Settlement Framework Plan, which includes strategic investigation areas (three sites and the city's two tram routes), areas of substantial change (strategic redevelopment sites), areas of limited change (heritage precincts and areas of important neighbourhood character) and areas of incremental change.

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FIGURE 12: HOUSING CHANGE POLICY AREAS



Source: Maribyrnong Planning Scheme, Clause 21.07, 2018

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Clause 21.06 Built Environment and Heritage includes the following key objectives:

- To ensure rear laneways provide safe, accessible and attractive settings for residential development
- Activity centres that incorporate appropriate development responses to gateway locations and maintain / enhance the built form character which contributes to each activity centre's individual identity
- To encourage residential developments that meet the requirements of Sustainable Tools for Environmental Performance Strategy (STEPS) for certain classes of residential applications and require an Environmentally Sustainable Development (ESD) Strategy Plan for applications for 60 dwellings or more or planning scheme amendments
- To preserve and conserve heritage places.

Clause 21.07 Housing includes the following key objectives

- To provide significant opportunities for new residential development in substantial change areas and substantial change activity centres
- To provide incremental opportunities for new residential development in incremental change areas and incremental change activity centres
- In limited change areas, to limit development in residential areas with heritage significance and identified constraints that necessitate protection through an overlay
- To protect core employment areas, key passenger and freight transport corridors and major hazard facilities from residential encroachment (protecting and maintaining existing buffers to the core industrial precincts)
- To encourage a range of dwelling types and sizes, including affordable housing, to be provided in larger developments
- To ensure development has regard to and clearly responds to preferred character statements and design guidelines for specific neighbourhood character precincts
- To support increased housing choice by providing a diversity of dwelling types, sizes and tenures
- To encourage a sustainable supply of student housing, particularly in Footscray CAD and close to the university campuses.

An outcome of this Strategy process is to produce an revised Housing Strategy, and to subsequently identify and recommend changes to the current housing elements of the LPPF.

Other relevant local policy documents

- Human Rights and Social Justice Framework 2013-2016
- Multicultural Policy 2012-2017
- Indigenous Policy 2013-2018
- Disability Policy 2015-2018
- Youth Strategy 2014-2018
- Maribyrnong Early Years Strategy 2015-2018.

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New residential zones

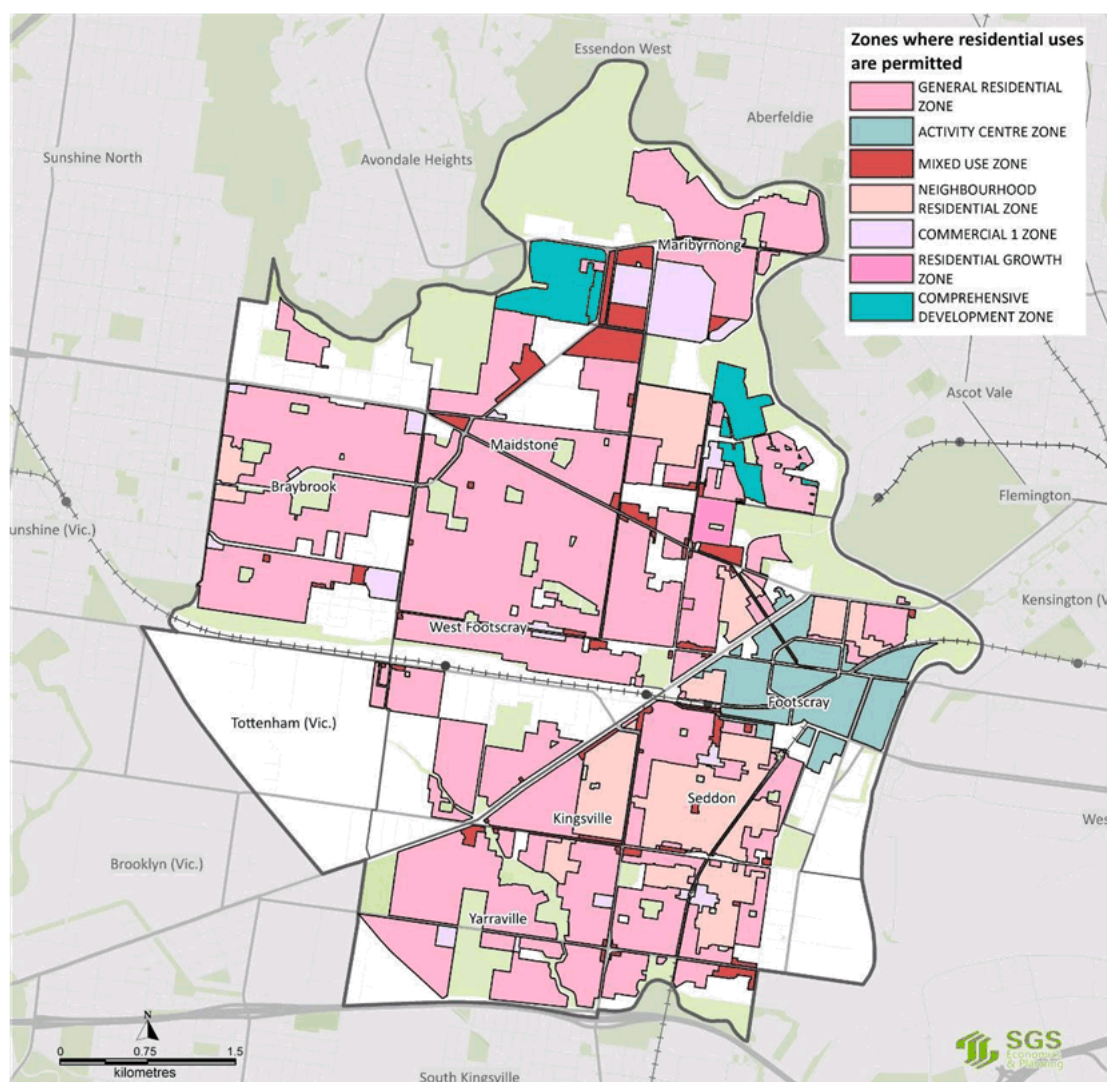
New residential zones were introduced by the State Government to the VPP in June 2013. Amendments VC116 (gazetted on 1 July 2014) and C150 (gazetted on 28 May 2015) translated the former Residential 1 Zone into the General Residential Zone (GRZ), Neighbourhood Residential Zone (NRZ) and Residential Growth Zone (RGZ) within the Maribyrnong Planning Scheme.

Accordingly, the former Residential 1 Zone, which applied to 44.5% of the City's area, was apportioned as follows:

- General Residential Zone: 83.4%
- Neighbourhood Residential Zone: 15.7%
- Residential Growth Zone: 0.9%

The new zones provide clear direction to property owners, developers and the community on the type of residential development that would be supported in certain locations.

FIGURE 13: ZONES WHERE RESIDENTIAL USES ARE PERMITTED



Source: Victorian Planning Provisions, October 2016

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Table 6 overviews the distribution of residential zones in the City at December 2015, the housing types encouraged in each residential zone and other planning scheme zones that also allow for residential uses and contribute to the provision of housing. However, it omits the Maribyrnong Defence Site (132 hectares) which is in Commonwealth Government ownership and therefore excluded from the Maribyrnong Planning Scheme.

TABLE 6: CURRENT ZONES THAT ALLOW FOR RESIDENTIAL DEVELOPMENT

Zones	Land area Ha (% of net land)	Housing outcomes encouraged within the zone
<i>Residential zones</i>		
Neighbourhood Residential Zone (NRZ1)	162 Ha (15%)	Supports minimal change and protection of neighbourhood character. Limits development to nine metres in height and a maximum of two storeys*
General Residential Zone (GRZ1)	897 Ha (4%)	Supports a variety of housing types including some medium density housing, while maintaining neighbourhood character. Provides an 11 metre mandatory height limit (three storeys)*
Residential Growth Zone (RGZ1)	9Ha (1%)	Encourages housing growth and a mix of medium to higher density housing in appropriate locations. Provides a 13.5 metres discretionary height limit.
<i>Other planning scheme zones</i>		
Mixed Use Zone (MUZ)	35 Ha (17%)	Encourages high density residential development while recognising that the zone also allows for mixed-use/commercial activities.
Activity Centre Zone (ACZ)	84 Ha (40%)	Encourages higher density housing at the upper levels above commercial uses in the Footscray Metropolitan Activity Centre.
Commercial 1 Zone (C1Z)	53Ha (25%)	Encourages increased housing density and diversity at the upper levels above commercial uses.
Comprehensive Development Zones (CDZ1, CDZ2 and CDZ3)	40 Ha (19%)	Encourages a variety of residential densities and housing types while recognising that the zone also allows for mixed-use/commercial activities.

Source: Maribyrnong City Council GIS Database, December 2015

* In March 2017, minimum garden area requirements were included in the planning scheme for Neighbourhood Residential Zones and General Residential Zones. See Appendix A for further detail.

Implications

The current policy context has a range of implications for the Housing Strategy:

- Significant demand for housing growth in the City will need to be appropriately managed and accommodated
- The principles and key issues identified in the existing housing strategy remain relevant and should be considered in the development of the revised Strategy
- The role of the City in the broader metropolitan context, and particularly in relation to the central city, should be considered
- Updated policies and planning tools relating to housing may be released before the Strategy is finalised.

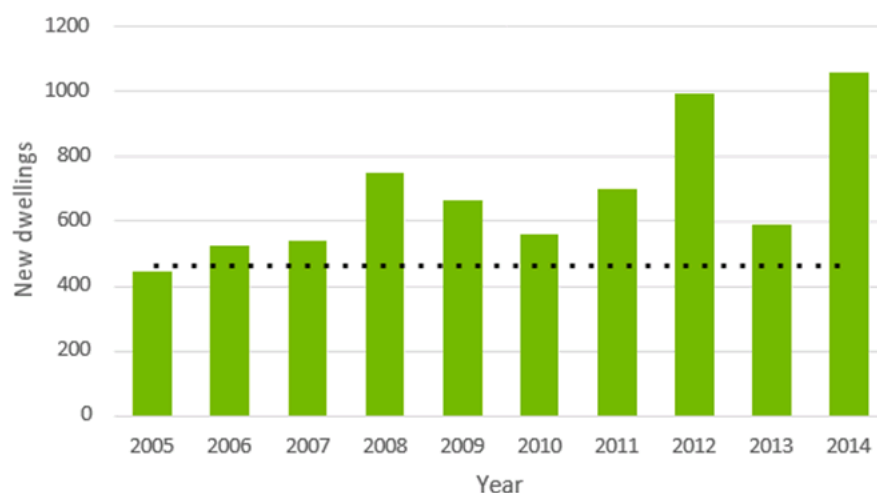
4. KEY HOUSING ISSUES

The City of Maribyrnong's evolution and development presents challenges around the rate and nature of housing growth and change; housing diversity; housing design; housing affordability and provision of infrastructure to meeting the needs of a growing population. These challenges are discussed in detail in this chapter.

4.1 Housing growth and change

The City of Maribyrnong accommodated over 7,000 additional dwellings between 2005 and 2014 (Figure 14). While there has been an average of 500 or so additional dwellings delivered each year, there is a clear upward trend in the number of dwellings delivered annually.

FIGURE 14: DWELLING GROWTH IN THE CITY OF MARIBYRNONG 2005-14



Source: Housing Development Data, DELWP, 2014

Analysis of Council-approval data indicates that around 2,500 dwellings were approved in 2015 and 2016. Although this does not equate to additional delivered dwellings, it provides an indication of the potential spatial distribution of additional dwelling growth. Table 7 shows almost half of all dwelling approvals occurred in Footscray and a significant number occurred in Braybrook. Dwellings approved between 2014 and 2016 are illustrated spatially in Figure 15.

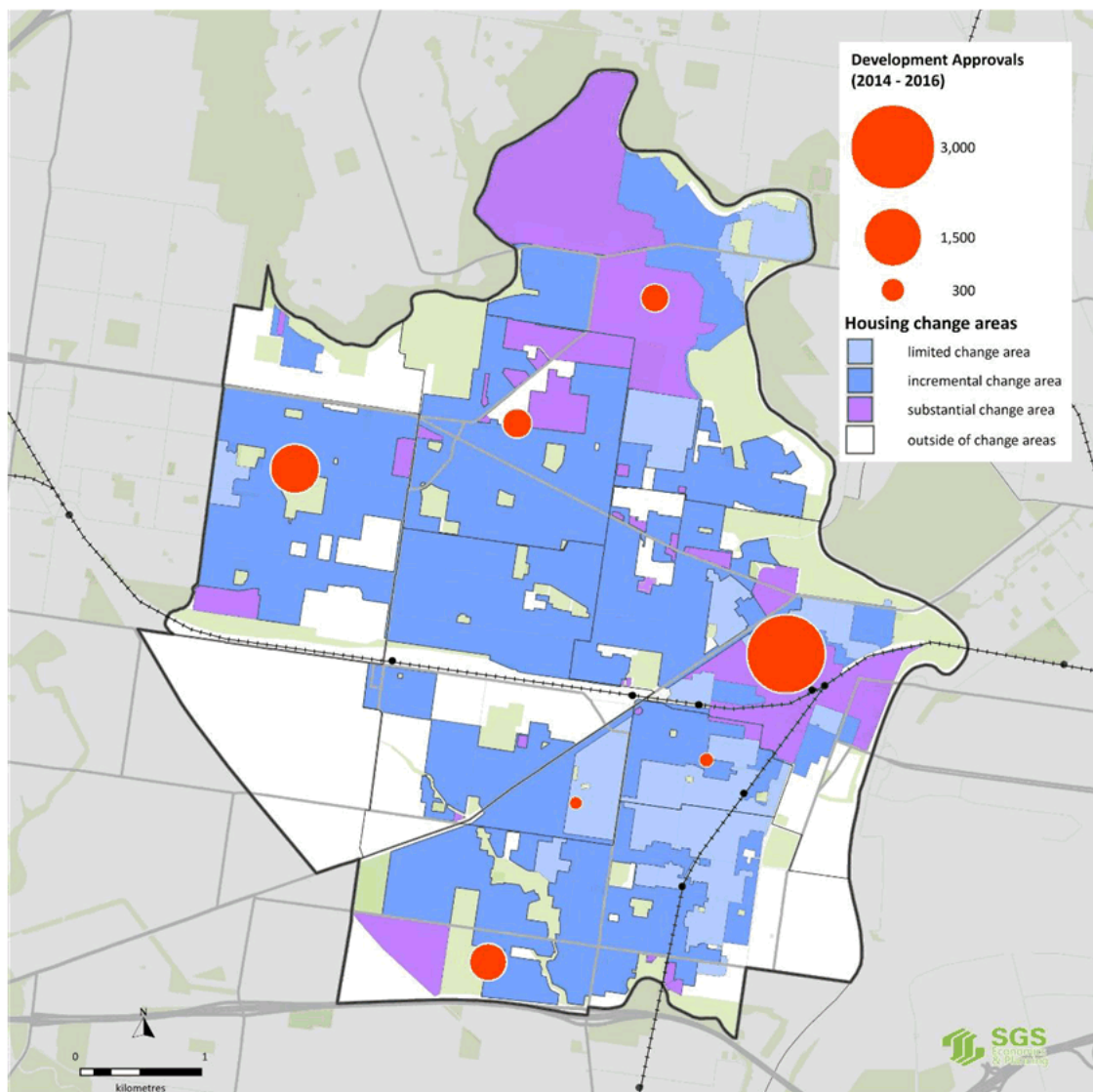
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TABLE 7: DWELLINGS APPROVAL 2014-2016

Suburb	Braybrook	Footscray	Yarraville	Maidstone	Maribyrnong	Seddon	Kingsville	Tottenham	Total
2014	46	287	49	64	17	31	7	0	501
2015	564	1409	295	123	122	32	34	2	2581
2016	546	936	324	251	277	54	55	4	2447
Total	1156	2632	668	438	416	117	96	6	5529
Pending	57	3138	70	151	123	14	25	0	3578

Source: Dwelling approvals, Maribyrnong City Council, 2016

FIGURE 15: DWELLING APPROVALS IN MARIBYRNONG 2014-16



Source: Dwelling approvals, Maribyrnong City Council, 2016

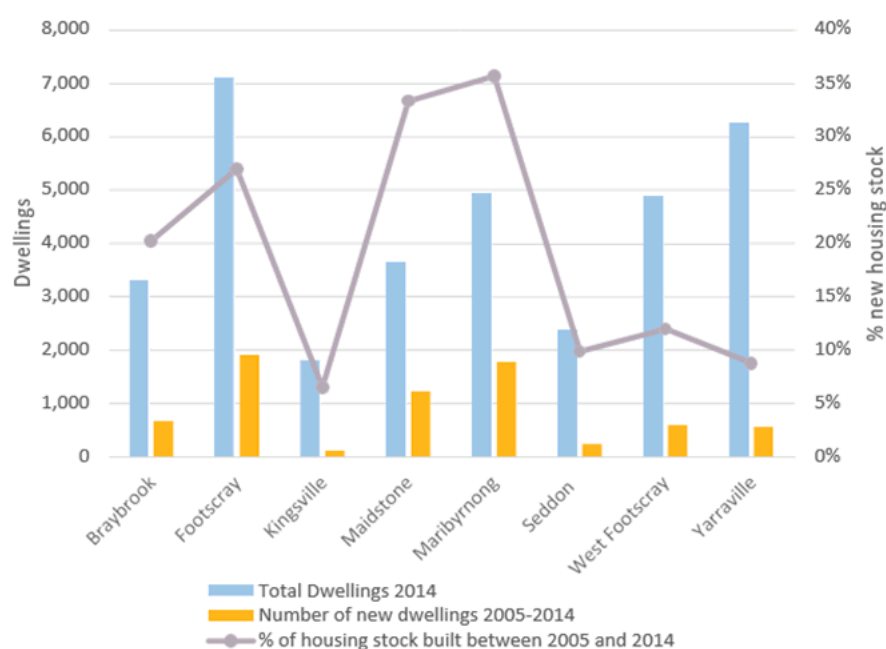
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Uneven growth

The largest suburbs in terms of dwelling numbers in 2014 were Footscray, Yarraville, West Footscray and Maribyrnong. In terms of growth between 2005 and 2015, Figure 16, which shows the distribution of this growth, indicates:

- Footscray, Maribyrnong and Maidstone accommodated the largest number of additional dwellings between 2005 and 2014, accounting for more than 65% of the City's growth
- These three suburbs also saw the most significant proportion of their housing stock delivered in the last decade, meaning they are generally the areas that have undergone the most significant visible changes over the past decade
- Areas that experienced limited growth include Kingsville and Seddon, both small suburbs. Yarraville, West Footscray and Braybrook also accommodated small proportions of growth.

FIGURE 16: PROFILE OF DWELLING GROWTH 2005-14



Source: Housing Development Data, DELWP, 2014
See Appendix B for figures

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Policy change areas

The existing Housing Strategy identifies limited, incremental and substantial change areas. Table 8 shows the distribution of dwelling growth in these areas between 2005 and 2014, indicating:

- 67% of land designated as incremental change accommodated 74% of additional dwellings
- 21% of land designated substantial change accommodated 21% of additional dwellings
- 12% of all change areas were designated limited change, accommodated 6% of additional dwellings.

This profile suggests that the classification of change areas has, overall, been a useful tool in directing residential growth over the past decade.

TABLE 8: ADDITIONAL DWELLINGS 2005-14

Change Area	Total Area (ha)	% of all change areas	Number of new dwellings	% of new dwellings
Limited	245	12%	390	6%
Incremental	1335	67%	5010	74%
Substantial	415	21%	1,400	21%
Sub total	1,995	100%	6,800	100%

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: Housing Development Data, DELWP, 2014

Planning zones and policy change areas

While identifying change areas has been useful, little development is occurring outside of change areas, or on non-residential land. However, some parcels in each change area are not appropriately zoned.

Table 9 shows the distribution of recent development across planning zones and change areas. This indicates that recent development in incremental change areas occurs predominantly in General Residential zoned land; however, development is also occurring within Comprehensive Development zoned land, Mixed Use zoned land, Activity Centre zoned land and Commercial zoned land. For substantial change areas, most growth is happening in the Activity Centre zoned land, with some development also occurring in Mixed Use and General Residential zoned land.

TABLE 9: DWELLING GROWTH BY ZONE AND CHANGE AREA 2005-14

Planning zone	Limited	Incremental	Substantial	Total
Neighbourhood Residential Zone	290	0	0	290
General Residential Zone	50	4,390	165	4,605
Residential Growth Zone	0	20	0	20
Mixed Use Zone	45	60	220	325
Activity Centre Zone	5	90	965	1,060
Comprehensive Development Zone	0	340	50	390
Commercial 1 Zone	0	120	0	120
Total	390	5,020	1,400	6,810

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: Housing Development Data, DELWP, 2014

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Higher projected rate of growth

Between 2006 and 2011, dwelling growth was 600 dwellings per year; between 2016 and 2031 the number of new dwellings is projected to grow more than twice as quickly, reaching a projected peak of 1500 new dwellings per year between 2016 and 2021.

Table 10 provides an overview of dwelling growth anticipated in the City between 2016 and 2031 and compares this to the Central⁷ and Western⁸ regions, and Greater Melbourne.

It indicates that the City of Maribyrnong is anticipated to have an annual growth rate of 3.0% compared to 2.5% in the Central Region and 2.6% in the Western Region. It is projected to be growing faster than both the Central and Western regions, as well as significantly faster than Greater Melbourne over the next 15 years.

TABLE 10: REGIONAL DWELLING PROJECTIONS 2016-31

	Dwellings 2016	Dwellings 2031	Average annual growth rate
City of Maribyrnong	36,100	56,600	3.0%
Central Region	234,900	338,900	2.5%
Western Region	328,000	480,400	2.6%
Greater Melbourne	1,854,500	2,472,100	1.9%

Note that all numbers have been rounded to the nearest hundred. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: City of Maribyrnong: id. Consulting, 2016 | Regions and Greater Melbourne: Victoria in Future, DELWP, 2016

Short term development concentrated in Footscray and Maribyrnong

Figure 17 shows the likely location of new development across the City, drawing from the Urban Development Program (UDP), which provides information on planned residential developments greater than 10 dwellings over a 10-year period. These projects are not certain nor exhaustive, providing only an indication of likely development trends under existing housing policies.

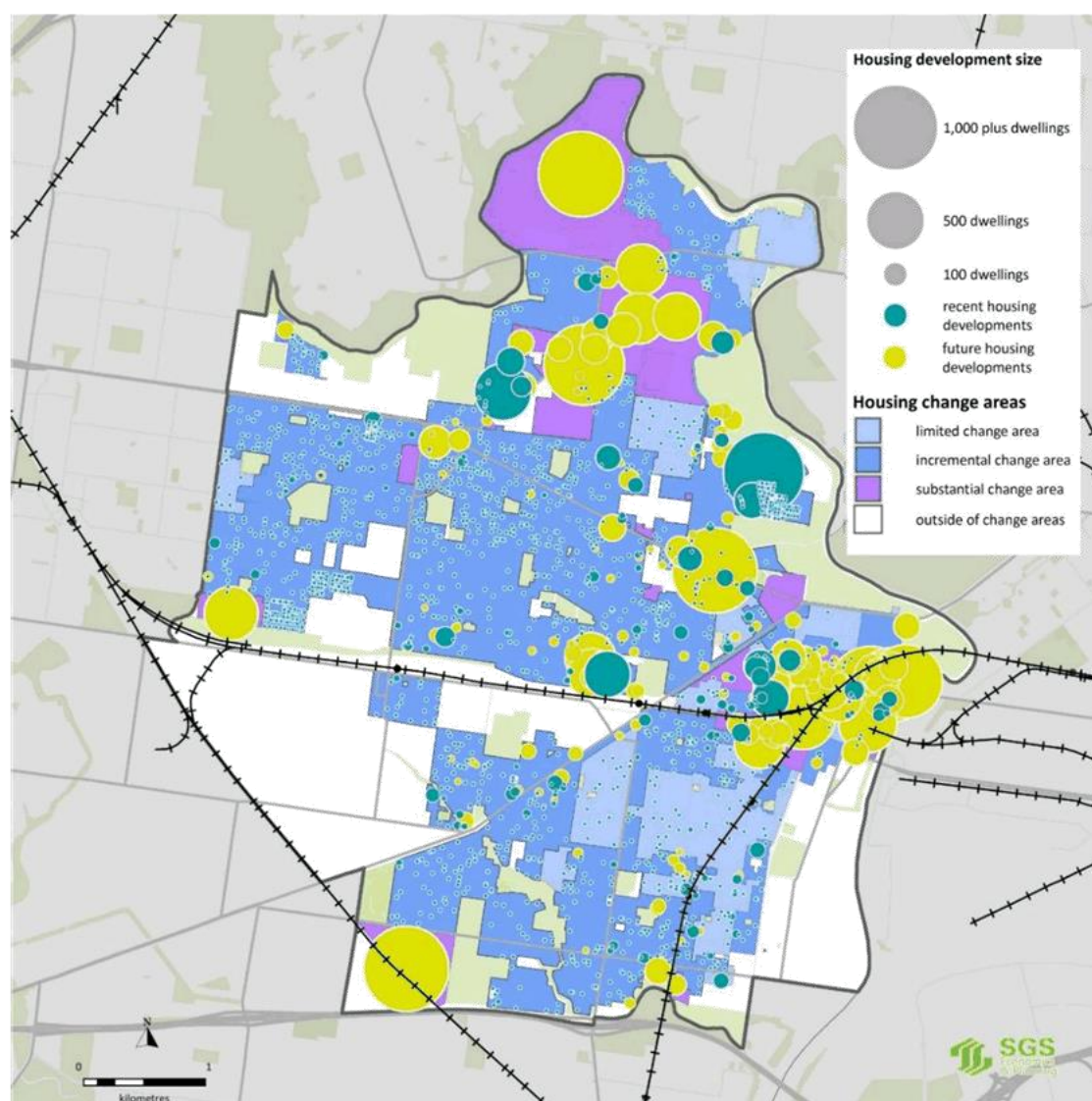
The UDP indicates that a high proportion of development in Footscray and Maribyrnong and along Hampstead Road, Maidstone. Substantial urban renewal sites such as the Maribyrnong Defence Site and the Kinnears Site will also accommodate significant housing growth. These areas will need to be supported by relevant infrastructure investment.

⁷ Includes Melbourne, Stonnington, Port Philip and Yarra municipalities

⁸ Includes Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham municipalities

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FIGURE 17: RECENT AND PLANNED CHANGE



Source: Recent development: Housing Development Data, DELWP, 2014 | Future development: Urban Development Program, DELWP 2016

As well as planned developments on major renewal sites, there is also potential for growth to occur in limited, incremental and substantial change areas. A thorough and methodical analysis of capacity within these areas will provide the basis for the development of the Strategy.

Implications

The scale and profile of Maribyrnong's population and household growth forecasts means the Housing Strategy will need to:

- provide clarity and direction regarding areas that will accommodate growth, informed by a robust analysis of capacity across the City, including feasible take-up rates
- review change area boundaries and consider rezoning to better align with change area directives
- identify areas of change and propose how they should be managed.

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4.2 Infrastructure

Additional services are required

Demand for infrastructure will be influenced by the nature and scale of population and household growth. This includes social, transport and open space infrastructure.

While suburbs of Maribyrnong and Footscray will experience higher rates of growth, a City-wide, network approach is an effective and efficient way to address demand. Development contribution plans can be targeted to substantial change areas.

Social infrastructure and demographic change

Social infrastructure influences the health and wellbeing of the community, and demand is influenced by a community's demographic profile.

The future population will include higher proportions of people aged under 15 and or over 65. This will generate demand for early-year education, maternal and child welfare, child care, libraries, community centres, leisure facilities and aged care facilities and services.

Various delivery mechanisms (including increased services, changes to services or new infrastructure) will be needed so that delivery occurs in areas where the most growth is anticipated, and caters to the needs of particular demographics in each area.

A needs-based analysis will determine requirements for local communities and appropriate ways to address additional demand. The analysis should consider:

- the spatial distribution of existing facilities, including condition and capacity, to determine if existing facilities need improvements or maintenance, or can be expanded to provide additional capacity
- the demand expected to be generated by the future population, as informed by projected demographics, preferences and the spatial distribution of growth.

The recommendations of the revised Housing Strategy and expected locations for additional growth will inform understanding about the demand for social infrastructure.

Development infrastructure to match housing growth

Development infrastructure includes drainage, sewerage, public realm improvements, telecommunications infrastructure and essential services such as water, gas and electricity.

Improvements and upgrades should correlate with population growth, and demand generated by strategic redevelopment sites must be considered. This requires Council to collaborate early with relevant authorities to plan for development and transport infrastructure that will support projected housing growth.

Council expects to finalise a City Infrastructure Plan, listing projects to be delivered over the next 20 years, in 2018.

Understanding the broader transport context

The lack of river crossings in the north creates bottleneck traffic conditions along Raleigh Road, limiting access Highpoint Activity Centre. Walking and cycling access is also poor in areas experiencing transition.

As the population grows, more trips will occur to, within and from the City. Planning for this will occur through:

- local area planning for active transport
- Council management of traffic and car parking issues
- State Government planning for major transport infrastructure.

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With capacity for new road infrastructure limited in built up areas, effective land use planning can reduce demand for trips by locating major trip generating activities in areas with existing transport infrastructure. The provision of walking or cycling paths and facilities, or car sharing infrastructure will help to improve accessibility.

Collaboration with transport agencies, including early engagement on the implications of strategic redevelopment sites, will be essential to the City's future sustainable transport network.

Increasing demand for open space

Planning and delivering community open space needs to consider the existing network of open space, future demand and key gaps. Some areas of the City already have insufficient access to open space.

The Maribyrnong Open Space Strategy provides policy directions for the future provision, design and management of open space to 2031. It guides where open space associated with additional housing growth should be provided. This is particularly important for residents of higher density developments who live in smaller dwellings.

Implications

The most effective and efficient way of providing additional services and infrastructure is to consider requirements for the whole City, rather than for individual sites or precincts. Specific strategies for infrastructure types should also be developed and these should reflect projected spatial distribution of housing growth and projected demographic structure.

Ultimately, these strategies should identify and cost existing and upgraded infrastructure so that appropriate contributions can be sourced from the public and private sectors. The existing Council Development Contribution Plan has expired; however, while there is no current mechanism to require contributions as part of major developments, Council still negotiated S173 Agreements for major developments.

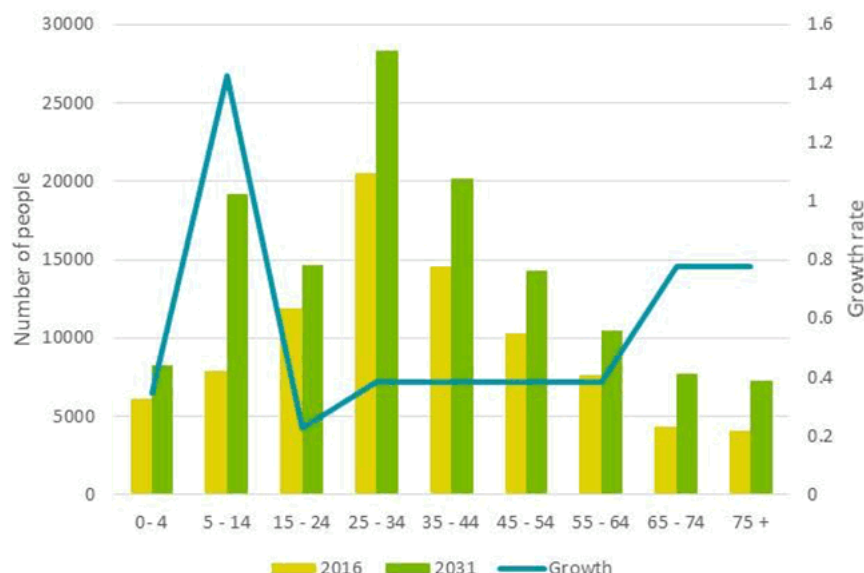
Appropriate engagement and collaboration with public utility and service agencies will ensure early provision of appropriate service infrastructure and upgrades (including gas, water, electricity and telecommunications).

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4.3 Housing diversity

The current and projected age profiles for residents in the City of Maribyrnong is shown in Figure 18. While the dominant age range of residents will continue to be between 25 and 34, the City will see an increase of around 80% in the number of residents aged 65 and over.

FIGURE 18: CURRENT AND PROJECTED FUTURE POPULATION COMPOSITION 2016-31



Source: 2016: Australian Bureau of Statistics, Census, 2016 | 2031: SGS Economics and Planning, 2018

Cultural diversity

The City's history of immigration dates back to post World War II and continues today, with shifts from largely European migration to Asian and African migration.

In 2016 approximately 40% of the City's residents were born overseas and approximately 42% of residents speak a language other than English at home. Most immigrants come from Vietnam, India and China. In comparison, approximately 34% of residents in Greater Melbourne were born overseas and approximately 32% speak a language other than English at home.

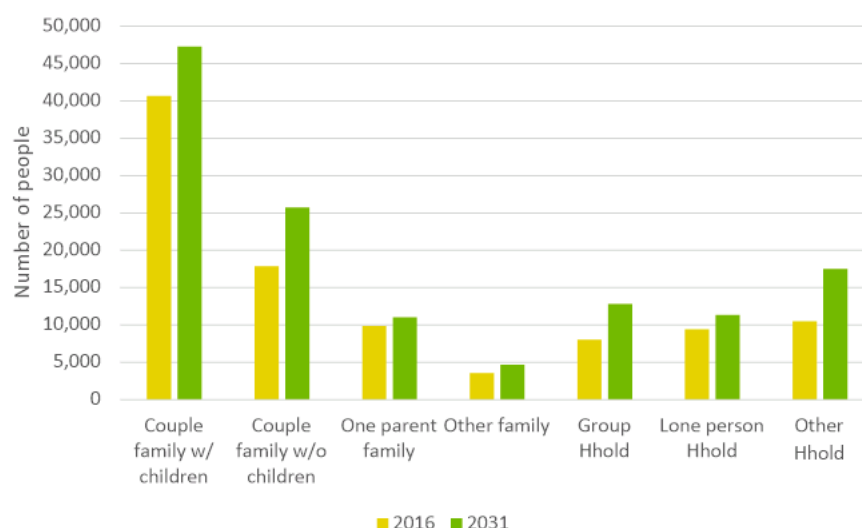
Different cultures have different housing needs and expectations which are often not provided by the market. This is reflected in different housing configurations and sizes.

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Household structures

Household types are evolving. While couple family with children is anticipated to remain the dominant household type, the number of couple families with no children is expected to grow considerably. There is also significant growth in group households and other households (see Figure 19).

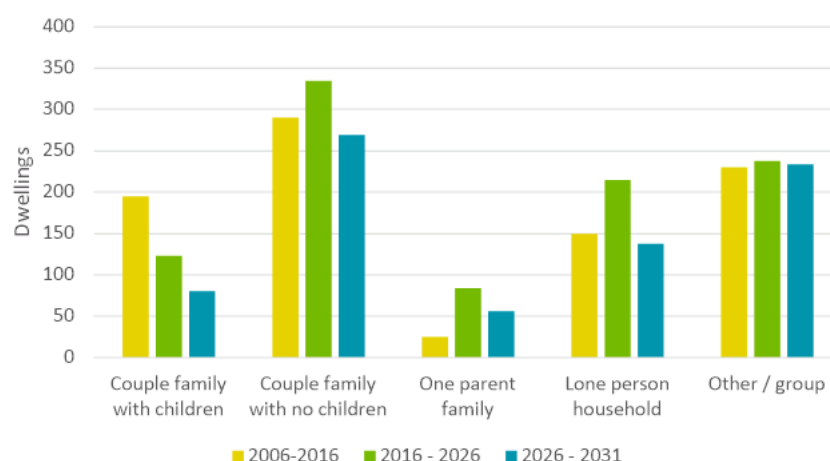
FIGURE 19: CHANGE IN HOUSEHOLD COMPOSITION 2016-31



Source: 2016: Australian Bureau of Statistics, Census, 2016 | 2031: SGS Economics and Planning, 2018

Couple families without children are likely to comprise the largest proportion of new households in the City, comprising up to 270 new households per year. Despite couple families with children representing the largest number of households, growth in this household type is expected to slow, comprising approximately 80 new households per year between 2016 and 2031. From 2016, this is anticipated to be lower than the number of new single person households and other/group households (see Figure 20).

FIGURE 20: HOUSEHOLD TYPES IN NEW DWELLINGS PER YEAR 2006-31



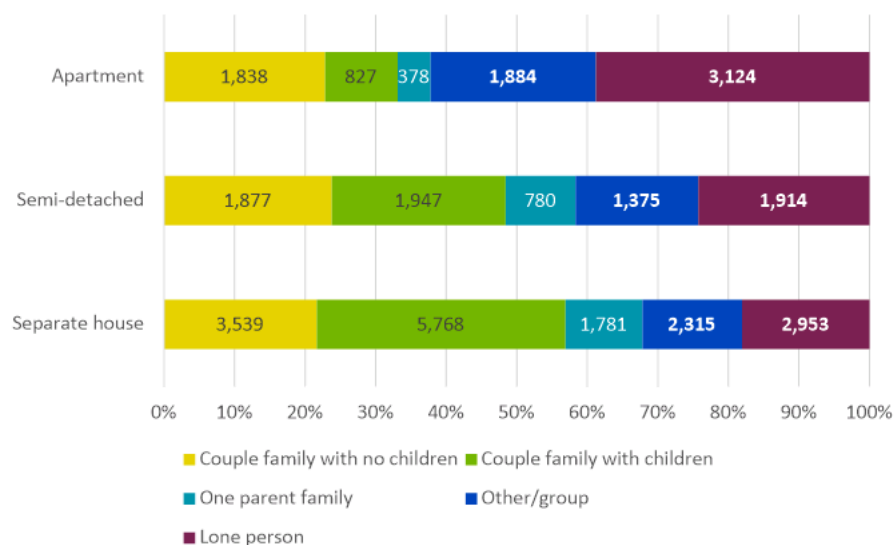
Source: 2006-2016: Australian Bureau of Statistics, Census, 2006-2016 | 2026-2031: SGS Economics and Planning, 2018

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Household types and dwelling types

Figure 21 shows the relationship between household types and housing from Census 2016 data. Families with children are predominantly associated with detached dwellings; however, 17% of apartment households are families with children (single or couple parents). This suggests that for some families, apartment living is a lifestyle choice, made attractive by the affordable location and access to infrastructure and services. Cost of living pressures can also be a factor in the choice of housing.

FIGURE 21: FAMILY TYPES AND HOUSEHOLD TYPES 2016



Source: Australian Bureau of Statistics, Census, 2016

More than 30% of couple families with no children and single person households were over 55 and are likely to be looking for retirement living opportunities in their local area. This could tend towards semi-detached and apartment style living arrangements. Almost 30% of separate houses are occupied by one or two people, and regardless of age these people will also often be looking to downsize locally.

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Information Box: What is site density?

The measure of 'site density' is used to explore built form outcomes, and it is derived from lot size and number of dwellings. The built form associated with various site densities is described in Figure 22. It indicates that detached housing is typically associated with site densities less than 30 dwellings per hectare, semi-detached housing is associated with site densities between 30 and 100 dwellings per hectare and apartments are associated with densities greater than 60 dwellings per hectare. These ranges overlap, meaning multiple development forms can be achieved at one specific density. Examples of housing types at different densities are provided in Appendix D.

FIGURE 22: RELATIONSHIP BETWEEN BUILT FORM AND HOUSING TYPE

		Detached			Semi-detached			Apartment			
Density (dwellings per hectare)		< 10	10 - 15	15 - 20	20 - 30	30 - 40	40 - 60	60 - 100	100 - 200	200 - 400	> 400
Land consumed (sqm)		< 1,000	670 - 1000	500 - 670	330 - 500	250 - 330	170 - 250	100 - 170	50 - 100	30 - 50	> 30
Detached	VERY LOW DENSITY DETACHED										
	Typical lot size: > 2,000 sqm										
	LOW DENSITY DETACHED										
	Typical lot sizes: 1,000 to 2,000 sqm										
	DETACHED										
Semi-detached	Typical lot sizes: 500 to 1,200 sqm										
	SMALL LOT DETACHED										
	Typical lot sizes: 300 to 600 sqm										
	'VILLA'										
	Typically 1 - 2 storey detached										
Apartments	'TOWNHOUSE'										
	Typically 1 - 3 storey attached										
	'WALK UP' APARTMENT										
	Typically 2 - 3 storey apartment										
	LOW-RISE APARTMENT										
Apartments	Typically 4 - 8 storey apartment										
	MID-RISE APARTMENT										
	Typically 9 - 15 storey apartment										
	HIGH-RISE APARTMENT										
	Typically 15 storeys of over										
MIXED USE DEVELOPMENT											
Varies with height and mix											

Greater housing diversity and densities

For contextual purposes, the site density (refer to information box, above) of additional dwellings in the City of Maribyrnong has been compared to the average for the Western Region and Central Region, and presented in Table 11.

It indicates that dwelling densities in the City are between the averages for the Central and Western regions, reinforcing the City's role as an interface between the two areas, with a diverse dwelling profile.

TABLE 11: NEW CONSTRUCTED DWELLINGS 2005-14

	0-9 dph*	10-19 dph	20-29 dph	30-49 dph	50-99 dph	100-199 dph	200-399 dph	400+ dph	Total
Western Region	43%	31%	8%	11%	2%	2%	3%	0%	100%
Central Region	0%	3%	4%	5%	7%	9%	18%	54%	100%
Maribyrnong	2%	15%	14%	24%	18%	9%	13%	5%	100%

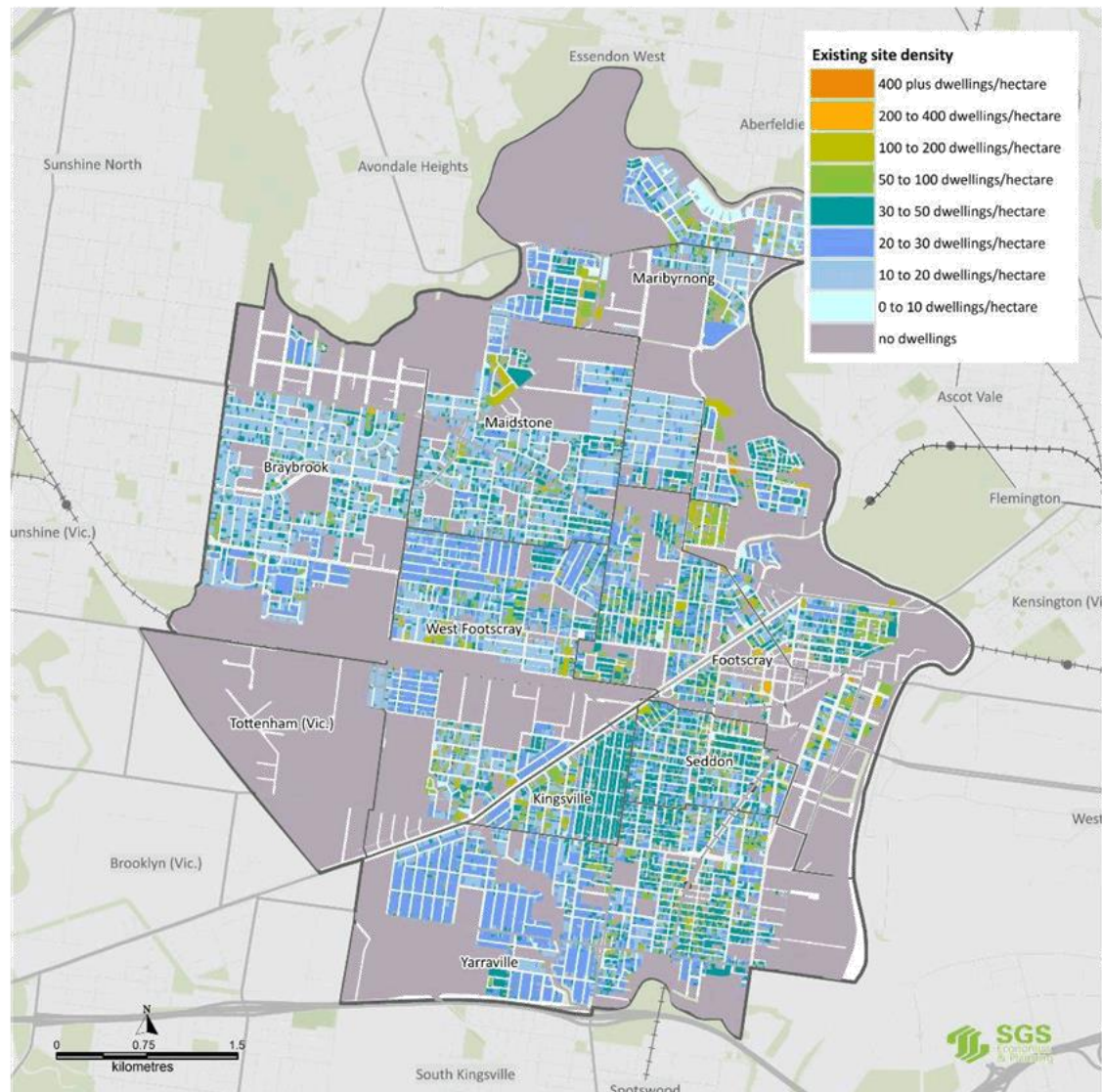
Source: Housing Development Data, DELWP, 2014

*dph –dwellings per hectare

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Figure 23 illustrates the current site density of dwellings in the City, indicating that current spatial patterns are not uniform. There is a tendency towards greater density in areas close to the city, with flats, units and apartments concentrated in Footscray, Maribyrnong and West Footscray.

FIGURE 23: CURRENT SITE DENSITY



Source: Housing Development Data, DELWP, 2014

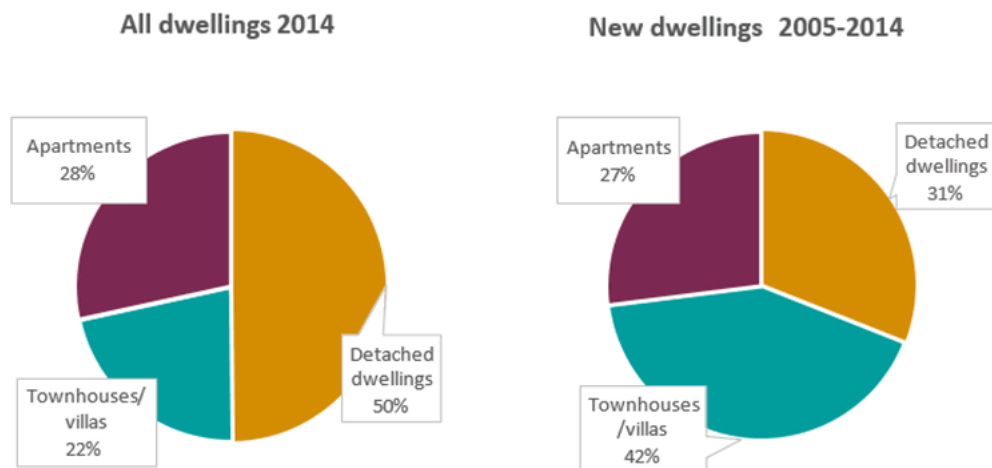
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Figure 24 compares the distribution of housing types across all dwellings with housing types found in new dwellings. It shows that:

- over half the dwellings in the municipality are detached dwellings
- nearly 20% of all dwellings are semi-detached, and
- a further 20% is classified as a flat, unit or apartment.

It also shows that between 2005 and 2014, townhouses were the main type of housing developed. This indicates a shift from lower to higher density development types.

FIGURE 24: EXISTING AND NEW DWELLING TYPES 2005-2014



Source: Housing Development Data, DELWP, 2014

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Diverse development projects

Table 12 indicates the major development projects (those of 10 dwellings or more) built between 2005 and 2014 were primarily located in Footscray and Maribyrnong. Maidstone saw a more even distribution of dwelling types, with the highest number of dual occupancy and three to nine-dwelling projects in the City. Single dwelling developments were primarily found in Braybrook and Maribyrnong.

Yarraville had a significant number of replacement dwelling projects, which is likely to reflect the desirability of the location, the financial feasibility of development, and the concentration of small lots which cannot be subdivided.

TABLE 12: DEVELOPMENT PROJECT PROFILE 2005-14

Constructed dwellings	Replacement	Single Dwelling	Dual Occupancy	3-9 Dwellings	10+ Dwellings	Total
Braybrook	54	285	150	185	136	810
Footscray	22	68	44	121	1,721	1,976
Kingsville	14	15	12	47	62	150
Maidstone	51	44	166	329	822	1,412
Maribyrnong	32	194	35	98	1,475	1,834
Seddon	20	28	34	72	124	278
West Footscray	39	67	60	181	351	698
Yarraville	126	84	113	149	283	755
Total	358	785	614	1,182	4,974	7,913

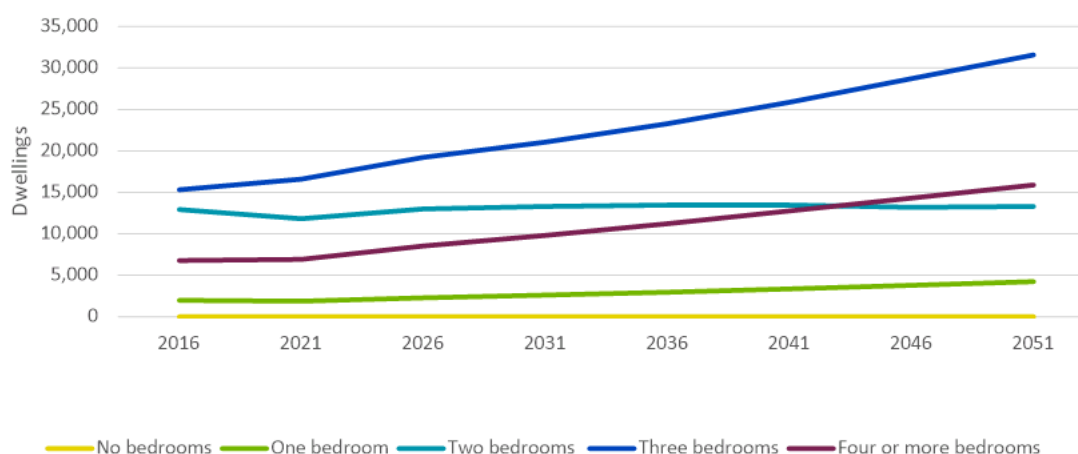
Source: Housing Development Data, DELWP, 2014

* NB the total number of dwellings shown here is the total number of constructed dwellings. This varies to those reported in Table 8 and Table 9 which show the net growth in the number of dwellings.

Larger homes

While the proportion of couple families with children is reducing, housing stock trends observed in Census data (Figure 25) indicate demand will increase for three-bedroom dwellings, and, to a lesser extent, four-bedroom dwellings. Limited growth in two-bedroom dwellings is expected.

FIGURE 25: PROJECTED DWELLINGS BY NUMBER OF BEDROOMS 2016-51



Source: 2016: Australian Bureau of Statistics, Census, 2016 | 2021-51: SGS Economics and Planning, 2018

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Housing for specific groups

Aged care will be an important consideration for future housing supply, with a growing proportion of people aged over 65 and projected growth in other/group households that are associated with care facilities and assisted living arrangements.

Housing for older people should be in areas with good access to public transport and local infrastructure. Design requirements for this specific group are complex, however Monash University has developed a best practice discussion paper⁹ which can provide useful insights into how to provide positive outcomes for this unique group.

Council has partnered with Victoria University on the Footscray University Town revitalisation project, which acknowledges that the more than 20,000 students studying in Footscray offer an opportunity to increase the number of students living in the City.

Student housing is best located near public transport, pedestrian friendly environments and activity centres. Student housing can be constructed at higher densities, which often requires consideration of specific design outcomes, for example design of shared facilities. At present, there are no specific guidelines for student housing, although some Councils have developed specific guidelines¹⁰.

Implications

The City's changing demographic profile will generate demand for diversity of dwelling types. As the area changes, the housing market will also evolve, and provide different dwelling types. To some extent, each household makes individual decisions, taking account of the housing choices and the types of facilities and services available. This is likely to see a shift in preferences from homes to townhouses, and townhouses to apartments.

Areas around Footscray and Maribyrnong have seen significant growth in apartments, reflecting the expansion of the apartment market from the CBD to other inner areas. Analysis indicates that there is sufficient capacity for townhouses in locations where there is demand, with the exception of Footscray.

The City's proximity to the CBD will also make it an increasingly attractive proposition for students and those working in the CBD.

Based on this, the revised Housing Strategy will need to:

- encourage diverse housing incorporating larger housing catering for families, smaller dwellings for young families and couples, and specialised housing for residents wanting to stay in the same local area as they age
- support students wanting to live near tertiary education facilities
- maintain a sufficient supply of three-bedroom plus family homes, particularly in Maribyrnong, Maidstone and Braybrook
- encourage sufficient supply of three-bedroom apartments and townhouses
- target policies for specialised housing types to cater for the increase in retirement-aged residents and in student numbers
- facilitate a diversity of different housing sizes and configurations to meet the needs of the culturally diverse population.

Council has limited levers regarding the type of dwellings that are delivered, and planning for housing will need to respond to the broader context of changes in the housing market and metropolitan context.

⁹ Bertram, N, Rowe, D, Murphy, CLS, Meyer, B & Board, H 2015, *Best practice discussion paper: A comprehensive evidence-base for innovative design methods that can improve accommodation outcomes for TBI and SCI residents*. Monash University Faculty of Art Design & Architecture (MADA), Caulfield East Victoria Australia.
http://www.iscrr.com.au/__data/assets/pdf_file/0004/359050/094-Best-Practice-Discussion-Paper.pdf

¹⁰ See Glen Eira, Whitehorse Planning Schemes

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4.4 Housing affordability

The City has historically enjoyed comparatively good levels of housing affordability, allowing key workers to live near their work, older residents to stay in their local area as they age and young adults to buy a home. However, rising property and rental prices have reduced relative affordability, highlighting the need for possible interventions.

Access to affordable housing is important for economic, social and environmental reasons. Beyond fulfilling a need for shelter, affordable housing is likely to support better education, employment and health outcomes. Decreasing affordability is a key issue in many parts of Melbourne as rental and purchase of housing becomes more expensive.

Failure to ensure an adequate mix of housing, including affordable housing, as the City develops will erode its valued diversity and reduce social cohesion.

The distinct external impacts of affordable housing are twofold.

- Firstly, in some neighbourhoods, social diversity is a recognised and valued environmental characteristic. Social characteristics must be given equal weighting with other environmental effects when planning for growth. If successive developments in a diverse neighbourhood dilute diversity this has a negative impact on the community
- Secondly, social mix can be seen as an essential requirement for 'sustainable development'. While the research base is in its formative stages, socio-economically homogeneous suburbs can impact the broader economy creating entrenched disadvantage and workforce disengagement or under employment. This can result in economic and preserved costs to the broader community.

Housing prices are increasing

The City's median dwelling price varies: the highest median house prices are in Yarraville, Seddon and Maribyrnong, while for units the highest median prices are in Yarraville, Seddon and Maidstone. These are illustrated in Figure 26 and Figure 27.

In June 2016, median house prices in Maribyrnong were \$113,000 above the metropolitan Melbourne average at \$763,000, while median unit prices were \$70,000 below the median for metropolitan Melbourne at \$420,000. Median house prices in Maribyrnong were also higher compared to Victorian median house prices of \$523,000, and median unit prices in Maribyrnong were also lower compared to Victorian average unit prices of \$463,000¹¹.

Over the past decade, the median house and unit prices in Maribyrnong have increased by an average of between 8.5% and 6.3% per annum respectively. This is higher than the metropolitan Melbourne averages which saw median house prices increase by 7.2% per annum and unit prices increase by 5.7% per annum.

Analysis of housing affordability indicates that the City is undergoing change with some suburbs becoming increasingly gentrified:

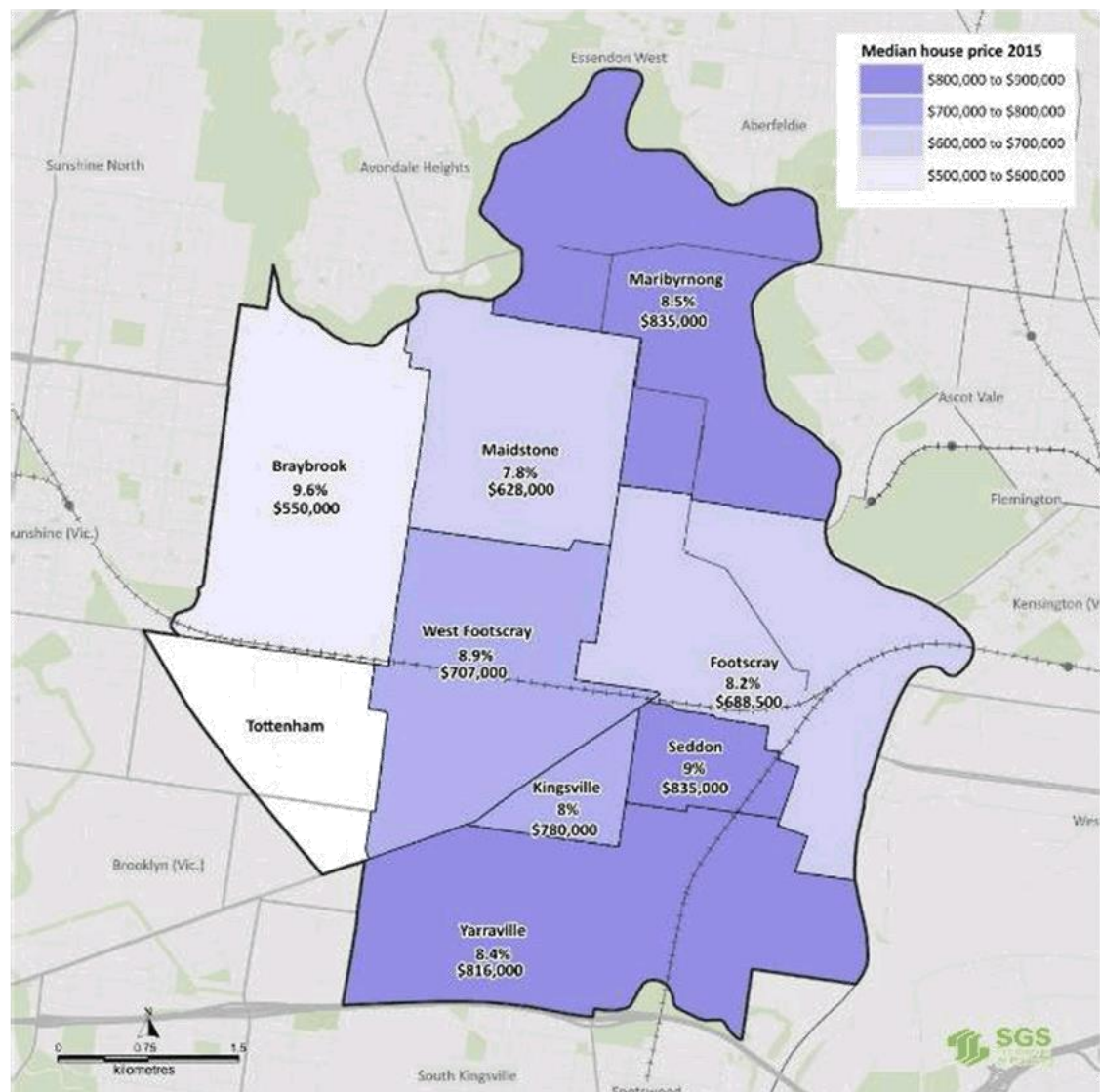
- The City is one of the most affordable locations to buy housing close to Melbourne CBD, and demand will continue to grow. This is likely to continue to impact housing costs
- Increased house prices will put added pressure on the cost of housing (both to rent and buy) for some low and middle income households
- Average weekly rental prices of two-bedroom flats have increased more than any other housing type, increasing by 100% to \$350 over the past 10 years
- The median house value in the City was \$763,000 in June 2016. This has increased by 8.5% per annum on average over the past 10 years.

This house price analysis does not capture those who are not in the purchasing market.

¹¹2016 ABS Census

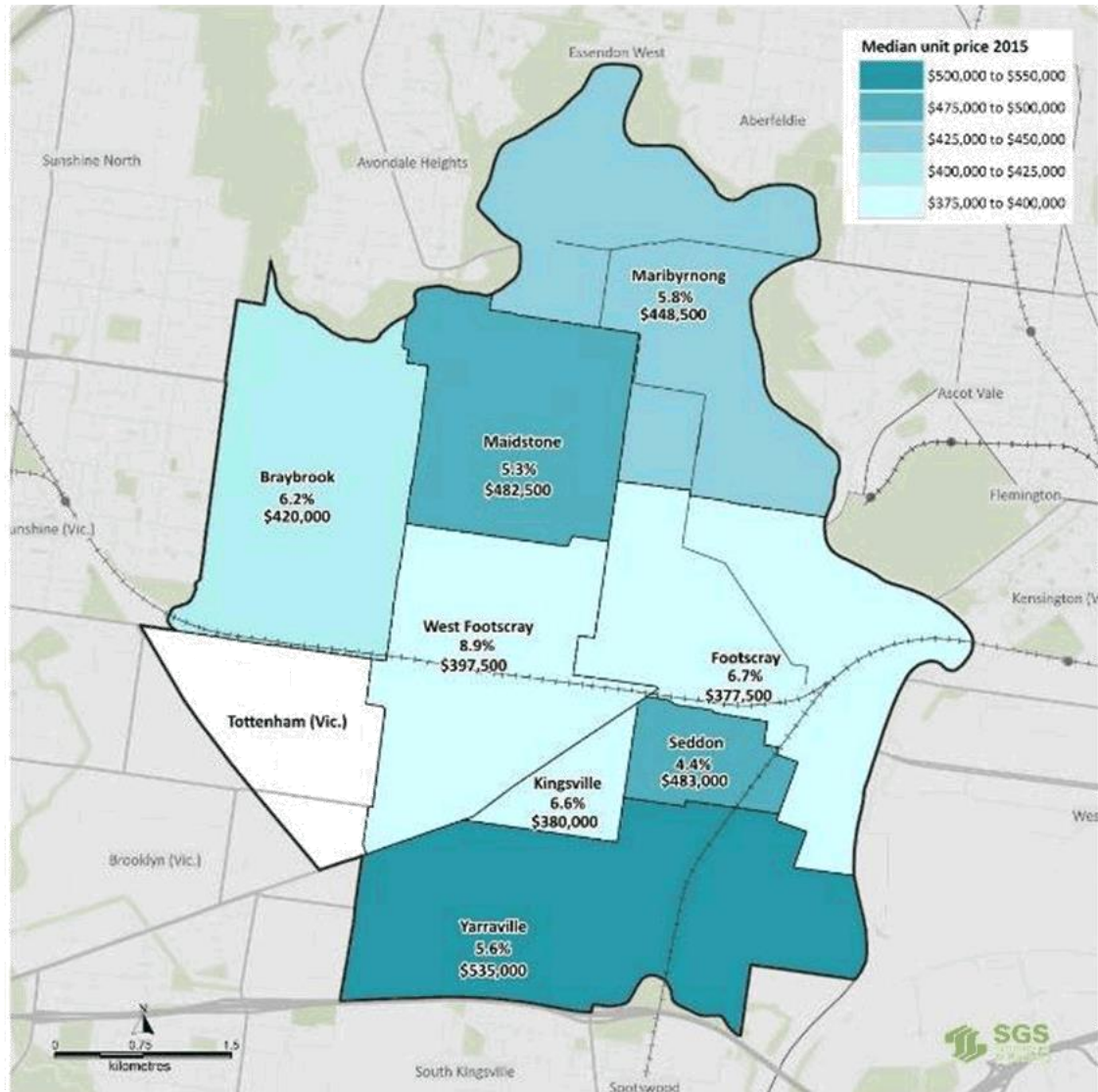
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FIGURE 26: MEDIAN HOUSE PRICE CHANGE 2005-15



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FIGURE 27: MEDIAN UNIT PRICE CHANGE 2005-15



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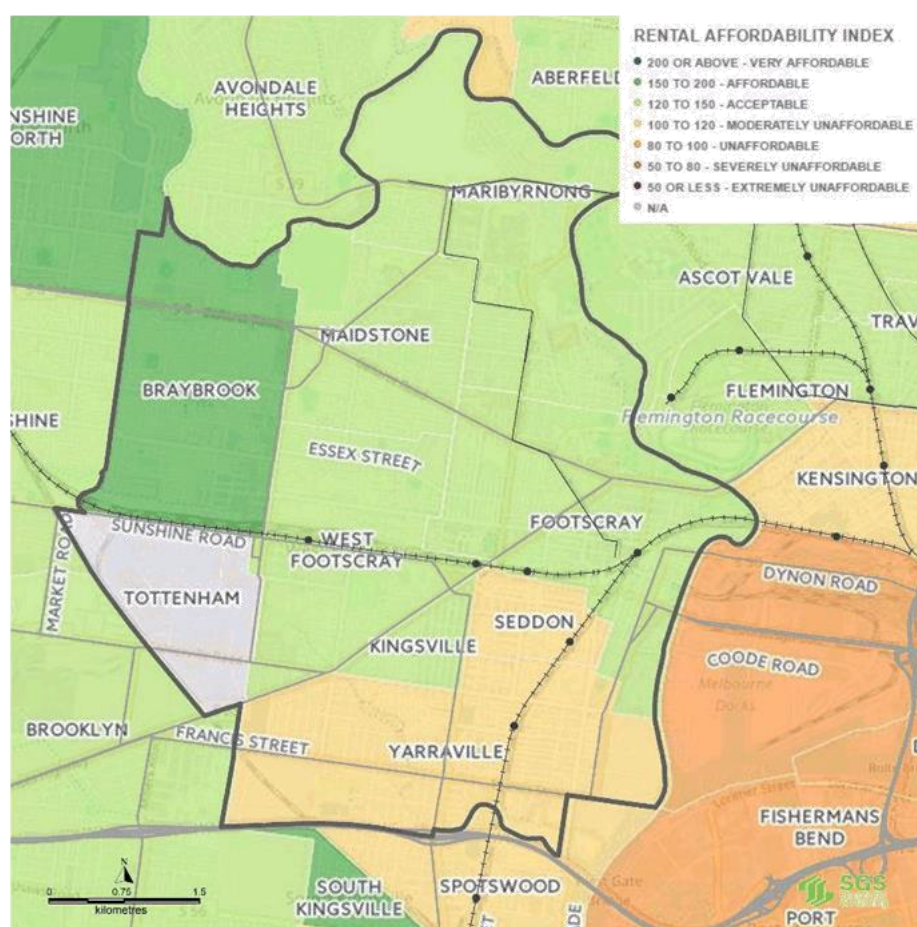
Rental affordability varies

The Rental Affordability Index (RAI) is an indicator of rental affordability. It is generally accepted that if housing costs exceed 30% of a low-income household's¹² gross income, then that household is experiencing housing stress. A score of 100 or less indicates that they are at risk of experiencing housing stress.

Despite increases in rental prices, the City's rental market remains relatively affordable (see Figure 28). Data from July 2016 shows that rental properties in Braybrook are affordable, and many suburbs in the City offer acceptable rental prices.

There have been some changes in rental affordability. The southern suburbs of Seddon and Yarraville are considered moderately unaffordable, whereas in 2011, Seddon was still considered to have acceptable rentals. Maribyrnong was previously considered moderately unaffordable and is now acceptable.¹³

FIGURE 28: RENTAL AFFORDABILITY INDEX



Source: SGS Economics and Planning, 2016

¹² Households with the lowest 40% of income

¹³ Rental Affordability Index (2011 to 2015 Quarter 2), National Shelter, Community Sector Banking and SGS Economics and Planning

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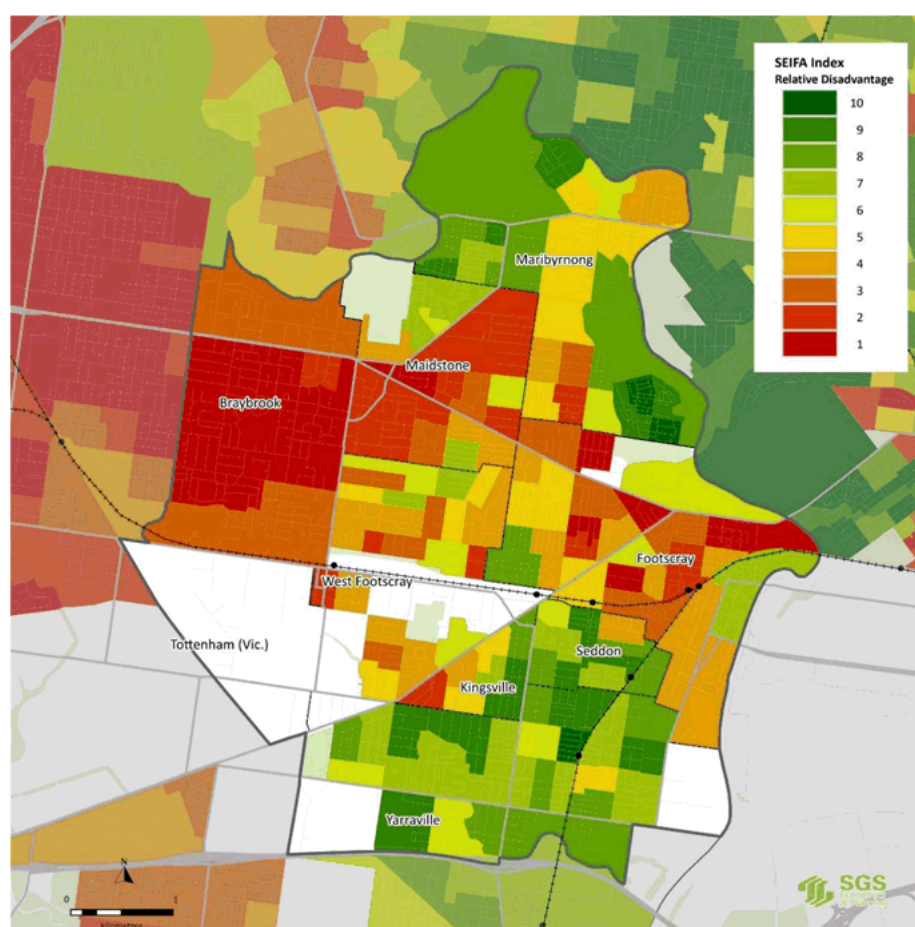
Pockets of disadvantage

Socio-Economic Indexes for Areas (SEIFA) uses 2016 Census data¹⁴ to identify areas of relative disadvantage. A SEIFA decile score of 10 indicates very low levels of disadvantage and 1 indicating very high levels of disadvantage (see Figure 29).

The City of Maribyrnong is ranked the fifth most disadvantaged municipality in metropolitan Melbourne, though the SEIFA varies across the City's suburbs. There are low SEIFA scores in Braybrook and high scores in Maribyrnong and Yarraville. From 2011 to 2016, except for Footscray and Braybrook, all suburbs have moved up a SEIFA decile, and Seddon has moved up two deciles. This reflects broad patterns of gentrification.

Areas of high disadvantage are likely to have higher demand for both affordable housing, as well as social housing. For people with very low or no income who find themselves excluded from all housing markets, social and community housing can provide secure housing.

FIGURE 29: SEIFA – RELATIVE DISADVANTAGE 2016



Source: Australian Bureau of Statistics, SEIFA, 2016

¹⁴ Socio-Economic Indexes for Areas (SEIFA) is an ABS product that ranks areas in Australia according to relative socio-economic advantage and disadvantage. The indexes are based on information from the five-yearly Census of Population and Housing. The scores presented here are the Index of Relative Socio-economic Disadvantage.

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Increasing social, public and affordable housing supply

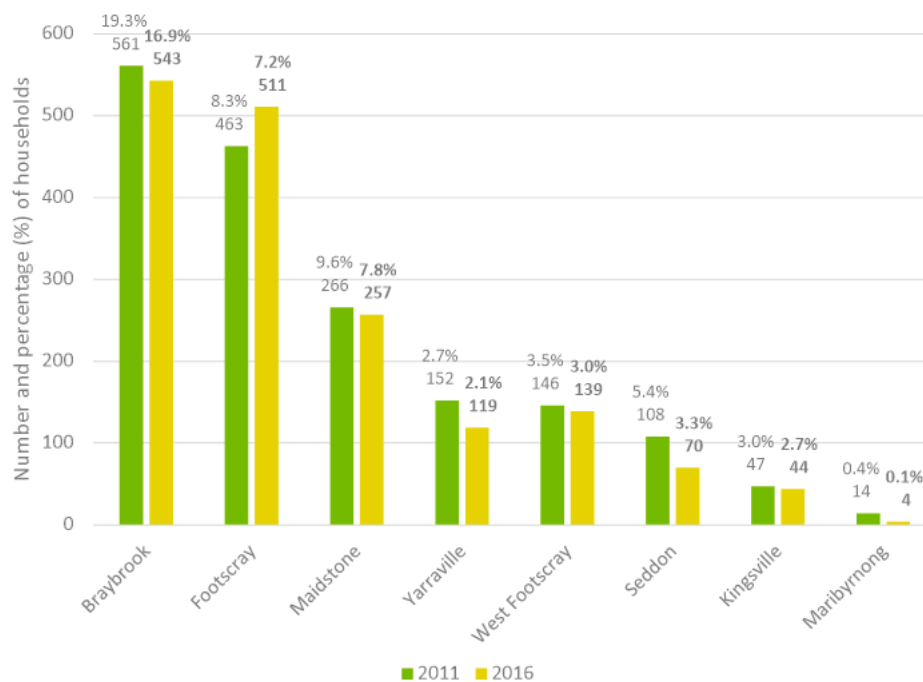
Social and public housing is generally delivered by the Federal and State Government. Council must have sufficient data, analysis and evidence to inform discussions with State Government regarding the renewal or additional supply of public housing.

Social Housing Data from 2016 shows that the City of Maribyrnong has a substantially higher proportion of social housing compared with Greater Melbourne and the rest of Victoria:¹⁵

- City of Maribyrnong: 1,758 households (5.4%)
- Greater Melbourne (2.6%)
- Victoria (2.8%).

In 2016, 5.4% of dwellings were social housing, with nearly 75% located in Braybrook, Footscray and Maidstone. The number of social housing dwellings has remained constant since 2011; however, population increases mean there is a reduction in the proportion of social housing from the 6% of dwellings that were social housing in 2011. Figure 30 illustrates the shifting distribution of households renting social housing across the City.

FIGURE 30: HOUSEHOLDS RENTING SOCIAL HOUSING 2011-16



Source: Australian Bureau of Statistics, Census, 2011-2016

¹⁵ Source: Australian Bureau of Statistics, Census of Population and Housing 2016. Compiled by .id Consulting 2017

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Council encourage the supply of affordable housing

The Municipal Strategic Statement provides overarching policy objectives and strategies for the provision of affordable housing in the City. This is supported by specific schedules to the Development Plan Overlay that require affordable housing and housing diversity reports in relation to large urban renewal development sites.

Council's main mechanism to support the supply of affordable housing is negotiation with proponents at the application stage. Council also seeks, as part of rezoning strategic redevelopment sites, 5% of housing to be affordable housing. While this is in a number of Development Plan Overlay schedules, the contribution is negotiated on a case by case basis.

Other tools to increase the supply of affordable housing

Council can facilitate the provision of affordable housing through the planning system, by expanding the conditions where it requires contributions when development occurs – that is, by requiring it for all developments that are of a certain scale¹⁶. This inclusionary requirement has a similar conceptual basis to contributions required for open space or car parking, whereby proponents are required to meet certain development standards. In some cases, inclusionary provisions can be discharged by making cash in lieu contributions for the requisite provisions to be met offsite. To enable this, Council would need to articulate their position to require contribution in policy in relevant parts of the Scheme, as well as the cash in lieu rate, and where the policy applies.

A second approach (which can be implemented in addition to the development contributions approach) is to capture some of the uplift that occurs when additional development rights are granted and the value of land increases. This shares the value of the uplift with the community which is, in effect, granting these development rights. Without this approach, the value of development rights is capitalised in residual land value and therefore fully captured by the site owner. This rationale applies in the Growth Area Infrastructure Contribution and the recently approved Amendment C270 to the Melbourne Planning Scheme.

This approach requires the transfer of dwellings, or equivalent cash contribution, to occur at zero cost to the affordable housing provider:

- sharing the value that accrues to the landowner as a result of rezonings or Planning Scheme Amendments, with the community¹⁷
- in selected locations, granting additional development capacity (not exceeding an acceptable environmental envelope) in exchange for the provision of additional affordable housing. *Locations to be defined through further work by Council.*

¹⁶ Theoretically, it could be applied to all residential development

¹⁷ note that conceptually, this is applicable to all rezonings, as it is effectively capturing some of the increased 'capacity' that would otherwise fall to the landowner

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Implementing supply of affordable housing

Council will need to develop and publish a **policy statement** to provide clear advice on Council's position on affordable housing provision. This statement should consider capturing 50% of value uplift through rezonings, requiring a contribution of 10% of housing units, to be used for affordable housing in areas currently subject to a DPO and allowing for the granting of additional development rights in selected locations

Council will need to provide clarity around its understanding of affordable housing.

The *Planning and Environment Act (1987)* currently defines affordable housing, as follows:

"housing, including social housing, that is appropriate for the housing needs of any of the following:

- (a) very low income households;*
- (b) low income households;*
- (c) moderate income households.*

(2) For the purposes of determining what is appropriate for the housing needs of very low income households, low income households and moderate income households, regard must be had to the matters specified by the Minister by notice published in the Government Gazette.

(3) Matters specified by the Minister by notice under subsection (2) cannot include price ranges or prices for the purchase or rent of housing."

This definition is relatively wide ranging, and is useful in terms of general policy making in respect of the efficient operation of the housing market.

A further definition is required for the purposes of facilitating supply through the statutory planning system. The definition used for statutory planning purposes needs to be more specific, measurable and, above all, relate to a permanent feature of the built environment. An appropriate definition is as follows:

"A dwelling unit or units whose title is transferred to a not-for-profit registered housing association or provider"

Council policy would be that this transfer occurs at no cost to the affordable housing provider.

Council would also need to identify as-of-right development envelopes in key locations where development uplift would be appropriate and implement statutory tools.

In addition, Council should advocate for the State Government to develop planning controls and enforceable powers for Council to set targets for affordable housing in key locations.

Implications

The City is relatively affordable in a metropolitan context; however, rents and housing prices are rising rapidly. Ensuring an adequate mix of housing, including affordable housing, is crucial to retain the City's valued diversity and social sustainability.

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4.5 Housing design

Good design contributes to a high quality urban environment and a sense of place and community. It can mitigate adverse impacts of climate change through reducing the urban heat island effect, reducing the reliance on fossil fuels to heat and cool the building, making efficient use of water, and taking advantage of access to sunlight and prevailing breezes.

Good housing design provides the opportunity to cater for adaptable housing, a range of housing sizes and housing for people with special housing needs.

Built form is well managed in limited change areas

Heritage buildings and neighbourhood character precincts make the City more attractive and connects people to where they live. Examples include residential areas and activity centres at the intersection of Schild Street and Stephen Street in Yarraville and at the intersection of Williamstown Road and Geelong Street, Kingsville.

Planning protection for areas with low-scale development, mainly located in Seddon and Yarraville is provided through the application of the heritage overlay and neighbourhood character overlay. The Neighbourhood Residential Zone applies to residential areas identified as limited change areas, with the exception of a small portion of land zoned for Mixed Use on Francis Street in Yarraville.

Neighbourhood Character

The bulk of residentially zoned land in the General Residential Zone falls into the incremental change areas category. Local centres and small destination centres (apart from those with the heritage and neighbourhood character overlays) are also identified as incremental change areas.

Council's Neighbourhood Character Review (2010) provides the basis for the local policy Clause 22.05 Preferred Neighbourhood Character Statements.

There has been significant housing development, including new estates, since the 2011 Housing Strategy and the Neighbourhood Character Review. Areas rezoned and redeveloped for residential use since 2010 are not covered by the Neighbourhood Character Statements in Clause 22.05, which means there is no policy statement about the preferred neighbourhood character for these areas. A preferred neighbourhood character should be articulated for these areas and incorporated into the Planning Scheme. Some areas may warrant the application of the Neighbourhood Character Overlay.

Feedback from planners indicates the Clause 22.05 Preferred Neighbourhood Character Statements is too broad and does not provide enough guidance to assist decision-making about planning applications for new residential development.

The introduction of the new residential zones that allow for schedules tailored for specific areas offers the opportunity to translate Clause 22.05 into residential zone schedules or other appropriate tools. The schedules are drafted to require specific measures, which means they are less subjective than the existing Clause 22.05 policy.

There are no built form guidelines for housing developed in local centres and small destination centres. Development in Yarraville and Seddon activity centres is considered in relation to the heritage controls.

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Built form policy in substantial change areas

Guidance regarding the expected or desired scale and nature of change in the following substantial change areas is limited.

Urban corridors

Urban corridors accommodate housing growth along main roads, close to public transport. Guidance regarding the scale and nature of development expected is limited.

Development areas

Policy statements are required in the Planning Scheme to deliver good development outcomes at an appropriate scale in development areas. There are currently three major development areas: Footscray Residential Growth Zone, Edgewater Comprehensive Development Zone and Waterford Green Comprehensive Development Zone.

Once fully developed appropriate long term zoning controls should also be considered.

Neighbourhood activity centres

Neighbourhood activity centres are targeted for higher density residential development due to their proximity to services and infrastructure. Some development has already occurred in neighbourhood activity centres; further guidance is needed.

Strategic redevelopment sites

The 16 strategic redevelopment sites are generally former industrial and government land that is expected to transition to residential use over the next 15 years.

In managing these sites Council faces several issues:

- The sites are very diverse. The commonality between the sites is that each will experience substantial change
- Some areas are expected to be developed for lower scale residential development and others for higher scale residential development
- There is limited guidance on design for strategic redevelopment sites.

These sites will require master planning to determine the appropriate density, scale and form.

Activity centres

The City's four higher order activity centres are Footscray Metropolitan Activity Centre, Highpoint Major Activity Centre, Central West Major Activity Centre and Victoria University Specialised Activity Centre. Policy incorporated into the Planning Scheme for Footscray MAC and Highpoint MAC provides guidance on the preferred built form outcomes for these centres, and supports intensification of residential development.

Policy for Central West MAC needs to be revised to encourage housing. There is no policy in place for Victoria University SAC.

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Poor quality built form outcomes

Council's Settlement policy (Clause 21.04), Built Environment (Clause 21.06), Housing (Clause 21.07) and Preferred Neighbourhood Character Statements (Clause 22.05) provide broad guidance on the preferred design outcomes in certain areas.

Rescode (Clauses 54, 55 and 56) provide design requirements for residential development up to three storeys and the new Better Apartment Design Standards (Clause 58) provide design requirements residential buildings of four storeys and greater. Clause 58 is new and the outcomes of this policy are yet to be seen. Council identified the following design issues:

- external appearance of buildings
- poor quality building forms
- poor quality materials
- inappropriate management of building interfaces and setbacks.

Poor internal amenity

Several new developments have poor internal amenity, including:

- reverse living design due to excessive screening of habitable rooms at the second level to avoid overlooking
- limited outlook and views
- poor private open space, limited natural light and internal circulation
- setbacks that are inconsistent with existing neighbourhood character
- poor solar orientation.

Future development potential of adjacent sites

Several developments negatively impact the development potential of adjacent sites as they limit access to privacy, sunlight, daylight and outlook from habitable rooms. For example, limited separation between buildings limits natural light and development rights of adjoining properties.

Housing design and environmentally sustainable development

Residential zones occupy 44% of the City's land area, requiring consideration of the environmental impacts of housing and new development. Considering ecologically sustainable development (ESD) earlier in the development process allows solutions to be more thoroughly and cost effectively incorporated into new buildings.

The State Planning Policy Framework provides only limited guidance regarding ESD. The Building Code of Australia addresses some ESD elements. In the absence of uniform statewide guidelines, the IMAP Councils prepared an ESD Policy for their respective planning schemes, along with 10 fact sheets relating to Sustainable Design Assessment in the Planning Process (SDAPP). SDAPP includes key environmental performance considerations into the planning permit approvals process.

Council can use the planning process to make developers address building energy management, water sensitive urban design, construction materials, indoor environment quality, waste management, transport and demolition and construction.

Clause 21.06-2 of the Planning Scheme relates to building design, stormwater quality and water quality. It requires a refresh to address the work undertaken through the development of the IMAP including SDAPP and to make the strategies more specific.

The inclusion of ESD policy in Schedule 1 to the Activity Centre Zone – Footscray Metropolitan Activity Centre should be applied across the City as part of a broader ESD policy.

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Adaptable housing

An adaptable home incorporates provisions that enable its alteration “without major structural works and at a much lower cost to make it accessible and useable in future”¹⁸. Designing for spatial flexibility allows people to adapt and modify their homes to cater to individual needs, desires and changing circumstances¹⁹.

Recent adaptable housing projects demonstrate how flexible housing can accommodate a range of social arrangements within the one building envelope²⁰. For people who receive care, flexible dwellings offer “increased independence and empowerment” with “reduced costs of refurbishment and redesign”.

An adaptable living arrangement allows people:

- stay in their local area as they age
- work from home
- accommodate guests or a live-in carer
- take on an independent border to reduce rent
- accommodate a relative requiring care.

The need for adaptable housing will increase as Australia’s population ages and demographics change. It can meet an unmet need for people with a disability and will meet increased market demand²¹.

Council can encourage certain design to make housing more adaptable, including:

- locating bedrooms at opposite ends of the dwelling
- providing different external access to enable separate entries in future
- locating two bathrooms near bedrooms
- providing an external laundry
- providing dual living spaces, or a large living space that can be divided in future
- making services such as plumbing, gas or electricity easily accessible
- providing separate private open space areas or a private open space area that can be divided.

Better utilisation of planning tools

The Planning Scheme includes:

- a suite of residential zones with schedules for specific areas that Council can use to control such issues as building separation (side and rear setbacks), street setbacks, heights, sight coverage and private open space requirements
- the Neighbourhood Character Overlay, which has been applied to a limited number of places but may be appropriate in more
- the Heritage Overlay, which protects existing heritage fabric and ensures development does not adversely affect the significance of heritage sites and objectives
- the Design and Development Overlay, which can be used to manage heights, particularly in areas of higher development such as along urban corridors, activity centres and some strategic redevelopment sites
- the Municipal Strategic Statement, which can include general statements relating to built form, housing types and ESD and policy for specific places (such as the existing policy for Footscray MAC and Highpoint MAC at Clause 21.11)
- local policies, including those to assist in the application of discretion for development in particular areas or zones, or of a particular type

¹⁸ DPCD, 2010: Visible and Adaptable Features in Housing: Regulatory Impact Statement.

¹⁹ Bertram et al, 2015: ‘Best Practice Discussion Paper: A comprehensive evidence-base for innovative design methods that can improve accommodation outcomes for TBI and SCI residents’, Monash University Art Design and Architecture

²⁰ MADA, 2016: <https://www.monash.edu/mada/research/labs/monash-urban-lab/habitat-21-adaptable-house>

²¹ DSS, 2012: Livable housing Design Guidelines, https://www.dss.gov.au/sites/default/files/documents/09_2012/lhd_guidelines_2012_secdedition1.pdf

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- other targeted zones including the activity centre zone and the comprehensive development zone.

Implications

Given the projected increase in medium and high density housing, the Housing Strategy must consider key elements:

- New developments must contribute positively to the urban environment and be well-designed places, both internally and externally
- Measurable standards for high density residential apartments, student accommodation and mixed use development are limited in the Victorian planning system
- Expectations regarding built form and change in some areas are unclear and must be addressed through the Housing Strategy.

5. PROJECTED HOUSING GROWTH DISTRIBUTION (PART A)

A key element of planning for housing is the need to identify where there is capacity for additional dwelling growth and how this aligns with the scale and location of projected demand.

Projected Housing Growth Distribution

Project Housing Growth Distribution in this Technical Report is split over two chapters:

- **Chapter 5** (this chapter) presents an evidence-based analysis of housing capacity, demand and likely take up to 2031 based on the City of Maribyrnong's existing strategic direction. Based on current zoning controls (as of October 2016) and the 2011 Housing Strategy. Findings from this analysis have then informed the Housing Strategy (Chapters 6 and 7)
- **Chapter 8** then presents a revised housing capacity based on the full implementation of the Housing Strategy.

This two staged approach enables a clear understanding of what the Strategy is changing and some of the justification for these changes. Further justification also come from the Housing Context, Policy Context and Key Housing Issues Chapters.

5.2 Housing gap method overview

Using a three-step process to consider housing demand, capacity and take up (Figure 31) within the context of current policies acknowledges the intertwined nature of demand and supply, including the imperfect nature of the housing market.

This modelling helps understand, at a high level, the locations where there may be major differences between demand and supply; this understanding then underpins policy development and potential changes to planning controls.

FIGURE 31: HOUSING GAP ANALYSIS APPROACH OVERVIEW



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5.3 Housing demand

Housing demand

Overall housing demand is based on id Consulting's 2016 housing projections for the City of Maribyrnong (Table 13). These projections consider trends in population growth, demographic changes, household formation preferences.

Projections indicate that future growth is anticipated to be overwhelmingly concentrated in Footscray, accounting for 55% of the City's growth, and home to 33% of its residents. Maribyrnong, Maidstone and Yarraville will grow between 11 and 13% each. Growth in other suburbs is relatively modest.

TABLE 13: DWELLING DEMAND 2016-31

Suburb	2016	2021	2026	2031	Change 2016-2031
Braybrook	3,400	3,700	4,200	4,300	900
Footscray	7,400	11,800	16,100	18,600	11,200
Kingsville	1,800	1,900	1,900	2,000	200
Maidstone	3,700	4,200	4,900	5,800	2,100
Maribyrnong	5,500	6,300	6,500	8,200	2,700
Seddon	2,400	2,500	2,500	2,600	200
West Footscray	5,000	5,400	5,600	5,800	800
Yarraville	6,500	7,100	8,100	8,800	2,300
Total	35,700	42,900	49,800	56,100	20,400

Note that all numbers have been rounded to the nearest hundred. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: id Consulting, 2016

Housing demand by dwelling type

While demand has traditionally been for detached dwellings, the City's evolution is seeing fewer opportunities (sites) for detached dwellings, which will be reflected in the market.

Table 14 summarises the results of dwelling type demand modelling completed by SGS. The analysis draws on ABS Census data patterns in demographics, household formation and housing types from 2001 to 2016. By drawing on actual data the model is able to capture the trade-offs that residents have made in recent years.

The analysis indicates that the greatest demand between 2016 and 2031 is likely to be for semi-detached, row, terrace or townhouse dwellings; nearly half of the projected demand is for this type of development. Demand for flats, units and apartments will also grow substantially between 2016 and 2031, while detached houses will still be required.

TABLE 14: DWELLING DEMAND BY TYPE 2016-31

	2016	2031	Change 2016-31	% Change 2016-31
Detached house	17,800	22,300	4,500	22%
Semi-detached/row/ terrace/ townhouse	8,600	18,700	10,100	49%
Flat/unit/apartment	8,700	14,700	6,000	29%
Other	500	400	-100	0%
Total Private Dwellings	35,500	56,000	20,500	100%

Note that all numbers have been rounded to the nearest hundred. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning based on id Consulting and Australian Bureau of Statistics, Census, 2016

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Housing demand mediated by preferences

The evolution of the inner city housing market will be reflected in the City of Maribyrnong, with people likely to trade off proximity to activities, facilities, services and jobs with smaller dwellings. The City is still a competitively priced option compared to inner eastern municipalities. Demand for the housing types in Table 14 will not necessarily be met; demand is influenced by the capacity for these housing types to be supplied, and the broader nature of the changing housing market in Melbourne.

What this means in practice is that one household may have a preference for a semi-detached dwelling, but be willing to live in an apartment at a reduced cost and with improved accessibility or public amenity. Another household with a preference for detached dwellings may be willing to live in a semi-detached dwelling if amenity and access are higher quality. It is unlikely, however, that this cohort would be willing to compromise and occupy an apartment.

Demand for different dwelling types shifts throughout people's lives. The changing population and the changing relationship between household types and dwelling types will influence future housing choices.

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5.4 Housing capacity

Housing capacity is an estimate of the quantum of housing that could be accommodated in an area, based on existing planning controls and recent housing supply trends. It is a theoretical and indicative assessment of the maximum number of dwellings that could be developed. Capacity modelling begins by identifying all land available for development.

Information Box: VC110 planning changes

In March 2017, the State Government approved Planning Scheme Amendment VC110, which included major changes to the State's residential zones.

The changes introduced by this amendment that influence housing capacity are:

- removing the maximum number of dwellings per lot in the Neighbourhood Residential Zone (NRZ) and the introduction of a new mandatory maximum height of nine metres or two storeys
- introducing a new mandatory maximum height of 11 metres or three storeys in the General Residential Zone (GRZ)
- introducing minimum 'garden area' requirements in the Neighbourhood Residential and General Residential Zones.

These planning changes will unlock neighbourhood residential land to allow for developments greater than two dwellings per lot.

Available land assessment

Available land represents all residential land that has the potential, under existing zoning, to be used for housing supply and where there are no major constraints to development.

It is calculated by excluding lots with site-specific limitations such as heritage significance or prohibitive planning controls from net land area using Council's rates database. These exclusions are based on lot attributes and assumptions (refer to Appendix C).

Land being as 'available' does not mean it is necessarily feasible or that property owners are ready or willing to develop these sites. Typically, only a small portion of available lots are likely to be developed in any one year. The location of available land is shown in Figure 32.

Table 15 shows the distribution of available zoned land by change areas. Using the definition of available land, most land is found in incremental change areas (70%), and in substantial change areas (18%). Only 12% of available land is found in limited change areas, as per current zoning.

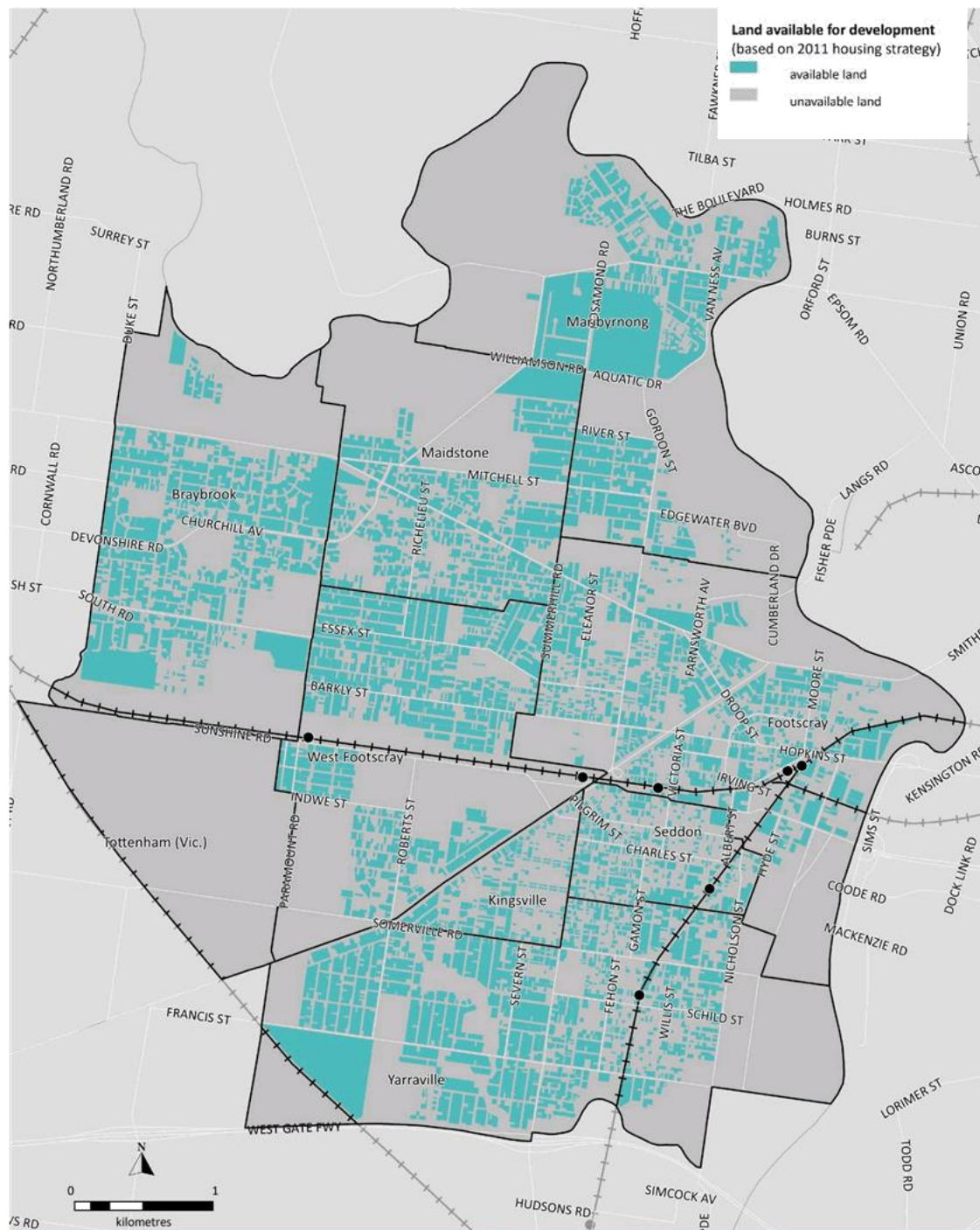
TABLE 15: AVAILABLE LAND AT 2014 BASED ON EXISTING 2011 HOUSING STRATEGY

Change area	Available land (ha)	% available land
Outside of change area	0	0%
Limited change area	100	12%
Incremental change area	595	70%
Substantial change area	150	18%
Total	845	100%

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

FIGURE 32: AVAILABLE LAND AT 2014 BASED ON EXISTING 2011 HOUSING STRATEGY



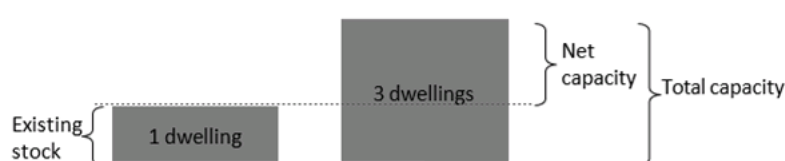
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Housing capacity assessment

The development potential of each available lot is now estimated. This is based on actual development estimates for specific sites or assumptions around the planning intent of each zone or structure/framework plan. The assumptions are detailed in Appendix C.

As with most established parts of Melbourne, accurately calculating the total potential number of additional dwellings within a location requires a comparison of the total capacity (or potential yield) with the existing stock. This is referred to as net capacity (see Figure 33).

FIGURE 33: TOTAL AND NET CAPACITY



The net dwelling capacity is presented in Figure 34. It indicates significant capacity in Maribyrnong and Maidstone, as well as in Footscray and parts of Yarraville.

Table 16 summarises housing capacity by change areas based on current zoning. It illustrates total dwelling capacity – the theoretical maximum number of dwellings that can be developed, regardless of the number of existing dwellings – and net dwelling capacity, the amount of additional dwellings that can be developed, and the difference between total dwelling capacity and the number of existing dwellings.

Table 16 also shows how net capacity is distributed across change areas, through the quantum of net dwelling capacity, and the proportion of net dwelling capacity in each change area. It shows that the incremental change areas accommodate 58% of net capacity across the City, while substantial change areas accommodate around 35% of the net capacity.

TABLE 16: HOUSING CAPACITY AT 2014 BASED ON EXISTING 2011 HOUSING STRATEGY

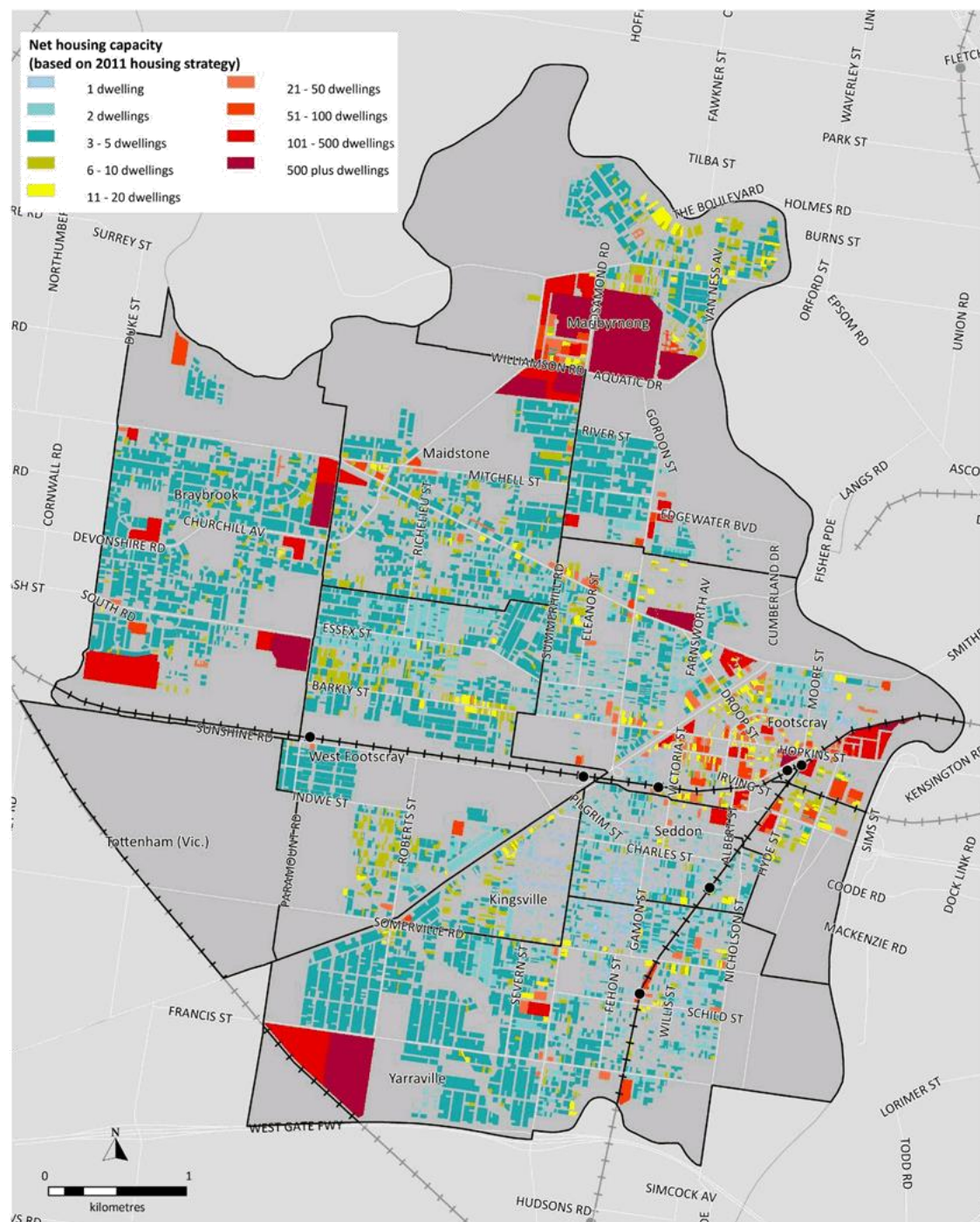
Change area	A) Dwellings stock (at 2014)	B) Total dwelling capacity (untimed)	A-B) Net dwelling capacity (untimed)	Proportion of net dwelling capacity
Outside of change area	435	580	145	0%
Limited change area	5,400	10,070	4,670	6%
Incremental change area	26,780	68,540	41,760	58%
Substantial change area	1,690	27,110	25,420	35%
Total	34,305	106,300	71,995	100%

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: A: Housing Development Data, DELWP, 2014 | B: SGS Economics and Planning, 2018

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FIGURE 34: NET DWELLING CAPACITY AT 2014 BASED ON EXISTING 2011 HOUSING STRATEGY



Source: SGS Economics and Planning, 2018

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Capacity distribution

Substantial change areas offer capacity to meet much of the housing growth anticipated for the City, as do incremental change areas. Growth in substantial change areas could be significant, while the sufficient (surplus) capacity in incremental areas mean that change will be gradual. There is scope to increase the capacity within substantial change areas.

Planning zones and change areas inconsistent

Table 17 illustrates the occasional weak alignment between planning zones and housing change areas. Irregularities that should be reviewed include:

- land zoned for Activity Centres in limited change areas
- land zoned Mixed Use and Commercial in incremental and limited change areas
- land zoned for Mixed Use outside change areas also requires review (including land zoned for Mixed Use in Yarraville on Francis Street, Hyde Street and Globe Street.

Table 43 in Appendix C shows the most appropriate zoning to align with each change area.

TABLE 17: NET CAPACITY AT 2014 BY ZONE BASED ON EXISTING 2011 HOUSING STRATEGY

Zone	Limited	Incremental	Substantial	Outside of change areas	Total
GRZ1	160	33,820	3,760	30	37,770
C2Z	-	-	2,710	-	2,710
MUZ	70	2,140	1,760	110	4,080
C1Z	-	3,870	1,490	-	5,360
NRZ1	3,710	140	-	-	3,850
IN3Z	-	-	3,510	-	3,510
RGZ1	-	190	-	-	190
ACZ1	730	1,630	11,460	-	13,820
CDZ2	-	-	720	-	720
Total	4,670	41,790	25,410	140	72,010

Note that all numbers have been rounded to the nearest ten. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

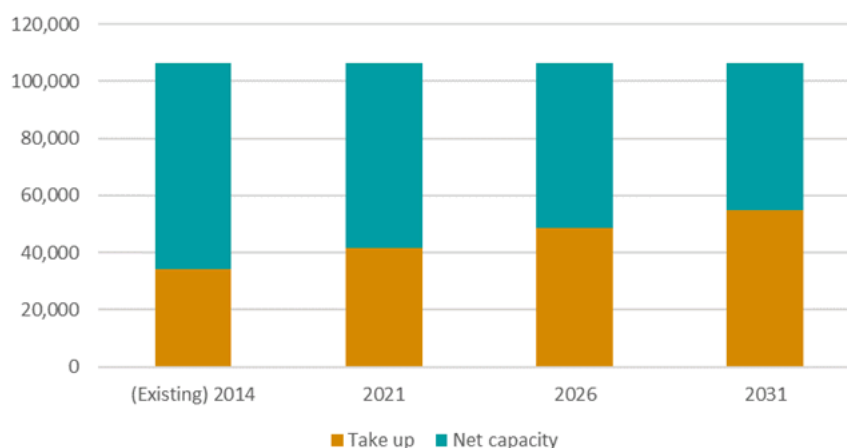
Source: SGS Economics and Planning, 2018

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Capacity in the City

Figure 35 shows the relationship between the projected total number of dwellings (take up), net capacity and total capacity. It illustrates there will be significant housing capacity at 2031, with the total number of dwellings comprising less than half the City's total capacity.

FIGURE 35: HOUSING TAKE UP VS CAPACITY BASED ON EXISTING 2011 HOUSING STRATEGY, 2014-31



Source: SGS Economics and Planning, 2018

Table 18 summarises dwelling capacity by suburb and confirms the major concentrations of net dwelling capacity in Footscray, Maribyrnong, Maidstone and Yarraville. It also shows the proportion of total capacity that will be taken up by anticipated suburb-level demand for dwellings between 2016 and 2031.

TABLE 18: HOUSING DEMAND AND NET CAPACITY BASED ON EXISTING 2011 HOUSING STRATEGY

Suburb	A) Dwelling demand from 2016 to 2031	B) Net capacity untimed	% capacity taken up by new dwellings at 2031
Braybrook	900	9,730	9%
Footscray	11,200	19,230	58%
Kingsville	100	1,250	8%
Maidstone	2,200	8,230	27%
Maribyrnong	2,700	12,130	22%
Seddon	200	1,820	11%
West Footscray	800	7,880	10%
Yarraville	2,300	11,720	20%
Total	20,400	71,990	28%

Note that all numbers have been rounded to the nearest ten. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: Census 2011, VIF Projections 2016. Results calibrated to .id forecast.

Compared to the suburb level projections, most suburbs (with the exception of Footscray) indicate a ratio of demand to capacity of less than 30%. That is, in most cases up to 30% of total net capacity will need to be realised over the next 15 years to meet demand. In the case of Footscray, the ratio is much higher (58%). This will require further investigation, but the planning frameworks in place (in particular the Activity Centre Zone) may facilitate this scale

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of development. Maidstone and Maribyrnong also have higher percentage take ups than other suburbs, indicating some pressure on housing supply.

It is important to have greater capacity than demand for a range of reasons. Significant capacity supports an efficient and diverse housing market, supports flexibility and diversity of housing types and housing affordability, minimises the impact of change and supports the local economy.

Opportunities for additional capacity

There is sufficient housing capacity across the City Maribyrnong to meet projected demand, and it is generally well aligned with the areas of greatest demand. However, there are also opportunities to increase housing capacity through strategic rezoning.

These opportunities have been tested and where appropriate implemented in the revised Housing Strategy with the results presented in Chapter 8 of this Technical Report.

Improve alignment between zoning and change area

This will see some land zoned General Residential potentially converted to Residential Growth Zone or other suitable planning control if located in substantial change areas. This would increase the capacity within the substantial change areas and better target growth.

Large NRZ sites (over 1,500 square metres)

Twelve sites zoned Neighbourhood Residential are over 1,500 square metres and are considered available for housing development. These sites are close to public transport, often on major roads and are at times corner lots, but all are covered by a Heritage Overlay. The March 2017 changes to the Neighbourhood Residential Zone (VC110) have increased the capacity of these sites, and it is estimated this will allow for at least three times the number of dwellings than was previously achievable.

These sites are in areas where projections show limited housing growth. Given there is ample housing capacity in the surrounding areas, and VC110 has increased capacity of the sites, these sites are not a priority for a change to planning controls.

Large GRZ sites located on corners (over 1,500 square metres)

A review of GRZ sites greater than 1,500 square metres and/or on corner sites at major road intersections found that recently-developed sites, those with multiple occupancies (strata titled), community assets (a school or public open space) or sites with heritage significance have been considered unavailable. A small number were identified as being available, using the definition above. Subject to site-specific urban design analysis that would assess amenity, heritage and neighbourhood character impacts, these sites may be considered for rezoning to Residential Growth Zone.

Sites with access to public transport

Much of the City is located within walking distance of public transport, with the highest levels of access in substantial change areas (eg areas covered by the Footscray Structure Plan). Given the wider City's accessibility to public transport and capacity within substantial change areas and incremental change areas, reviewing change areas based on walkability is not considered a priority.

Comprehensive Development Zone areas

The Comprehensive Development Zone is an interim planning control currently applied to parts of Edgewater Estate and Waterford Green Estate. As most development in these areas has already occurred and the Zone has fulfilled its purpose, these areas should be rezoned to a more appropriate residential zoning to guide any future infill development.

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West Footscray activity centre

The Barkly Street, West Footscray Activity Centre faces considerable demand for residential development however several sites are covered by the Commercial 2 Zone. The Commercial 2 Zone prohibits residential development and as a result these sites have not been considered 'available' for development.

The Housing Framework Plan identifies these sites as Strategic Redevelopment Sites with the potential to transition to allow for residential uses.

Limited capacity for detached dwellings

To understand the scope for development different housing types, site housing densities for all available lots (derived from planning controls and development guidelines and used to determine housing capacity) are translated into housing types.

The density ranges for housing types overlap, as low-rise apartments have similar densities to townhouses, while low density townhouses have similar densities to detached dwellings. For example, a density of 80 dwellings per hectare would allow a mix of townhouse and/or apartment housing types. Capacity is an estimate of the maximum yield available for a site, or the maximum developable potential.

Table 19 shows the limited capacity for detached dwellings, equating to 4% of overall capacity. There is substantial net capacity for apartments (67% of all capacity) which is concentrated in Footscray and to a lesser extent Maidstone and Maribyrnong. Capacity for townhouses is distributed across the City, although there is higher capacity in Maribyrnong and Yarraville.

Townhouses are typically constructed at densities lower than 100 dwellings per hectare, while low-rise apartments are typically constructed at densities at or higher than 100 dwellings per hectare. The dwelling densities that are achievable within the parameters set by planning controls determine the mix of dwellings possible.

TABLE 19: NET CAPACITY BY HOUSING TYPES BASED ON EXISTING 2011 HOUSING STRATEGY

Suburb	Detached dwellings	Townhouses/villas	Apartments	Total
Braybrook	210	3,940	5,585	9,735
Footscray	480	1,605	17,145	19,230
Kingsville	140	425	685	1,250
Maidstone	0	2,710	5,520	8,230
Maribyrnong	660	3,330	8,140	12,130
Seddon	320	535	960	1,815
West Footscray	0	3,680	4,205	7,885
Yarraville	890	5,140	5,690	11,720
Total	2,700	21,365	47,930	71,995

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

Housing take up is estimated from the demand for different housing types across the City and the capacity to provide housing types across. While capacity may exceed housing demand in aggregate, it does not imply that there will be sufficient housing to accommodate future demand for housing types within a particular period or location.

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5.5 Realised housing supply/ take up

The next step is determining realised housing supply, an estimate of the housing capacity that could be taken up by demand in a particular period. It is driven by dwelling demand, housing type preferences, development feasibility and historical development rates.

The dynamic between supply and demand also needs to be considered for different sub-markets in different parts of the City. While there is significant demand for semi-detached dwellings, this may also be realised via apartments and higher density dwellings.

The demand for different housing types is then assessed against the capacity for different housing types in each suburb. In most cases, there is sufficient capacity to meet demand; however, where demand does not align with capacity, some demand for housing types needs to be reallocated.

Reallocation occurs across suburbs and across housing types. Where there is insufficient capacity for detached dwellings in a suburb, some of the demand must be reallocated to semi-detached housing. Similarly, where there is insufficient supply of semi-detached housing, demand must be reallocated to apartments and flats. Alternatively, demand for the same housing type is shifted to an adjacent suburb where there is sufficient capacity and lower levels of demand. The projected realised housing supply (take up) is shown in Table 20.

TABLE 20: REALISED HOUSING SUPPLY 2016-31 BASED ON EXISTING STRATEGIC DIRECTIONS

Suburb	Forecast demand	Detached dwellings	Townhouses/ Villas	Apartments	Total
Braybrook	900	30	640	280	950
Footscray	11,200	110	1,320	8,660	10,090
Kingsville	100	20	80	120	220
Maidstone	2,200	30	1,830	530	2,390
Maribyrnong	2,700	120	1,580	1,350	3,050
Seddon	200	10	130	140	280
West Footscray	800	10	860	370	1,240
Yarraville	2,300	70	1,460	730	2,260
Total	20,400	400	7,900	12,180	20,480

Note that all numbers have been rounded to the nearest ten. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

Current demand for detached dwellings can't be realised in the future

The demand analysis indicates that there will be the greatest demand for additional semi-detached dwellings, and more moderate demand for flats and units, as well as detached dwellings. However, there is not sufficient housing capacity to deliver the volume of detached dwellings currently demanded, and the supply of new housing will be predominantly apartments and townhouses/villas.

Four per cent of housing built between 2016 and 2031 in the City will be in detached dwellings – unsurprising given the lack of greenfield sites. New detached housing will be built where previous housing has been knocked down; however, this is replacement housing rather than additional dwellings.

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Substantial growth in supply of townhouses

There is projected to be a significant increase in the take up of townhouses across the City (almost 8,000 in total by 2031). As has been the case over recent decades, families who may have occupied detached dwellings are now trading off to smaller dwellings such as townhouses, and it is reasonable to assume this trend will continue. There is sufficient capacity for townhouses in locations where there is demand, with the exception of Footscray. As a result, some families looking to live in a townhouse in Footscray will need to either look in different suburbs or shift to an apartment.

New apartment supply in Footscray

Table 20 summarises the types of housing forecast to be developed between 2016 and 2031 by suburb. New apartments will be concentrated in Footscray, which is appropriate given its ample capacity and strong structure planning.

Significant growth in the supply of apartments is projected for the suburb of Maribyrnong and some Mixed Use/ Commercial zoned areas, which aligns with the projected housing demand for these areas. Areas with high quality public realm attract residents and provide more desirable redevelopment opportunities. To encourage the concentration of high design quality apartment development in these areas, public realm improvements and upgrades to the open space network will need to be prioritised.

While the scale of growth in Footscray very high, growth in adjacent suburbs such as West Footscray is far lower. Investing in public realm improvements in West Footscray could facilitate greater housing growth and reduce the housing pressure on Footscray.

5.6 Key findings and implications

The scale of projected growth in the City over the next 15 years implies that there will be twice the number of dwellings to be constructed per year than currently occurs. A substantial proportion of this growth is forecast to be concentrated in Footscray and Maribyrnong.

Census data and historic development trends indicate that there will be growth in demand for townhouses/villas and apartments. Household types are projected to become increasingly diverse including major growth in single person households and couple families with no children. In the context of increasing house prices, these households are often willing to make trade-offs for housing type based on location and access to jobs and services.

There is adequate housing capacity across the City to absorb anticipated dwelling growth between 2016 and 2031, and change areas generally correspond well with available housing capacity. There is substantial capacity for apartments, and to a lesser extent townhouses, and very little capacity for detached dwellings, despite strong demand. Selected rezonings could increase and improve the distribution of housing capacity and provide a modest increase in the supply of detached dwellings where there is demand.

The change areas that are currently used to guide housing development do not always meet the specified outcomes for change areas. Clarity regarding the scale and nature of change, as well as the design of housing in areas is also required, particularly substantial change areas.

There is also an opportunity to conduct a site by site assessment of some large lots covered by General Residential zoning that are located at major road intersections.

High design quality apartment development in areas of high density/substantial change will be further encouraged through public realm improvements and upgrades to the open space network.

The diverse types of development that is occurring could be better reflected by providing additional types of housing change areas.

6. VISION AND STRATEGY

The following chapter presents the revised Housing Strategy for the City of Maribyrnong.

6.1 Introduction

The conclusions of the housing capacity analysis, as well as the policy context and discussion regarding the key housing issues, have informed this strategy.

This strategy sets out a vision and several objectives, strategies and actions identified to deliver the vision. In some cases a brief discussion of key issues is also included for context.

- The **vision** provides an overarching statement regarding the desired future of housing in Maribyrnong
- The **objectives** outline what is to be achieved
- The **strategies** identify how to meet the objectives
- The **actions** are the specific steps that need to be taken, including:
 - changes to the Planning Scheme
 - other actions for the strategic planning team
 - other council actions.

The objectives, strategies and actions are organised under three themes:

- settlement (where housing change will occur)
- supply (the type of housing that will be delivered)
- design (how the housing should look and function).

Each theme addresses a number of topics which are detailed in the follow sections.

Table 21 lists specific verbs used to assist with the interpretation of policy priorities.

TABLE 21: STRATEGY LANGUAGE

Make it happen	Apply discretion	Control what happens
Facilitate (developer does)	Support	Avoid
Provide (Council does)	Limit	Require
Apply	Maintain	Prepare (a plan)
Direct		

Actions identified in the 2011 Housing Strategy are included where they are still relevant.

The Strategy draws from recent housing development and demographic trends, Council's currently adopted planning framework and recent State Government policy changes.

Analysis confirms that Council is well-positioned to deliver 2031 forecast housing requirements based on the current zoning framework and the rezoning opportunities identified in this report. Significant additional rezonings will not be required to support housing growth in the short to medium term, unless further strategic work is undertaken.

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6.2 Vision statement

The following sets out the housing vision for the municipality:

“Housing growth and change will support the continued revitalisation of the City, while respecting our significant heritage legacy with contemporary, high quality and sustainable design.

The change anticipated means that a diversity of housing choices can be provided in response to community needs. Housing growth will be supported and directed to appropriate locations with access to employment, infrastructure and services.”

It should be noted that:

- ‘Diversity’ includes a mix of dwelling types, sizes, tenures (including social housing).
- ‘Appropriate locations’ means areas where people can easily walk or cycle to shops and other services, and access public transport.

6.3 Strategy

1. Settlement

This section sets out the spatial strategy for where the municipality will accommodate projected housing growth.

Housing Framework Plan and Classification Table

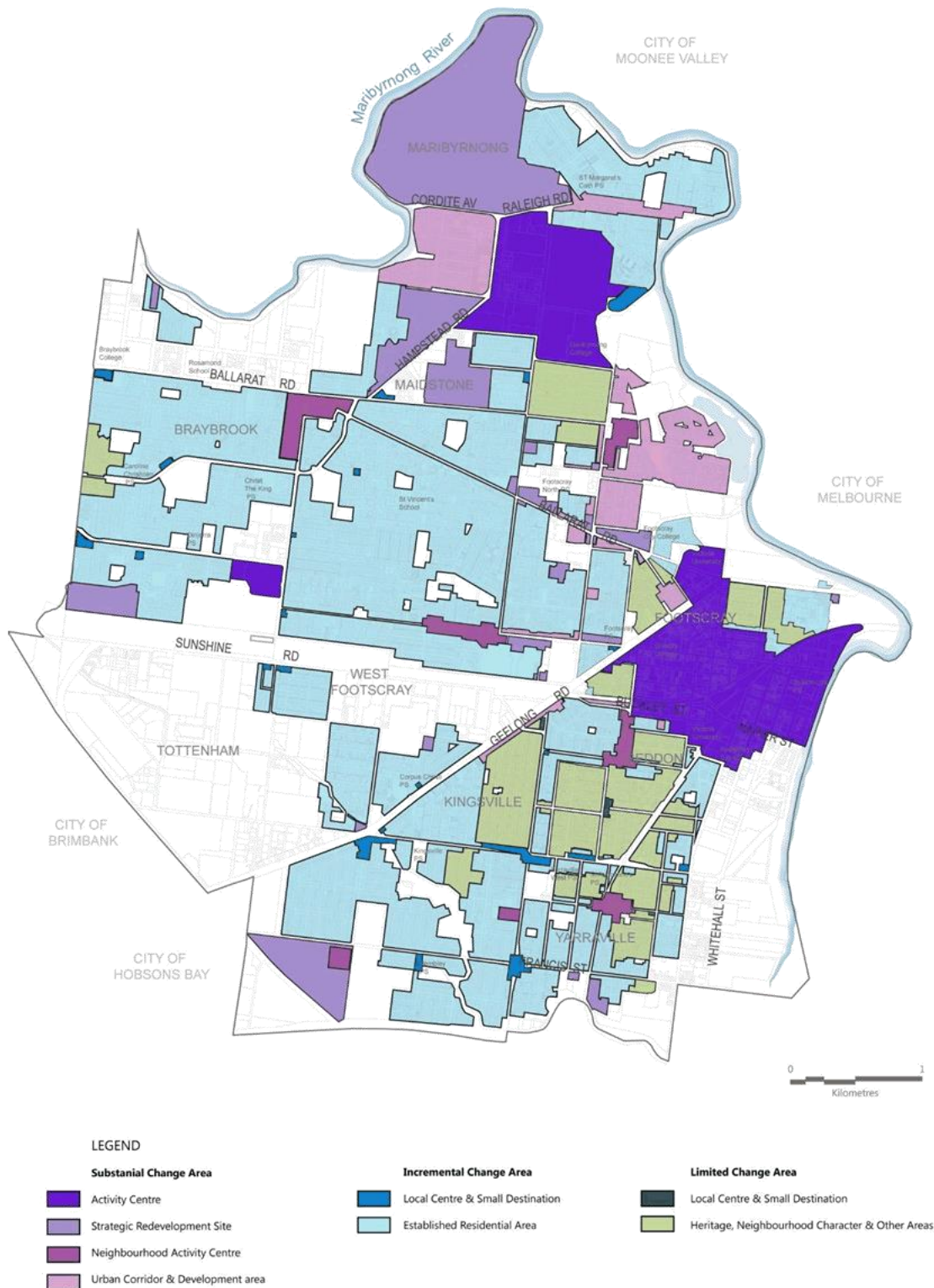
The Housing Framework Plan indicates the locations where future housing development is supported. Land not included in the Housing Framework Plan will not be supported for housing growth unless further strategic planning work is undertaken in collaboration with Council.

The Housing Framework Plan (Figure 36) should be read in conjunction with the Housing Classification Table (Table 22), which outlines, for each of the categories, what they are, how they have been identified, what we want to see in them as well as the scale/ height and density of development that is anticipated, and the Change Area Type.

Objectives, strategies and actions for each of the categories then follow.

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FIGURE 36: CITY OF MARIBYRNONG HOUSING FRAMEWORK PLAN 2018



Source: Maribyrnong City Council, 2018 and SGS Economics and Planning, 2018

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TABLE 22: HOUSING CLASSIFICATION TABLE

Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Heritage, neighbourhood character and other areas <ul style="list-style-type: none"> Neighbourhood Residential Zone Heritage Overlay (in residential areas) Neighbourhood Character Overlay (in residential areas) Design and Development Overlay - schedule 10 Mixed Use Zone (near the Mobil Terminal) 	<p>Areas of predominantly single and double-storey residential development</p> <p>Areas with identified neighbourhood character, heritage and environmentally sensitive characteristics</p>	<ul style="list-style-type: none"> Support low-scale development that respects the existing heritage values and preferred neighbourhood character Limit housing growth and preserve neighbourhood and heritage character Limit housing growth within Environmental Protection Authority buffers 	<p>Existing</p> <p>Up to 9 metres (1-2 storeys) depending on Heritage Overlay, Neighbourhood Character Overlay or Design and Development Overlay 10 control</p>	Low			
Established Residential Areas <ul style="list-style-type: none"> General Residential Zone 	<p>Areas that can accommodate moderate housing growth to support ongoing investment</p>	<ul style="list-style-type: none"> Support moderate housing growth and diverse housing typologies Support an additional storey above the prevailing building height in the environs Support gradual infill development 	<p>Low</p> <p>Up to 11 metres (up to 3 storeys)</p>	Medium			
Local centres and small destination centres <ul style="list-style-type: none"> These are defined in the Maribyrnong Planning Scheme Local Centres with Heritage or Neighbourhood Character Overlay controls are: <ul style="list-style-type: none"> Corner of Stephen and Schild Streets, Yarraville Gamon Street, Seddon Corner of Williamstown Road and Geelong Street, Kingsville 	<p>Locations that provide daily convenience retailing and local commercial services, along with housing on the upper levels, in the Commercial 1 Zone and Mixed Use Zone</p> <p>Where there are Heritage or Neighbourhood Character Overlay provisions relating to built form, they apply</p>	<ul style="list-style-type: none"> Support mixed use development with low-scale housing on the first floor and above Support shop-top housing, including refurbishment of existing shop-top housing Avoid residential development at ground level Require active frontages at ground level, with opportunities for passive surveillance from upper levels Require development to provide an appropriate transition in height and built form to adjoining properties 	<p>Medium</p> <p>3-4 storeys depending on context and any prescription in the zone, or overlays</p>	Medium			Heritage Overlay/ Neighbourhood Character Overlay centres

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Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Urban Corridors & Development Areas <ul style="list-style-type: none"> Selected parts of the following: <ul style="list-style-type: none"> Ballarat Road Barkly Street Buckley Street Gordon Street Droop Street Geelong Road Raleigh Road Tram corridors Land located at: <ul style="list-style-type: none"> Footscray RGZ Edgewater CDZ (excluding land around Jack's Magazine) Waterford Green CDZ 	<p>Locations on a main road, well located to fixed-line public transport and good access to facilities and services</p> <p>Locations identified by Council as areas for housing growth which have been appropriately zoned.</p>	<ul style="list-style-type: none"> Facilitate medium density residential development and diverse housing typologies Limit commercial development other than small offices and home offices Support flexible design outcomes on consolidated sites Support development on consolidated sites of greater than 1,000 square metres, with a minimum property width of 15 metres Limit vehicle access points (crossovers) along the main road frontage Support development that utilises right-of-way access for vehicles Require development to provide an appropriate transition in height and built form to adjoining properties, particularly in limited and incremental change areas 	<p>Medium</p> <p>3-4 storeys depending on context and any prescription in the zone and/or overlay.</p>	Medium			
Neighbourhood Activity Centres <p>Existing NACs:</p> <ul style="list-style-type: none"> Edgewater Seddon Barkly Village/ West Footscray Yarraville Yarraville Square Braybrook Shopping Centre <p>Proposed NACs:</p> <ul style="list-style-type: none"> Bradmill site as defined by C1Z – as per endorsed development plan (DPO7) Maribyrnong Defence site (location to be identified through masterplan) 	<p>Locations that provide daily and weekly retailing, commercial and social services, along with housing on the upper levels, in the Commercial 1 Zone and Mixed Use Zone</p> <p>Where there are Heritage or Neighbourhood Character Overlay built form provisions, they apply</p>	<ul style="list-style-type: none"> Support high density mixed use development and diverse housing typologies Support a mix of uses that provide daily and weekly commercial and social service needs Require development to incorporate opportunities for passive surveillance from upper levels Support development that utilises right-of-way access for vehicles 	<p>Medium</p> <p>Up to 4 storeys or as prescribed in relevant overlays and structure plans and urban design framework plans.</p>	High	NACs, including Proposed NACs		

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Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Strategic redevelopment sites <ul style="list-style-type: none"> Department of Defence Site, Cordite Avenue, Maribyrnong Rosamond Road, Maribyrnong Mephan Street, Maribyrnong Hampstead Road, Maidstone sites Mitchell Street, Maidstone Mullenger Road, Braybrook Beachley Street, Braybrook Ballarat Road, Footscray Barkly Street, Footscray Gordon Street, Footscray Swan Street, Footscray Barkly Street, West Footscray Cross Street, West Footscray Cnr Somerville Road and Roberts Street, West Footscray Cnr Robbs Road, Glamis Road and Highbury Street, West Footscray Bradmill Site, Francis Street, Yarraville Francis Street, Yarraville Banool Avenue, Yarraville 	Locations identified as urban renewal precincts or large parcels of former commercial or industrial land with the potential for significant growth and change. These locations provide opportunity for increased density proximate to activity centres and fixed-line transport.	Prepare detailed site plans for each location to identify an appropriate mix of uses and scale of development which: <ul style="list-style-type: none"> Identify built form outcomes proportional to the allotment size and surrounding context Identify locations within 800m of fixed line public transport for higher density Maximise development opportunities to avoid under development Require development to provide an appropriate transition in height and built form to adjoining properties Mitigate impacts at sensitive interfaces 	Dependent on site specific planning	Dependent on site specific planning			

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Classification: what are they	Rationale: how they were identified	Policy: what we want to see in them	Scale and density		Change area type (proportion of lots/area that will change)		
			Scale/height	Density	Substantial	Incremental	Limited
Activity centres <ul style="list-style-type: none"> Footscray Metropolitan Activity Centre/Victoria University Specialised Activity Centre Highpoint Major Activity Centre Central West Major Activity Centre 	Locations identified as activity centres in Plan Melbourne that provide greatest capacity for substantial higher density mixed use development and diverse housing typologies.	<ul style="list-style-type: none"> Facilitate high density mixed use development and diverse housing typologies Facilitate commercial development Support active frontages at ground level with opportunities for passive surveillance from upper levels Avoid under development Support building heights that reflect adopted structure plans, framework plans, existing zone and overlay provisions and any other relevant planning policy Support site consolidation to achieve preferred building heights 	As per structure plans	High			

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Housing Framework Plan and Classification Table (con't)

Objectives

- To provide a clear framework for how and where the City's housing growth and change will occur
- To identify the anticipated level of change, height and density of housing development throughout the City.

Strategies

- Apply the Housing Framework Plan and Classification Table to identify where different forms and densities of housing should be located
- Maintain the primary function of activity centres as employment nodes, and provision of goods and services
- Direct most (60%) of the City's housing growth to substantial change areas
- Facilitate a range of medium and higher density housing types, layouts and sizes, including adaptable and affordable housing
- Facilitate development that complements and reinforces the economic function of abutting employment precincts identified in Maribyrnong Economic and Industrial Development Strategy.

Actions

Planning Scheme actions

- Align Planning Scheme zones with the classifications and change areas (substantial, incremental and limited) identified in Table 22 subject to environmental, infrastructure and amenity considerations
- Include the policy identified under strategies in the Municipal Strategic Statement
- Review Precinct 7 in Schedule 1 to the Activity Centre Zone— Footscray Metropolitan Activity Centre to ensure policy for Precinct 7 aligns with policy for relevant limited and incremental change areas, as outlined in this Housing Strategy.

Other planning actions (Planning Services)

- Prepare a revised Activity Centres Strategy to inform the growth of centres
- Review land within Yarraville zoned for mixed use that falls within the Mobil Terminal Industrial Buffer and rezone to exclude residential development
- Amend the Planning Scheme to include any Activity Centres Strategy, Structure Plan, Framework Plan or other spatial plan.

Council actions

- Manage and monitor housing growth in the City to identify whether outcomes in this strategy are being delivered.

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Heritage, neighbourhood character and other areas

Objective

- To support low-scale development that respects existing heritage values and preferred neighbourhood character
- To limit growth and preserve neighbourhood and heritage character and environmentally sensitive characteristics.

Strategies

- Support low-scale development that respects the existing heritage values and preferred neighbourhood character
- Limit housing growth and preserve neighbourhood and heritage character
- Limit housing growth within Environmental Protection Authority buffers
- Support development of no more than nine metres (up to two storeys) depending on Heritage Overlay, Neighbourhood Character Overlay, Design and Development Overlay 10 or Neighbourhood Residential Zone control.

Actions

Planning Scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Other planning actions (Planning Services)

- Identify land within the City which is in a limited change area and zoned General Residential and amend planning controls to align with the Classification Table
- Identify land in the City which is not zoned Neighbourhood Residential, but has NCO or HO in place, and amend planning controls to align with the Classification Table
- Review Clause 22.05 Preferred Neighbourhood Character Statements to be more specific regarding built form and design outcomes (e.g. setbacks, building heights, private open space provision) in each Neighbourhood Character precinct
- Consider the application of other VPP zone schedules and overlay tools to replace Clause 22.05
- Review zoning of land within Environmental Protection Authority buffers.

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Established Residential Areas

Objective

- To support moderate housing growth to support ongoing investment and a diversity of dwellings

Strategy

- Support moderate housing growth and diverse housing typologies
- Support an additional storey above the prevailing building height in the environs
- Support gradual infill development
- Support development of no more than 11 metres (up to three storeys).

Actions

Planning Scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Other Planning Actions (Planning services)

- Review Clause 22.05 Preferred Neighbourhood Character Statements to be more specific regarding built form and design outcomes (e.g. setbacks, building heights, private open space provision) in each Neighbourhood Character precinct
- Consider the application of other VPP zone schedules and overlay tools to replace Clause 22.05
- Review the Comprehensive Development zones applying to Waterford Green (Schedule 1) and parts of Footscray Land, Gordon Street (Schedule 3) and apply the appropriate zone to reflect the use of the land for housing.

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Local Centres and Small Destination Centres

Objective

- To increase the density of people living in local centres and small destination centres without compromising low-scale built form in these areas.

Strategies

- Support mixed use development with low-scale housing on the first floor and above
- Support shop-top housing, including refurbishment of existing shop-top housing
- Avoid residential development at ground level
- Require active frontages at ground level, with opportunities for passive surveillance from upper levels
- Require development to provide an appropriate transition in height and built form to adjoining properties
- Support development of 3-4 storeys or as prescribed in Heritage Overlay or Neighbourhood Character Overlay controls.

Actions

Planning scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

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Neighbourhood Activity Centres

Objective

- To increase the density of people living in neighbourhood activity centres to create more vibrant centres and maximise use of transport, commercial and community infrastructure.

Strategies

- Support high density mixed use development and diverse housing typologies
- Support a mix of uses that provide daily and weekly commercial and social service needs
- Require development to incorporate opportunities for passive surveillance from upper levels
- Support development that utilises right-of-way access for vehicles
- Support development up to four storeys or as prescribed in relevant overlays and structure plans and urban design frameworks

Actions

Planning scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Council actions

- Review laneways policy to facilitate development fronting laneways.

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Urban corridors and development areas

Objectives

- To encourage appropriate growth within urban corridors and development areas.

Strategies

- Facilitate medium density residential development and diverse housing typologies
- Limit commercial development other than small offices and home offices
- Support flexible design outcomes on consolidated sites
- Support development on consolidated sites of greater than 1,000 square metres, with a minimum property width of 15 metres
- Limit vehicle access points (crossovers) along the main road frontage
- Support development that utilises right-of-way access for vehicles
- Require development to provide an appropriate transition in height and built form to adjoining properties, particularly in limited and incremental change areas.
- Support development of three to four storeys depending on context and any prescription in the zone and/or overlay.

Actions

Planning Scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Other planning actions (Planning services)

- Identify appropriate level of development along individual urban corridors and development areas
- Undertake site-specific planning to identify level and location of change and infrastructure requirements and urban corridors, and apply appropriate planning controls.

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Strategic Redevelopment Sites

Objective

- To facilitate an appropriate scale of development on strategic redevelopment sites
- To integrate strategic redevelopment sites with surrounding neighbourhood context.

Strategies

- Prepare detailed site plans for each location to identify an appropriate mix of uses and scale of development which:
 - Identify built form outcomes proportional to the allotment size and surrounding context
 - Identify locations within 800m of fixed line public transport for higher density
 - Maximise development opportunities to avoid under development
 - Require development to provide an appropriate transition in height and built form to adjoining properties
 - Mitigate impacts at sensitive interfaces.

Actions

Planning Scheme actions

- Include a list and map of strategic redevelopment sites in the Municipal Strategic Statement
- Include a provision that detailed site plans must be prepared for strategic redevelopment sites prior to planning approval.

Other planning actions (Planning services)

- Assess the following strategic redevelopment sites that do not currently support residential development and ensure there is clear policy to support for a potential rezoning to allow for residential or mixed use development through a master plan:
 - Banool Avenue Yarraville (22-24 Hughes St)
 - 8 Cross St, West Footscray
 - SUZ land east of Victoria University Student Village
 - C2Z land next to Kinnears (190 Ballarat Road, Footscray)
 - Sims supermarket West Footscray – C2Z on south side and GRZ on the north side (509-511 Barkly Street, Footscray)
 - C2Z land in West Footscray near the oval (419-479 Barkley St, West Footscray)
 - The Council carpark located at the rear of the Footscray Hospital
- In liaison with the Federal Government, forward plan for Commonwealth land (Maribyrnong Defence Site and the Maribyrnong Detention Centre) to allow for residential or mixed use development
- Where they do not currently exist, prepare plans to guide the development of strategic redevelopment sites including housing form and diversity.

Other Council actions

- Consider the location of strategic redevelopment sites when planning for infrastructure.

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Activity Centres

Objective

- To maximise densities in appropriate locations as activity centres grow.

Strategies

- Facilitate high density mixed use development and diverse housing typologies
- Facilitate commercial development
- Support active frontages at ground level with opportunities for passive surveillance from upper levels
- Avoid under development
- Support building heights that reflect adopted structure plans, framework plans, existing zone and overlay provisions and any other relevant planning policy
- Support site consolidation to achieve preferred building heights.

Actions

Planning Scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Other Planning Actions (Planning services)

- Prepare a revised Activity Centre Strategy that addresses accommodation of housing growth in Activity Centres
- Review the structure plan for Central West Major Activity Centre to identify the preferred location and scale of new housing development
- Prepare a structure plan for Victoria University Specialised Activity Centre which identifies the preferred location and scale of new housing development
- Prepare a preferred neighbourhood character statement for Highpoint Activity Centre Precincts 1 and 5
- Ensure a clear policy to support rezoning of Commercial 2 Zone land in the West Footscray Neighbourhood Activity Centre to Mixed Use Zone or a more appropriate zone.

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Infrastructure to support growth

Objectives

- To give City of Maribyrnong residents access to the infrastructure they require
- To align infrastructure upgrades with housing growth.

Issues

Projected increase in population and housing will generate demand for additional services. A study to understand demand should consider that:

- social infrastructure is heavily influenced by demographic change
- trunk infrastructure upgrades will be highest in areas of substantial change areas
- transport will need to consider the broader transport context
- existing areas of the City already have insufficient access to open space.

Strategies

- Provide appropriate infrastructure to support the scale of residential development and needs of the community prior to development in substantial change areas
- Provide development infrastructure (roads, drainage, telecommunications etc.), community infrastructure and open space to support population and housing growth based on the tests of need, nexus, fair apportionment and accountability
- Plan for active transport networks, particularly in substantial change areas
- Improve public transport access within the City
- Plan and coordinate infrastructure delivery with developers, service providers and other stakeholders.

Actions

Planning Scheme actions

- Amend the Planning Scheme to implement a Development Contributions Plan
- Require developers to prepare integrated transport strategies to support development activity in substantial change areas.

Other planning actions

- Investigate appropriate infrastructure to support development at the Maribyrnong Defence Site, including a potential future link across the Maribyrnong River through the Maribyrnong Defence Site
- Undertake population analysis to identify the projected demographic structure of substantial change areas and strategic redevelopment sites
- Identify anticipated infrastructure needs of the projected demographic structure
- Coordinate Council's Capital Works Program to reflect new development and community infrastructure requirements
- Prepare Development Contribution Plans for substantial change areas to help fund new development and community infrastructure
- Review the Open Space Strategy every five years (as per the Implementation Plan) and update projected population growth.

Council actions

- Work with statutory authorities to ensure timely delivery of major infrastructure in substantial change areas
- Incorporate recommendations from the Open Space Strategy, Development Contributions Plan and Integrated Transport Strategy into the 10 to 20-year Capital Works budget
- Advocate for public transport improvements in areas not well serviced by public transport.

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2. Supply

This section details the nature of housing change anticipated to occur 2031 in the City of Maribyrnong.

Housing diversity

Objectives

- To facilitate a diversity of dwelling typologies, configurations and sizes.

Issues

Projections show that the population profile is changing with major growth in the proportion of people aged 65 and over. Due to demographic changes and other factors a more diverse range of housing types are required.

The City's housing stock is diversifying and becoming denser and the way projects are delivered covers a range of project types, from small scale (eg knocking down an existing house and rebuilding 2 townhouses) to much larger scale projects (eg larger apartment towers).

Demand is increasing for larger (three or more bedrooms) dwellings and an inequitable distribution of these dwellings across the City.

Strategies

- Facilitate a range of configurations and sizes of dwellings in new development
- Facilitate development of three or more bedroom dwellings, townhouses and apartments to cater for a diversity of household structures
- Facilitate development of smaller dwellings for smaller household formations such as young people, couples without children, single person households and older people who want to stay living in their local area.

Actions

Planning Scheme actions

- Amend the Municipal Strategic Statement to include policy that:
 - facilitates a range of configurations and sizes of dwellings in new development
 - facilitates development of three or more bedroom dwellings that cater for a diversity of family structures in strategic redevelopment sites and incremental change areas
 - supports the development of three plus bedroom townhouses and apartments
 - facilitates development of smaller dwellings for smaller household formations.

Other planning actions

- Monitor demand for different housing types, configurations and sizes in the City
- Identify opportunities in strategic redevelopment sites and incremental change areas where three or more bedroom dwellings can be facilitated
- Investigate where demand is increasing for young people or the tertiary student population
- Continue to investigate and understanding the changing demand for different housing types, configurations and sizes
- At the pre-application stage, negotiate for a range of dwelling types, configurations and sizes in medium and high density developments
- Develop an evidence base of successful/optimal development projects that include a range of dwelling types, configurations and sizes.

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Housing for specific groups

Objectives

- To respond to growing demand for specialised aged care housing, disability housing and student housing (including staff)
- To facilitate development of Footscray MAC as a University Town
- To avoid use and development of caretakers' housing on industrial land.

Issues

- There is projected major growth in aged care population and student population.
- There is no specific guidance on the design and provision of aged care and limited guidance on student housing in the Local Planning Policy Framework.

Strategies

- Facilitate provision of an adequate supply of appropriately located and designed aged care housing and disability housing
- Facilitate provision of an adequate supply of appropriately designed student housing (including staff) near tertiary education facilities and transport routes
- Avoid development of housing outside areas identified for residential development (i.e. caretakers' dwellings).

Action

Other planning actions

- Prepare policy and design guidelines for student housing
- Prepare policy and design guidelines for aged care housing
- Identify suitable locations for aged care.

Planning Scheme actions

- Strengthen Council's housing policy relating to student housing including recognition of Footscray MAC as a University Town
- Include policy regarding aged care housing in the Municipal Strategic Statement
- Retain the existing policy on caretaker housing in Clause 21.07 Housing of the Maribyrnong Planning Scheme.

Council Actions

- Advocate for student housing and aged care housing developments
- Continue to work with Victoria University to facilitate Footscray MAC as a University Town.

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Housing affordability

Objectives

- To increase the supply of affordable, public and social housing in the City
- To reduce housing stress in the City.

Issues

- Housing prices are increasing in the City of Maribyrnong
- Rental affordability declines with proximity to the CBD
- There are significant areas of disadvantage in Maribyrnong and there will continue to be demand for affordable housing in the City
- Council has some policy levers to influence affordable housing, but there are other tools that could be utilised to further increase supply
- There is not a clear definition of Affordable Housing.

Strategies

- Investigate a contribution of a minimum of 50% of the value uplift created when land is up-zoned, to be used for affordable housing
- Require a contribution of 10% of housing units to be used for affordable housing in areas currently subject to a Development Plan Overlay
- Investigate allowing the granting of additional development rights in selected locations to increase supply of affordable housing
- Facilitate development of affordable housing across the City
- Maintain and improve the quality of the existing supply of social and public housing
- Support a more spatially even distribution of social, public and affordable housing
- Support private developers to work with registered affordable housing providers.

Actions

Planning Scheme actions

- Amend Clause 21.07 to include policy that:
 - clearly defines affordable housing, public housing, social housing and community housing associations as follows:
"A dwelling unit or units whose title is transferred to a not-for-profit registered housing association or provider"
 - includes the above issues, objectives and strategies
- Introduce development uplift mechanism, via designating as-of-right development envelopes and other required statutory tools.

Other planning actions (Planning Services)

- State Council's policy position on affordable housing, including:
 - capturing 50% of value uplift through rezonings
 - requiring a contribution of 10% of housing unit to be used for affordable housing in areas currently subject to a DPO
 - allowing for the granting of additional development rights in selected locations
- Identify locations where additional development would be acceptable (including activity centres and strategic redevelopment sites) and the as-of-right development envelopes in relevant sub-precincts in these locations
- Develop standard wording to include in any future DPO or DDO applied as part of rezoning or Planning Scheme Amendment process to support affordable housing
- Facilitate with the Department of Health and Human Services an improvement in the quality of housing stock across the City, in particular Braybrook.

Council actions

- Monitor housing stress through annual community survey, engage with rooming house operators and community housing providers, and analyse ABS and specialist housing data
- Advocate for the continued renewal of public housing in the City

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- Advocate for the State Government to develop planning controls and enforceable powers for Council to set targets for affordable housing in key locations
- Liaise with Development Victoria, the Victorian Planning Authority and community housing providers on opportunities to deliver affordable housing.

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3. Design

This section focuses on how the dwellings are delivered.

Neighbourhood character and heritage

Objectives

- To ensure development is appropriate to the local built form context of the area
- To achieve high quality and attractive building form
- To avoid development that relies on poor built form outcomes as precedent
- To protect heritage assets.

Issues

- Preferred character guidelines have not been prepared for areas that have been recently rezoned or recently redeveloped for housing
- There is limited guidance regarding the scale and nature of development expected in strategic corridors
- There is limited guidance on the scale of development on consolidated sites particularly in incremental change areas
- The range of tools available within the Planning Scheme to manage housing design are underutilised.

Strategy

- Provide guidance for all housing classification areas on preferred built form outcomes.

Actions

Planning Scheme actions

- Undertake minor to update the Municipal Strategic Statement and Clause 22.05 to refer to new residential zones rather than the former Residential 1 Zone
- Translate the current neighbourhood character controls in Clause 22.05 into other Victorian Planning Provision tools such as schedules to zones and overlays
- Include built form controls for substantial change areas, recently rezoned or redeveloped sites into VPP tools such as schedules to zones and overlays.

Strategic Planning Actions

- Prepare neighbourhood character guidelines for areas recently rezoned or redeveloped for housing and not current covered by Clause 22.05 Preferred Neighbourhood Character Outcomes
- Identify preferred built form guidelines for urban corridors and housing classification areas.

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Resident amenity (liveability)

Objectives

- To support housing development that is comfortable to live in and provide residents with a high level of amenity
- To ensure site development respects the future development potential of adjacent land.

Issues

- The range of tools available within the Planning Scheme to manage housing design are underutilised
- Habitable rooms and living spaces in larger dwellings are inadequate
- There is poor internal amenity in some new developments
- Future development potential of adjacent sites is not well protected
- There is little guidance for buildings four storeys or less or townhouse and apartment development to ensure a high quality of residential amenity
- The Victorian planning system does not include measurable standards for high density residential apartments, student accommodation and mixed use development.

Strategies

- Facilitate adequate living spaces (habitable rooms) on the ground floor in larger dwellings of three or more bedrooms in incremental and limited change areas
- Maintain equitable development opportunities for land still to be developed adjacent to development sites
- Provide guidance on design and internal amenity for apartment and townhouse developments
- Provide direction regarding property sizes and appropriateness of 'reverse living' accommodation in certain locations or developments
- Avoid reverse living design if internal amenity to habitable rooms cannot be maintained as a result of screening or window placement requirements.

Actions

Planning Scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Other Planning actions

- Prepare a municipal or regional townhouse and low-scale apartment Design Code with best practice internal design standards for townhouse developments and apartment developments of up to four storeys
- At the pre-application stage, negotiate for appropriate building separation in new developments.

Council actions

- Support the recent State Government introduction of statewide minimum standards for apartments.

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Housing adaptability

Objective

- To give residents access to adaptable and accessible housing that meets their lifestyle at all stages of life.

Issues

- There is an unmet need for adaptable housing
- Accessible housing will become more important over time.

Strategy

- Facilitate housing that can be adapted for different household formations and stages of life
- Facilitate housing that is accessible to people of all abilities and mobility
- Support housing that can be cost effectively adapted to different layouts
- Support a ground floor bedroom and bathroom in dwellings with more than one storey.

Actions

Planning Scheme actions

- Include the policy identified under strategies in the Municipal Strategic Statement.

Strategic planning actions

- Prepare a checklist for planners and developers to assess housing adaptability and housing accessibility based on the Best Practice Discussion Paper (Monash University Art Design and Architecture, 2015) and Livable Housing Design Guidelines (Livable Housing Australia, 2015, 3rd edition), which may be included in the MSS implementation section as 'guidelines for decision makers' or used as a pre-planning checklist.

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Environmentally sustainable development

Objective

- To make housing in the City more environmentally sustainable.

Issues

- Policy on how housing design should contribute to environmentally sustainable development (ESD) is limited
- New greening policies are required to mitigate the urban heat island effect at the subdivision and the development stage.

Strategy

- Facilitate environmentally sustainable development.

Actions

Planning Scheme actions

Review the Local Planning Policy Framework to update ESD policy across the City, based on:

- the current ESD policy in the ACZ1 – Footscray Metropolitan Activity Centre
- the local planning policy 'environmental sustainable development' that has been adopted by IMAP Councils, and other actions outlined in the Inner Melbourne Action Plan 2016-2026.

Council actions

- Continue to advocate the State Government for statewide ESD provisions in planning schemes.

7. IMPLEMENTATION PLAN

7.1 Council's role

Council can influence the supply, distribution and design of housing through several roles:

- Planning authority: Council should amend the Planning Scheme, review several zones and overlays, undertake strategic planning studies and undertake various research, monitoring and review activities
- Infrastructure delivery: Council should plan and manage investments
- Advocacy: Council should engage stakeholders to support and advance its policies.

7.2 Actions

These actions are taken from the Strategy, organised according to major task area.

1. Amendments to the Local Planning Policy Framework

Action 1.1: Adopt the housing vision and include in the Municipal Strategic Statement.

"Housing growth and change will support the continued revitalisation of the City, while respecting our significant heritage legacy with contemporary, high quality and sustainable design."

"The change anticipated means that a diversity of housing choices can be provided in response to community needs. Housing growth will be supported and directed to appropriate locations with access to employment, infrastructure and services."

Action 1.2: Adopt the Housing Framework Plan and Classification Table and incorporate into the Municipal Strategic Statement.

Action 1.3: Include a list and map of strategic redevelopment sites in the Municipal Strategic Statement and require detailed site plans to be prepared prior to planning approval.

Action 1.4: Include the objectives and strategies detailed in Chapter 6 – Vision and strategy into the Municipal Strategic Statement.

Action 1.5: Amend the Planning Scheme to include any activity centres strategy, structure plan, Framework Plan or other spatial plan.

Action 1.6: Strengthen policy to identify Footscray MAC as a University Town.

Action 1.7: Amend the Planning Scheme to include the definition of affordable housing, public housing, social housing and community housing associations and relevant issues and strategies relating to affordable housing.

Action 1.8: Investigate a development uplift mechanism, via designating as-of-right development envelopes and other required statutory tools.

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2. Review of zones and overlays

- Action 2.1:** Align Planning Scheme zones with the classifications and change areas (substantial, incremental and limited) identified in the Housing Framework Plan and Classification Table subject to environmental, infrastructure and amenity considerations.
- Action 2.2:** Review the following areas to ensure their zoning and controls reflect the Housing Strategy:
- Precinct 7 in Schedule 1 to the Activity Centre Zone – Footscray Metropolitan Activity Centre to align it with policy for relevant limited and incremental change areas, as outlined in the Housing Strategy
 - Comprehensive Development Zones applying to Waterford Green (Schedule 1) and Footscray Land, Gordon Street (Schedule 3) now development is complete and apply the appropriate zone to reflect the use of the land for housing
 - Identified strategic redevelopment sites that do not currently allow residential development and introduce policy to support potential rezoning for housing
 - land within West Footscray Neighbourhood Activity Centre zoned Commercial 2 and apply the appropriate zone to reflect the use of the land for mixed use development
 - land within EPA buffers (including land within Yarraville zoned for mixed use that falls within the Mobil Terminal Industrial Buffer) and rezone to exclude residential development.

3. Further strategic work

- Action 3.1:** Prepare a revised Activity Centres Strategy to inform the future growth of centres.
- Action 3.2:** Review Clause 22.05 Preferred Neighbourhood Character Statements to be more specific regarding built form and design outcomes (for example, setbacks, building heights, private open space provision) in each neighbourhood character precinct, and consider the application of other VPP zone schedules and overlay tools to replace Clause 22.05.
- Action 3.3:** Review laneways policy to facilitate development fronting laneways and introduce into Planning Scheme when relevant.
- Action 3.4:** In liaison with the Australian Government, undertake forward planning for Commonwealth-owned land at Maribyrnong Defence Site and Maribyrnong Detention Centre to allow for residential or mixed use development including the investigation of a potential future link across the Maribyrnong River through the Defence Site.
- Action 3.5:** Review the structure plan for Central West Major Activity Centre to identify the preferred location and scale of new housing development.
- Action 3.6:** Prepare a structure plan for Victoria University Specialised Activity Centre which identifies the preferred location and scale of new housing development.
- Action 3.7:** Prepare a preferred neighbourhood character statement for Highpoint's Activity Centre Precincts 1 and 5.
- Action 3.8:** Prepare a Development Contribution Plan to help fund new development and community infrastructure across the City.

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- Action 3.9:** Update the Open Space Strategy based on the projected housing growth to address the need for, function of and range of open space required.
- Action 3.10:** Review the Integrated Transport Strategy to reflect projected housing growth.
- Action 3.11:** Identify opportunities in strategic redevelopment sites and incremental change areas where three or more bedroom dwellings can be facilitated.
- Action 3.12:** Prepare policy and design guidelines for student housing.
- Action 3.13:** Prepare policy and design guidelines for aged care housing including suitable locations.
- Action 3.14:** Identify locations where additional development would be acceptable, the as-of-right development envelopes in relevant sub-precincts in these locations, and develop standard wording for DPO to support affordable housing.
- Action 3.15:** Prepare a municipal or regional townhouse and low-scale apartment design code with best practice internal design standards for townhouse developments and apartment developments of up to four storeys.
- Action 3.16:** Prepare a checklist for planners and developers to assess housing adaptability and housing accessibility based on the Best Practice Discussion Paper (Monash University Art Design and Architecture, 2015) and Liveable Housing Guidelines (Liveable Housing Australia, 2015, 3rd edition).
- Action 3.17:** Prepare a comprehensive ESD policy for the City based on:
- the current ESD policy in the ACZ1 – Footscray Metropolitan Activity Centre
 - the local planning policy 'Environmental Sustainable Design' adopted by IMAP Councils
 - other actions outlined in the Inner Melbourne Action Plan 2016 – 2026.
- Action 3.18:** Where they do not currently exist, prepare plans to guide the development of strategic redevelopment sites including housing form and diversity.

4. City infrastructure planning and capital works

- Action 4.1:** Coordinate Council's Capital Works Program to reflect new development and community infrastructure requirements.
- Action 4.2:** Incorporate recommendations from the Open Space Strategy, Development Contributions Plan and Integrated Transport Strategy into the 10-year Capital Works budget.
- Action 4.3:** Identify anticipated infrastructure needs of the projected demographic structure.

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5. Advocacy

- Action 5.1:** Work with statutory authorities to deliver major infrastructure in substantial change areas.
- Action 5.2:** Advocate for improved public transport in areas currently not well serviced.
- Action 5.3:** Advocate for student housing and aged care housing developments.
- Action 5.4:** Continue to work closely with Victoria University to facilitate Footscray MAC as a University Town.
- Action 5.5:** Publish a policy statement on Council's position on affordable housing provision, including capturing 50% of value uplift through rezonings for public benefit; requiring a contribution of 10% of housing units to be used for affordable housing in areas currently subject to a DPO; and allowing for the granting of additional development rights in selected locations.
- Action 5.6:** Advocate for continued renewal of public housing in the City.
- Action 5.7:** Advocate for the State Government to develop planning controls and enforceable powers for Council to set targets for affordable housing.
- Action 5.8:** Engage with rooming house operators and community housing providers to better understand social housing amenity and demand.
- Action 5.9:** Liaise with Places Victoria, the Victorian Planning Authority and community housing providers to support outcomes as identified in the Housing Strategy.
- Action 5.10:** Identify substantial change activity centres and opportunity sites as appropriate locations for future affordable housing projects.
- Action 5.11:** Continue advocating to the State Government to incorporate statewide ESD provisions in planning schemes.
- Action 5.12:** Support the State Government's statewide minimum standards for apartments.
- Action 5.13:** Facilitate with the Department of Health and Human Services an improvement in the quality of housing stock across the City, in particular Braybrook.

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6. Research, monitoring and review

- Action 6.1:** Manage and monitor housing growth in the City to achieve best outcomes for the community.
- Action 6.2:** Undertake population analysis to identify the projected demographic structure of substantial change areas and strategic redevelopment sites.
- Action 6.3:** Establish a monitoring system to understand changing demand for different housing types, configurations and sizes in the City and more broadly across the Western and Central regions.
- Action 6.4:** Investigate where demand for young people or the tertiary student population will be concentrated.
- Action 6.5:** Continue to update the evidence base regarding changing demand for different housing types, configurations and sizes.
- Action 6.6:** Develop an evidence base of successful development projects that include a range of dwelling types, configurations and sizes.
- Action 6.7:** Study the gaps in the supply of affordable housing to identify specific demographic groups and suitable mechanisms for increasing the supply of affordable housing.
- Action 6.8:** Regularly monitor housing stress through an annual community survey.
- Action 6.9:** Collate and analyse ABS and specialist housing data.

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7.3 Prioritisation

The prioritisation of actions for Council has used the following framework:

- Critical – Fund in year 1 (2018-19)
- High – Fund year 2 to 4
- Medium – Fund in year 5 to 6
- Low – Fund in year 7 and onwards.

These are assigned to the actions in Table 23. Several actions have been bundled into projects as listed in Table 24.

TABLE 23: ACTION PRIORITISATION

	Project bundles	Actions included	Council's role	Priority	Performance indicator
A	Amendments to the Planning Scheme.	1.1 – 1.7, 2.1, 2.2	PA	Critical	▪ Amendment incorporated in scheme.
B	City Infrastructure Plan.	3.8, 4.1, 4.2, 4.3, 5.1	PA ID	Critical	▪ Strategy adopted by Council ▪ DCPs progressively incorporated into the planning scheme.
C	Advocacy <ul style="list-style-type: none"> ▪ Major infrastructure in substantial change areas ▪ Improved public transport in poorly serviced areas ▪ Student housing ▪ Aged care ▪ Renewal of public housing ▪ Affordable housing planning tools ▪ ESD in the planning schemes. 	5.1, 5.2, 5.3, 5.6, 5.7 5.11, 4.4	A	High	▪ Level of activity instigated by Council to advocate in these areas.
D	Monitoring <ul style="list-style-type: none"> ▪ Housing growth ▪ Housing stress ▪ Changing housing demands. ▪ Specialist housing data ▪ Changing demand for different housing types, configurations and size. 	6.1, 6.3, 6.5, 6.7, 6.8	PA	High	▪ Establishment of annual monitoring program covering these areas.
E	Affordable Housing	1.8, 3.14, 5.5, 5.7, 5.8, 5.9,	PA A	High	▪ Strategy adopted by Council.
F	Victoria University <ul style="list-style-type: none"> ▪ Prepare Victoria University Specialised Activity Centre Structure Plan ▪ Continue to work closely with Victoria University to facilitate Footscray MAC as a University Town ▪ Investigate where demand for young person / tertiary student population will be concentrated. 	3.6, 5.4, 6.4	PA ID A	Medium	▪ Structure Plan adopted by Council ▪ Policy and DCP prepared and incorporated in planning scheme (if appropriate).

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All other actions are included in the following table.

TABLE 24: IMPLEMENTATION PROJECT BUNDLES

	Project bundles	Council's role	Priority	Performance indicator
Further strategic work				
3.1	Prepare an Activity Centres Strategy to inform the future growth of centres.	PA	Critical	▪ Strategy adopted by Council.
3.2	Review Clause 22.05 Preferred Neighbourhood Character Statements.	PA	Critical	▪ Reviewed controls incorporated in planning scheme.
3.3	Prepare a Laneways policy to facilitate housing fronting laneways.	PA	Medium	▪ Policy incorporated in planning scheme.
3.4	Forward plan with the Federal Government for Commonwealth owned sites (Maribyrnong Defence Site and Maribyrnong Detention Centre).	PA ID	Defence – Critical Detention - Medium	▪ Plans adopted by Council and Commonwealth.
3.5	Review Central West Major Activity Centre Structure Plan.	PA	Medium	▪ Review adopted by Council ▪ Policy and DCP prepared and incorporated in scheme (if appropriate).
3.7	Review Highpoint Structure Plan.	PA	Medium	▪ Review adopted by Council ▪ Policy and DCP prepared and incorporated in planning scheme (if appropriate).
3.9	Update the Open Space Strategy.	PA ID	High	▪ Strategy adopted by Council.
3.10	Review the Integrated Transport Strategy (MITS).	PA ID	High	▪ Strategy adopted by Council.
3.11	Identify opportunities in strategic redevelopment sites and incremental change areas where three or more bedroom dwellings can be facilitated.	PA	High	▪ Planners using information in preapps and decision making.
3.12	Prepare policy and design guidelines for student housing.	PA	Medium	▪ Policy and design guidelines incorporated in planning scheme.
3.13	Prepare policy and design guidelines for aged care housing.	PA	Medium	▪ Policy and design guidelines incorporated in planning scheme.
3.15	Prepare a municipal or regional town house and low scale apartment Design Code.	PA	High	▪ Design Code adopted by Council.
3.16	Prepare a checklist that can be used by planners and developers to assess housing adaptability and housing accessibility.	PA	Medium	▪ Planners using checklist in pre application meetings and decision making.
3.17	Prepare a comprehensive ESD policy across the municipality based on: ▪ the current ESD policy in the ACZ1 – Footscray Metropolitan Activity Centre ▪ the local planning policy 'Environmental Sustainable Design' that has been adopted by IMAP Councils ▪ other actions outlined in the Inner Melbourne Action Plan 2016 – 2026.	PA	Critical	▪ Policy incorporated in planning scheme.
3.18	Where they do not currently exist, prepare plans to guide the development of Strategic Redevelopment Sites including housing form and diversity.	PA	High	▪ Planners using information in pre application meetings and decision making.

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	Project bundles	Council's role	Priority	Performance indicator
Other research, monitoring and review tasks				
6.2	Undertake population analysis to identify the projected demographic structure of substantial change areas and strategic redevelopment sites.	PA	Low	▪ Completion of analysis.
6.6	Develop an evidence base of successful/optimal development projects that include a range of dwelling types, configurations and sizes.	PA	Low	▪ Establishment of data collection process.

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7.4 Specific strategic work: recommended scope

A number of strategic planning studies are recommended in the implementation plan. This section provides additional detail regarding the potential scope and intent of these studies.

Revised activity centres strategy

Council's policy regarding the future form and structure of the activity centre network needs to be revised given the outcomes anticipated for the various change areas, which include activity centres.

This revised strategy should address:

- current structure of Commercial and Mixed Use zones
- future demand for retail, commercial and activity centres
- built form across centres, given demand for retail, commercial and housing projections
- local centres activity mix.

City infrastructure plan

A city infrastructure plan covering transport and trunk infrastructure (water, sewage, gas, electricity and telecommunications) will help to:

- identify priority investment areas
- guide Council decision-making
- support liaison and negotiation with major infrastructure providers such as VicRoads
- help inform the preparation of development contributions plans.

DCPs for traffic, drainage

Existing DCPs have expired, meaning there is no formal mechanism for Council to require contributions for key infrastructure as part of the development process. While Council continues to negotiate informally for contributions, an updated DCP would support Council planners and clarify the process and expectations for developers.

8. PROJECTED HOUSING GROWTH DISTRIBUTION (PART B)

The Housing Strategy has been developed to impact housing outcomes based on new housing trends and issues. The following Chapter presents housing capacity based on the revised Housing Strategy strategic directions.

Projected Housing Growth Distribution

Project Housing Growth Distribution in this Technical Report is split over two chapters:

- **Chapter 5** presents an evidence-based analysis of housing capacity, demand and likely take up to 2031 based on the City of Maribyrnong's existing strategic direction. Based on current zoning controls (as of October 2016) and the 2011 Housing Strategy. Findings from this analysis have then informed the Housing Strategy (Chapters 6 and 7)
- **Chapter 8** (this chapter) then presents a revised housing capacity based on the full implementation of the Housing Strategy.

This two staged approach enables a clear understanding of what the Strategy is changing and some of the justification for these changes. Further justification also come from the Housing Context, Policy Context and Key Housing Issues Chapters.

8.1 Housing capacity

As discussed in Chapter 5, housing capacity is an estimate of the quantum of housing that could be accommodated in an area. This chapter describes the total and net housing capacity within City that could be expected, assuming strategic redevelopment sites identified in the Housing Framework Plan and Classification Table as suitable for rezoning are now/will become available for redevelopment (see Appendix C for full list).

This is a theoretical assessment of the maximum number of dwellings that could be developed under the proposed Housing Framework Plan and Classification Table, and is intended to be indicative rather than absolute.

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Available land assessment

Available land represents land identified under the Housing Framework Plan and Classification Table as having potential to be used for additional housing supply and where there are no major constraints to development. The revised Strategy identifies more than 165 hectares of available land that is not currently zoned for residential development but has been identified as a site suitable for residential development.

Much of this is within the Maribyrnong Defence Site and the Hampstead Road, Maidstone industrial renewal area. Almost all additional available land is found in Maribyrnong and Maidstone, as well as a small increase in Footscray (see Figure 37).

Table 25 shows the distribution of available land by change areas, under the revised housing strategy. Most available land (in hectares) is still found in incremental change areas (53%), and in substantial change areas (37%). Only 9% of available land is found in limited change areas.

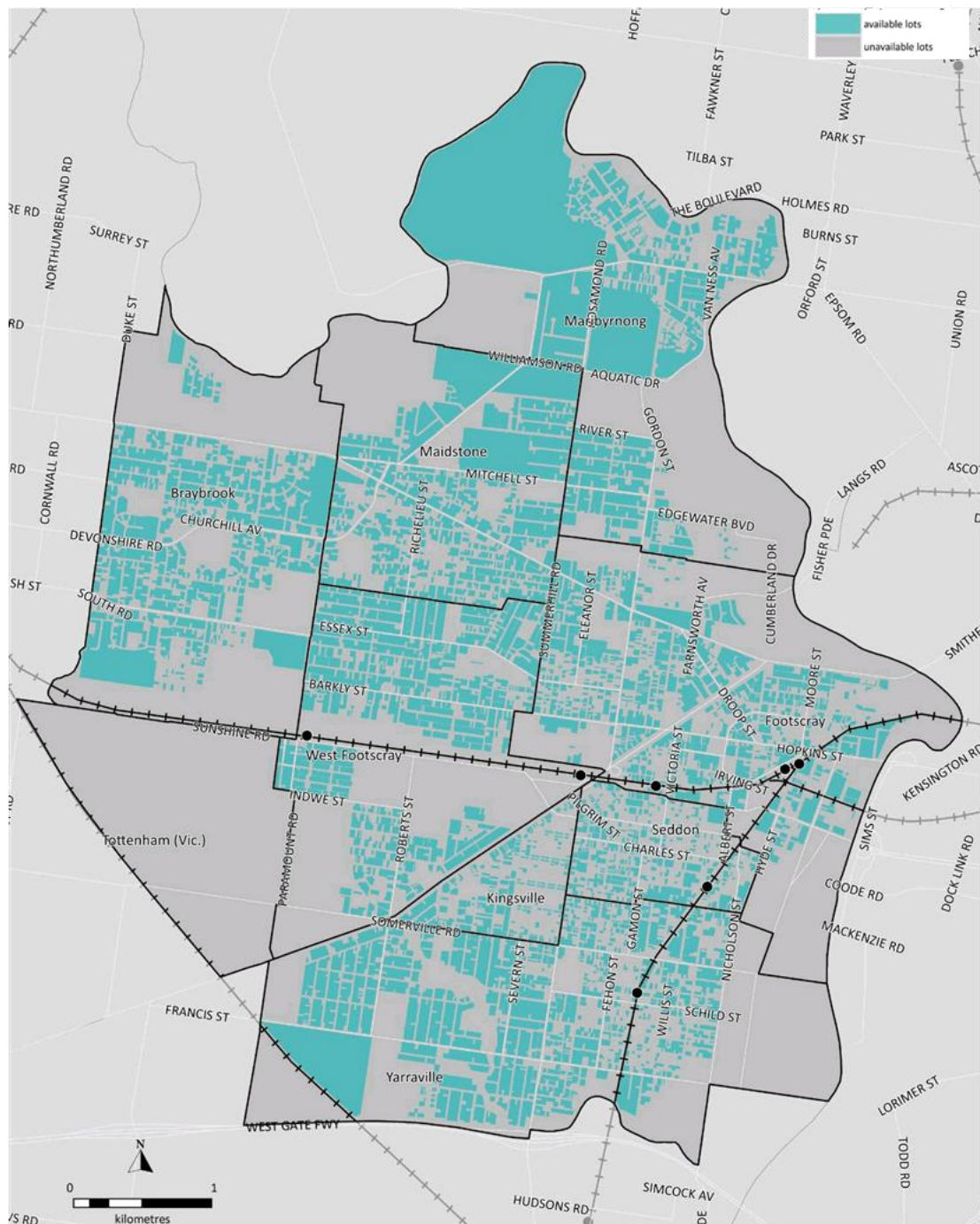
TABLE 25: AVAILABLE LAND AT 2014 BASED ON REVISED 2018 HOUSING STRATEGY

Change area	Available land (ha)	% of available land
Outside of change area	0	0%
Limited change area	95	9%
Incremental change area	545	53%
Substantial change area	380	37%
Total	1,020	100%

Source: SGS Economics and Planning, 2018

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FIGURE 37: AVAILABLE LAND AT 2014 BASED ON REVISED 2018 HOUSING STRATEGY



Source: SGS Economics and Planning 2018

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Housing capacity assessment

Figure 38 shows the distribution of net dwelling capacity across the City. This indicates significant capacity in the suburbs of Maribyrnong, Maidstone and Footscray and parts of Yarraville. It also demonstrates the relationship between net housing capacity and the categories identified within the Housing Framework Plan.

The 165 hectares of additional available land will be realised through strategic rezoning opportunities and better alignment between zoning and change areas. Table 26 compares the housing capacity under change areas in the 2011 Strategy and this Strategy, noting that boundaries of change areas have changed.

Additional housing capacity will be realised in areas that need diverse new housing stock - in particular, Footscray, Maidstone and Maribyrnong – creating additional capacity for 11,750 new dwellings, as illustrated in Table 26 and Table 27. This additional housing capacity is primarily associated with key strategic redevelopment sites within substantial change areas and identified in the revised Housing Strategy for rezoning, including the Kinnears Site, the Victoria University Student Village in Maidstone and the Maribyrnong Defence Site.

TABLE 26: COMPARISON OF AVAILABLE LAND AND NET CAPACITY BY CHANGE AREA AT 2014

Suburb	Existing Housing Strategy (2011) <i>existing strategic direction</i>		Revised Housing Strategy (2018) <i>proposed strategic direction</i>	
	Available land (ha)	Net dwelling capacity	Available land (ha)	Net dwelling capacity
Outside of change area	0	140	0	130
Limited change area	100	4,670	95	3,910
Incremental change area	595	41,760	545	34,910
Substantial change area	150	25,420	380	44,790
Total	845	71,990	1020	83,740

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

TABLE 27: COMPARISON OF AVAILABLE LAND AND NET CAPACITY BY SUBURB AT 2014

Suburb	Existing Housing Strategy (2011) <i>existing strategic direction</i>		Revised Housing Strategy (2018) <i>proposed strategic direction</i>	
	Available land (ha)	Net dwelling capacity	Available land (ha)	Net dwelling capacity
Braybrook	130	9,730	130	9,730
Footscray	115	19,230	125	19,770
Kingsville	20	1,250	20	1,250
Maidstone	100	8,230	140	13,445
Maribyrnong	135	12,130	265	18,130
Seddon	30	1,820	30	1,820
West Footscray	125	7,880	125	7,880
Yarraville	185	11,720	190	11,720
Total	840	71,990	1,025	83,745

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

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Housing capacity within revised change areas

Table 28 summarises housing capacity by change area and housing classification. Substantial change areas now accommodate over 50% of the net capacity. Within this, the majority is located within activity centres (28%) and strategic redevelopment sites (20%). Less than 2% is located in urban corridors. General Residential Zones have the greatest amount of capacity, with capacity for over 32,000 dwellings, consistent with the previous housing strategies.

Figure 38 shows the spatial distribution of housing capacity across the City.

TABLE 28: HOUSING CAPACITY AT 2014 BASED ON REVISED 2018 HOUSING STRATEGY

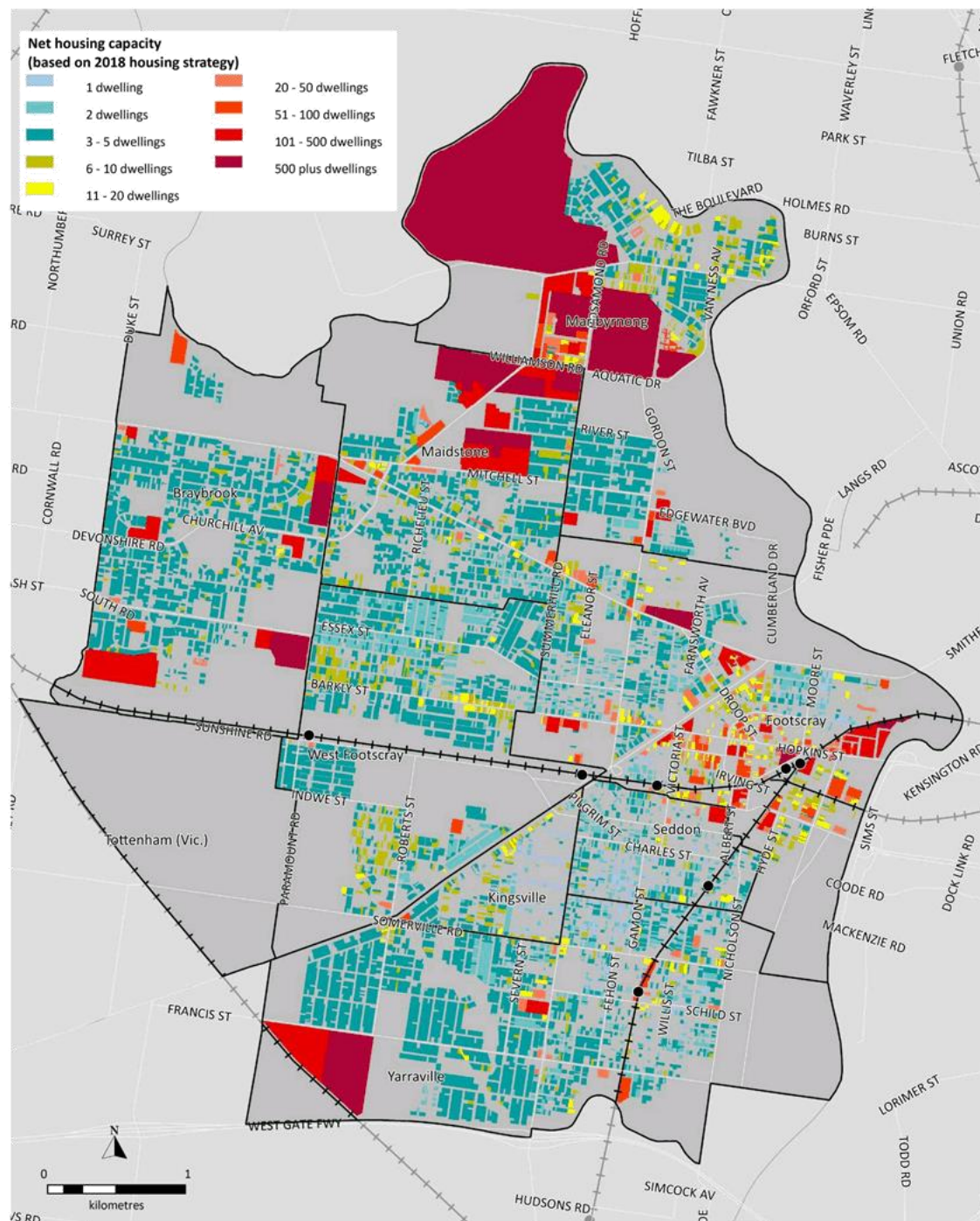
Change areas	A) Dwellings stock (at 2014)	B) Total dwelling capacity (untimed)	A-B) Net dwelling capacity (untimed)	Proportion of net dwelling capacity
Outside of change area	310	-	130	0%
Limited change area	5,000	8,900	3,910	5%
NRZ	4,965	8,810	3,850	5%
Local Centre	35	90	60	0%
Incremental change area	21,835	56,750	34,910	42%
GRZ	21,595	54,440	32,840	39%
Local Centre / Small Destination Centres	240	2,310	2,070	2%
Substantial change area	7,155	51,940	44,785	53%
Neighbourhood Centre	215	3,035	2,820	3%
Strategic Redevelopment Site	865	17,910	17,045	20%
Activity Centre	2,135	25,565	23,430	28%
Urban Corridors & Development Area	3,940	5,430	1,490	2%
Total	34,300	117,590	83,735	100%

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

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FIGURE 38: NET DWELLING CAPACITY AT 2014 BASED ON REVISED 2018 HOUSING STRATEGY



Source: SGS Economics and Planning, 2016

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Capacity distribution

Substantial change areas offer ample capacity to meet much of the housing growth anticipated for the City, as do incremental change areas. The revised Housing Strategy increases both the amount of land and the capacity of this land in substantial change areas, allowing for growth that will see some areas transform. There is sufficient (surplus) capacity within incremental areas to allow for more gradual change.

Table 29 summarises the revised dwelling capacity by suburb, and confirms the major concentrations of net dwelling capacity in Footscray and Maribyrnong, with some in Maidstone and Yarraville. The amount of net capacity taken up by new dwellings is notably lower for Maidstone and Maribyrnong than under the 2011 Strategy. Refer to Table 18 for take up under the 2011 Strategy.

TABLE 29: HOUSING DEMAND AND NET CAPACITY BASED ON REVISED 2018 HOUSING STRATEGY

Suburb	A) Dwelling demand from 2016 to 2031	B) Net capacity untimed	% capacity taken up by new dwellings at 2031
Braybrook	900	9,735	9%
Footscray	11,200	19,770	57%
Kingsville	100	1,250	8%
Maidstone	2,200	13,445	16%
Maribyrnong	2,700	18,130	15%
Seddon	200	1,815	11%
West Footscray	800	7,885	10%
Yarraville	2,300	11,720	20%
Total	20,500	83,740	24%

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: Census 2011, VIF Projections 2016. Results calibrated to .id forecast.

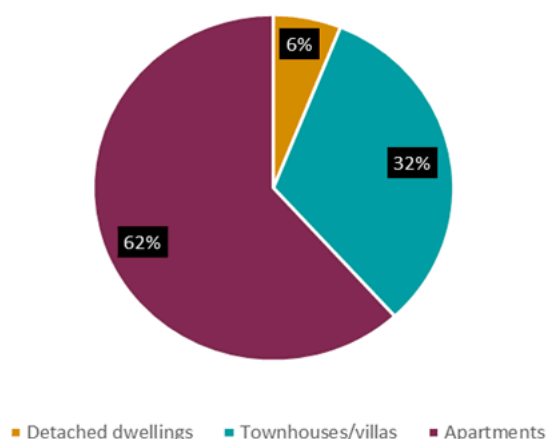
It is important to have greater capacity than demand. Significant capacity supports an efficient and diverse housing market, supports flexibility and diversity of housing types and housing affordability, minimises the impact of change and supports the local economy.

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Limited capacity for detached dwellings

Figure 39 shows the proportions of different housing types that will be taken up under the revised Housing Strategy.

FIGURE 39: HOUSING SUPPLY (TAKE UP) BY HOUSING TYPE 2016-31



Source: SGS Economics and Planning, 2018

The substantial net capacity for apartments (62% of all capacity) is concentrated in Footscray and to a lesser extent Maidstone and Maribyrnong. Capacity for townhouses and low-rise apartment developments is distributed across the City, with higher capacity in Maribyrnong and Yarraville.

Meeting demand in strategic redevelopment sites

The revised Housing Strategy realises more than 2,300 more detached dwellings than under the 2011 Strategy. This is largely associated with the anticipated form of development on the Maribyrnong Defence Site.

Table 30 shows the estimated net capacity for different housing types.

TABLE 30: NET CAPACITY BY HOUSING TYPES BASED ON REVISED 2018 HOUSING STRATEGY

Suburb	Detached dwellings	Townhouses/villas	Apartments	Total
Braybrook	210	3,940	5,585	9,735
Footscray	480	1,610	17,680	19,770
Kingsville	140	425	685	1,250
Maidstone	0	4,250	9,195	13,445
Maribyrnong	3060	7,360	7,710	18,130
Seddon	320	535	960	1,815
West Footscray	0	3,680	4,205	7,885
Yarraville	890	5,140	5,690	11,720
Total	5,100	26,940	51,710	83,750

Note that all numbers have been rounded to the nearest five. Rounding may create minor discrepancies when comparing values with other tables in the report or when summing individual values and comparing to totals.

Source: SGS Economics and Planning, 2018

APPENDICES

Appendix A – Policy Review

The Rental Affordability Index (RAI) is an easy to understand indicator of rental affordability applied to geographic areas across Australia. It is generally accepted that if housing costs exceed 30% of a low income household's²² gross income, then that household is experiencing housing stress. In the RAI, households who are paying 30% of income on rent have a score of 100, indicating that these households are at the critical threshold for housing stress. A score of 100 or less indicates that households would pay more than 30% of income to access a rental dwelling, meaning they are at risk of experiencing housing stress.

Minimum Open Space Requirements

The garden area requirement applies to all lots in the NRZ and GRZ that are greater than 400 square metres. It is a mandatory requirement that stipulates that a minimum percentage of a lot must be set aside for garden areas at ground level according to the table below.

TABLE 31: MINIMUM GARDEN AREA REQUIREMENT ON NRZ AND GRZ LAND

Lot size	Minimum percentage of a lot set aside as garden area
400 – 500 square metres	25%
501 – 650 square metres	30%
Above 650 square metres	35%

Source: DELWP (2017). Fact sheet – New minimum garden area requirement.

Garden area' is defined as follows in Clause 72 of the Victorian Planning Provisions:

'An uncovered outdoor area of a dwelling or residential building normally associated with a garden. It includes open entertaining areas, decks, lawns, garden beds, swimming pools, tennis courts and the like. It does not include a driveway, any area set aside for car parking, any building or roofed area and any area that has a dimension of less than 1 metre.'

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Appendix B – Detailed council profile

Age profile

In 2016, the city had a younger population than Greater Melbourne. That is, there were higher proportions of 'babies and pre-schoolers', 'young workforce' and 'parents and homebuilders' (representing 53% of the City's population compared to 43% of Greater Melbourne's population) and lower proportions of 'older workforce' and 'pre-retirees', 'empty nesters', 'retirees and seniors' and 'elderly aged' (representing 24% of the City's population compared to 31% of Greater Melbourne's population).

Since 2011, the most significant changes in proportions of people within different life cycle stages in the City of Maribyrnong were an increase in the proportion of 'Empty nesters and retirees' and the 'Young workforce', and a reduction in the proportion of 'Seniors', highlighting that the population in Maribyrnong is getting younger.

TABLE 32: AGE PROFILE, CITY OF MARIBYRNONG, GREATER MELBOURNE 2011-16

Typical life cycle stages (age groups)	City of Maribyrnong 2011		City of Maribyrnong 2016		City of Maribyrnong Growth 2011-2016	Greater Melbourne 2016
	Number	%	Number	%		
Babies and pre-schoolers (0-4)	5231	7.3%	5684	6.9%	-1.1%	6.4%
Primary Schoolers (5-11)	4911	6.9%	5660	6.9%	0.1%	8.5%
Secondary Schoolers (12-17)	3645	5.1%	3832	4.7%	-1.8%	6.7%
Tertiary education and young adults (18-24)	7781	10.9%	8931	10.9%	0.0%	10.0%
Young workforce (25-34)	15426	21.5%	19011	23.1%	1.4%	16.3%
Parents and Homebuilders (35-49)	17277	24.1%	19462	23.7%	-0.4%	21.1%
Older workforce and pre-retirees (50-59)	7550	10.5%	8586	10.4%	-0.2%	11.9%
Empty nesters and retirees (60-69)	4342	6.1%	5585	6.8%	2.3%	9.3%
Seniors (70-84)	4323	6.0%	4217	5.1%	-3.2%	7.7%
Elderly aged (85 and over)	1146	1.6%	1375	1.7%	0.9%	2.0%
Total population	71634	100%	82285	100%	0.0%	100%

Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

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Household composition

Between 2011 and 2016, 3,335 additional households were added to the City representing a 2.2% increase in households. The most notable increases in numerical terms were 'couples with no children' (949 households) 'lone person households' (910 households), 'couples with children' (902 households) and 'group households' (730). In terms of proportions of households 'group households' increased the most (up 3.9%) followed by 'other families' (0.9%) and couple family with no children' (0.6%). Most other household types decreased in proportion terms, with the most notable reduction being in 'other households' (-4.4%) and one parent families (-2.3%).

'Couples with children' (26%) and 'lone (single) person households' (25%) were the dominant household types in 2011. Demand for larger dwellings is likely to continue; however, diverse housing stock is required to cater for all family and household type.

TABLE 33: HOUSEHOLD TYPE BY DWELLING TYPE, CITY OR MARIBYRNONG 2011-16

Household type	City of Maribyrnong 2011		City of Maribyrnong 2016		Change in proportion of all households
	Number	%	Number	%	%
Couple family with no children	6,254	21.9%	7,203	22.6%	-0.7%
Couple family with children	7,449	26.1%	8,351	26.2%	-0.1%
One parent family	2,880	10.1%	2,861	9.0%	1.1%
Other family	572	2.0%	667	2.1%	-0.1%
Total families	17,155	60.1%	19,082	59.9%	0.2%
Lone person households	7,210	25.3%	8,120	25.5%	-0.2%
Group households	2,081	7.3%	2,811	8.8%	-1.5%
Other households	2,075	7.3%	1,848	5.8%	1.5%
Total	28,521	100.0%	31,856	100.0%	-0.7%

Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

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Socio-economic profile

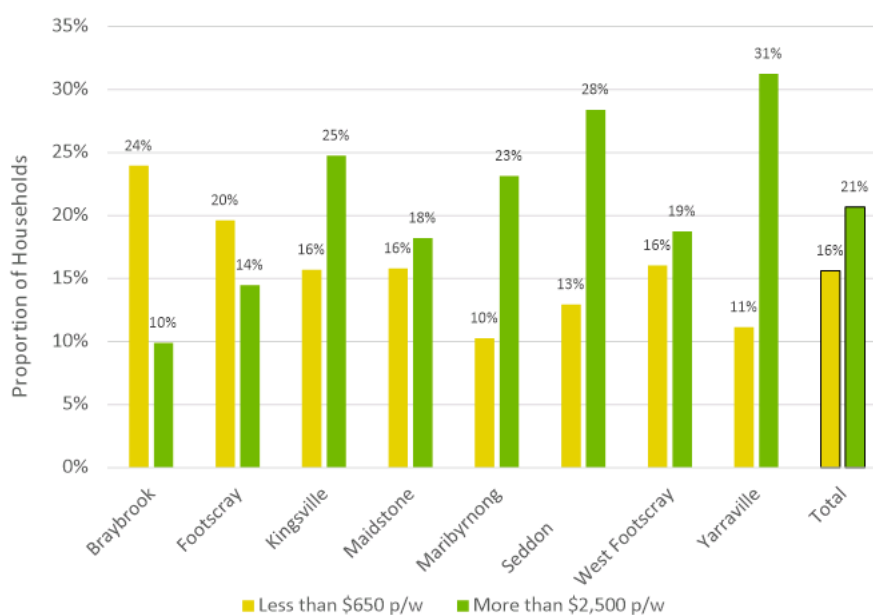
The City is undergoing change with some suburbs becoming increasingly gentrified. However, the City is ranked the fourth most disadvantaged municipality in metropolitan Melbourne, behind the Cities of Dandenong, Brimbank and Hume, according to the SEIFA Index²³. The SEIFA Index varies greatly across the City's different suburbs.

Between 2011 and 2016, households within the top income quartile increased throughout the City. In terms of numbers of households in the top income quartiles, Yarraville possessed the highest number, followed by Seddon, Kingsville and Maribyrnong. In terms of an increase in the proportions of households in the highest income quartile, Maidstone and Braybrook experienced the highest increases (of 58.3% and 53.4%, respectively).

The percentage of households in the lowest income quartile reduced marginally throughout the municipality, however, the most noticeable reductions were in Yarraville, Footscray and Braybrook.

In 2016, Braybrook, Footscray, Maidstone and West Footscray had a higher proportion of low income households (i.e. those earning less than \$600 per week) compared to the average for the municipality. In contrast, Yarraville, Seddon, Maribyrnong and Kingsville had higher proportions of households earning \$2,500 per week or more.

FIGURE 40: WEEKLY HOUSEHOLD INCOME BY SUBURB 2016



Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

²³ Australian Bureau of Statistics, Local Government Area (LGA) Index of Relative Socio-economic Disadvantage, 2011, Catalogue No. 2033.0.55.001

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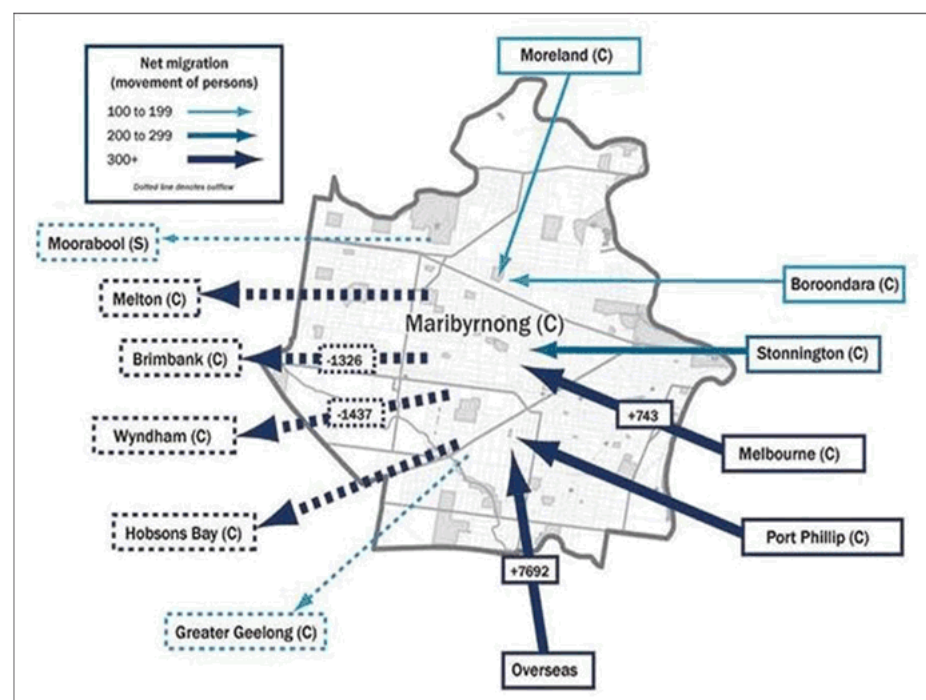
Local migration

Between 2006 and 2011, there were a number of east-west migration flows in and out of the City. Notable features include in-bound migration from overseas, particularly from Vietnam, India and China, and from the cities of Melbourne, Port Philip and Stonnington. Migration flows out of the City were in a westerly direction, particularly to the cities of Wyndham, Brimbank, Hobsons Bay and Melton.

In 2011, persons aged 18 to 24 years and 25 to 34 years (i.e. tertiary students and young adults) provided the highest net migration into the city.

Migration flows out of the City were predominantly by young families (persons aged 35-44 years and children aged 5-11 years).

FIGURE 41: MIGRATION FLOWS, CITY OF MARIBYRNONG 2006-11



Source: Australian Bureau of Statistics, Census of Population and Housing 2006-2011. Compiled by .id consulting, 2015

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Housing type

Table 34 shows the distribution of housing types for Maribyrnong and the Greater Melbourne.

TABLE 34: HOUSING TYPE 2016

Dwelling type	Maribyrnong 2006	Maribyrnong 2011	Maribyrnong 2016	Greater Melbourne 2016
Separate House	65.5%	60.4%	49.6%	66.1%
Semi Detached	29.2%	30.7%	24.1%	16.9%
Apartments/units	4.6%	8.2%	24.7%	16.1%

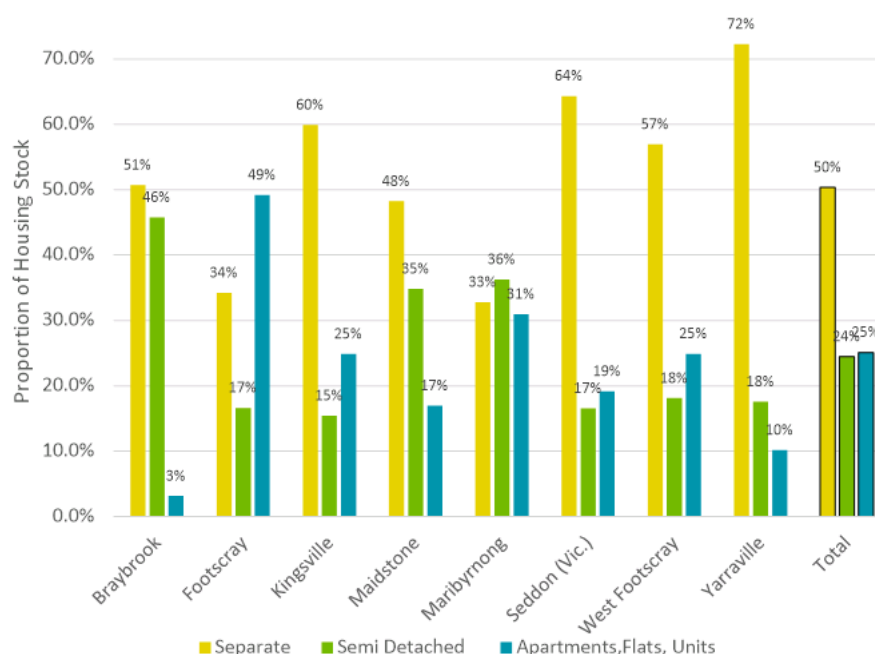
Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

The majority of Maribyrnong's housing comprises separate houses (49.6%), followed by apartments (24.7%), and semi-detached dwellings (24.1%). Since 2011, the proportion of semi-detached homes and apartments has increased while the proportion of separate houses has decreased. In 2016 the City of Maribyrnong had approximately 50% more semi-detached dwellings, 60% more apartments, and approximately 25% less separate houses, than Greater Melbourne.

All suburbs in the municipality have a variety of housing types, but the proportions vary between each suburb. Separate houses represented the highest proportion of dwellings in all suburbs across the municipality in 2011. Yarraville and Seddon had the highest proportion of separate houses, Braybrook had the highest proportion of semi-detached dwellings and Footscray had the highest proportion of apartments.

Figure 42 illustrates the dwelling types across Maribyrnong.

FIGURE 42: DWELLING TYPE ACROSS THE MUNICIPALITY 2016



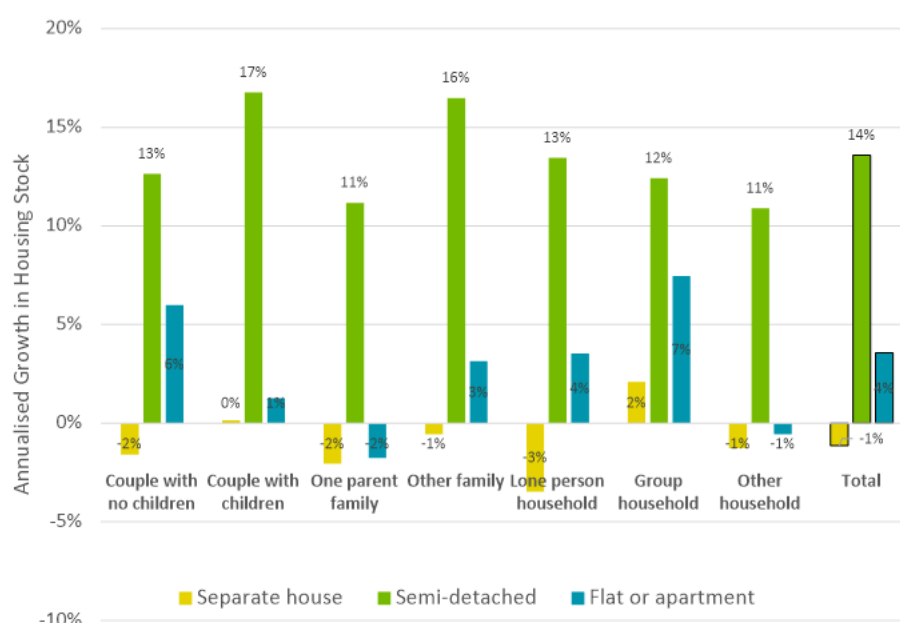
Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

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Household type by dwelling type

Between 2011 and 2016, a trend can be seen in a shift away from the traditional detached house towards medium and high density housing. This change in dwelling type was felt across all household types, most particularly for 'couples without children' and 'lone (single) person households'. There was also a significant reduction in the number of one parent families living in separate houses that did not shift to higher density dwellings within Maribyrnong, suggesting that around 100 one parent families have been priced out (or chosen to move) of the Maribyrnong market. This is illustrated in Figure 43.

FIGURE 43: CHANGE IN DWELLING BY HOUSEHOLD TYPE MARIBYRNONG 2016



Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

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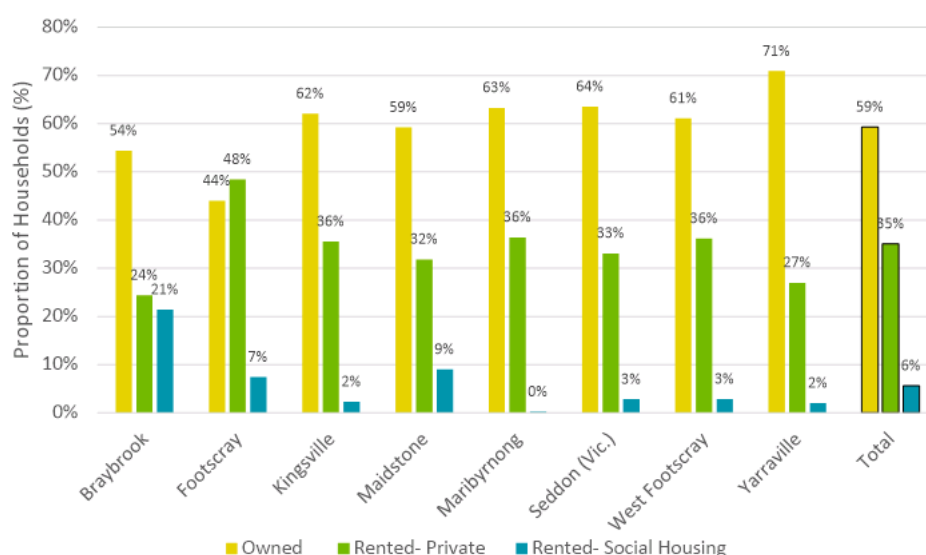
Housing tenure

As of 2016, 59% of dwellings were owned or being purchased, 35% were private rentals, and 6% were social housing. The proportion of dwellings that were owned or being purchased declined each period from 1996 to 2016, and the proportion of dwellings that were private rentals increased each period. The proportion of social housing dwellings declined between 2001 and 2016.

In 2016, the highest proportion of dwellings that were fully owned or being purchased was in Yarraville and Seddon.

Footscray, West Footscray, Maribyrnong and Kingsville had the highest proportion of private rentals, and Braybrook and Maidstone had the highest proportion of social housing in the City.

FIGURE 44: TENURE DIVERSITY BY SUBURB 2016



Source: Australian Bureau of Statistics, Census 2011 and 2016, Compiled by SGS, 2018

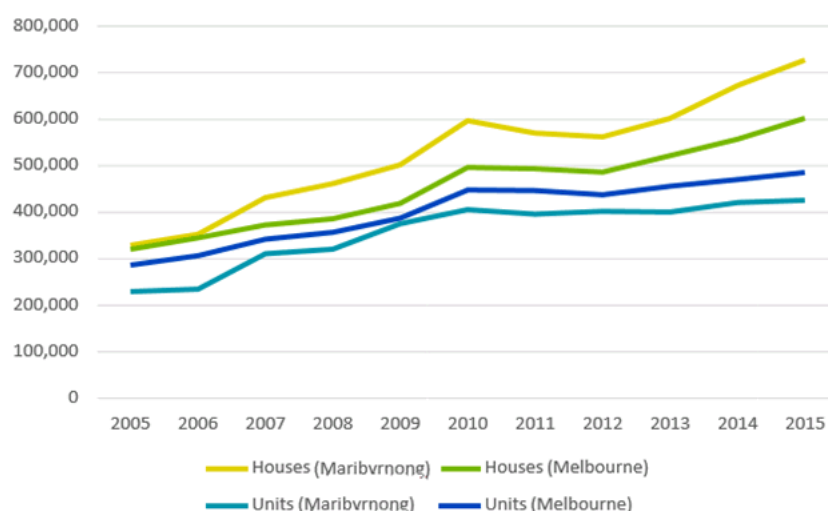
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Median house price

Over the past 10 years the median property price for houses, units, and vacant residential allotments) in Maribyrnong City increased at a higher rate annually than the metropolitan Melbourne average. Houses experienced the largest average annual growth (11.2%) in median price in the municipality during this time. In September 2015, the median property price for a house in Maribyrnong was 17% higher (at \$725,000), than the median house price (\$600,000) for metropolitan Melbourne.

In 2015, the median price for houses and vacant blocks was higher in the Maribyrnong LGA than metropolitan Melbourne, and the median price for apartments and units was lower. Between 2005-2015 median house prices in Maribyrnong increased on average 8.5% per year, apartments or units increased by 6.8% and 9% for vacant lots (see Figure 45 and Table 35). The growth rate for all three types was higher in Maribyrnong than the average for metropolitan Melbourne.

FIGURE 45: MEDIAN PRICES 2005-15



Source: A Guide to Property Values, 2015

Table 35 shows an average growth of 8.5% for houses, 6.8% for apartments or units, and 9% for vacant blocks in Maribyrnong City.

In 2016, the highest median house prices in the City were in Maribyrnong and Yarraville, and the lowest were in Maidstone and Braybrook.

Whilst having a lower median price, Greater Melbourne had a much wider spread of prices than the City of Maribyrnong, as shown by the table of quartiles below. Within Maribyrnong, the suburbs of Braybrook and Seddon had the narrowest spread of prices, and Kingsville and Maribyrnong had the widest. (See Table 36).

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TABLE 35: MEDIAN PROPERTY PRICE – CITY OR MARIBYRNONG 2005-2015

Year	Houses (Maribyrnong)	Houses (Melbourne)	Units (Maribyrnong)	Units (Melbourne)	Vacant (Maribyrnong)	Vacant (Melbourne)
2005	327,500	320,000	229,000	285,000	190,000	137,000
2006	351,500	344,000	234,000	305,000	180,750	139,000
2007	430,000	372,000	310,000	340,000	375,000	144,000
2008	459,950	385,000	320,000	355,002	238,000	152,000
2009	500,000	418,000	375,000	385,000	160,000	166,000
2010	595,000	495,000	405,000	445,000	190,000	190,000
2011	568,000	492,000	395,000	443,750	354,950	212,000
2011	568,000	492,000	395,000	443,750	354,950	210,000
Average growth	8.5%	6.6%	6.8%	5.5%	9%	208,000

Source: A Guide to Property Values, 2015 (data vic.gov.au)

TABLE 36: DISTRIBUTION PRICES BY SUBURB

Suburb	First Quartile	Median	Fourth Quartile
Braybrook	\$517,250	\$565,000	\$623,000
Footscray	\$645,000	\$780,000	\$867,000
Kingsville	\$720,625	\$822,500	\$922,750
Maidstone	\$599,500	\$685,500	\$784,750
Maribyrnong	\$787,500	\$905,000	\$1,065,000
Seddon	\$772,000	\$830,000	\$901,000
West Footscray	\$651,500	\$745,000	\$873,500
Yarraville	\$748,750	\$831,500	\$965,000
City of Maribyrnong	\$610,968	\$690,666	\$766,891
Greater Melbourne	\$424,802	\$582,067	\$863,876

Source: Maribyrnong City Council, 2016, Background Data Paper/Real Estate Institute of Victoria, reiv.com.au/property- data/median-prices

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Housing Growth

TABLE 37: DISTRIBUTION OF NEW DWELLINGS, BY SUBURB 2005-14

Suburb	% of total land area	Number of dwellings (2014)	Number of new dwellings (2005-2014)	% of new dwellings
Braybrook	15%	3,306	601	9%
Footscray	17%	7,101	1851	27%
Kingsville	2%	1,804	112	2%
Maidstone	11%	3,636	1179	17%
Maribyrnong	19%	4,932	1740	26%
Seddon	3%	2,367	224	3%
West Footscray	13%	4,893	566	8%
Yarraville	19%	6,265	523	8%
Total	100%	34,304	6796	100%

TABLE 38: TYPES OF NEW DWELLINGS

	Existing dwellings (2014)	Proportion of all existing dwellings	New Dwellings (constructed 2005-14)	Proportion of new dwellings
Detached dwelling	17,090	50%	2458	31%
Townhouse/villa	7,450	22%	3295	42%
Apartment	9,760	28%	2160	27%
Total dwellings	34,300	100%	7913	100%

Source: Housing Development Data, DELWP, 2014

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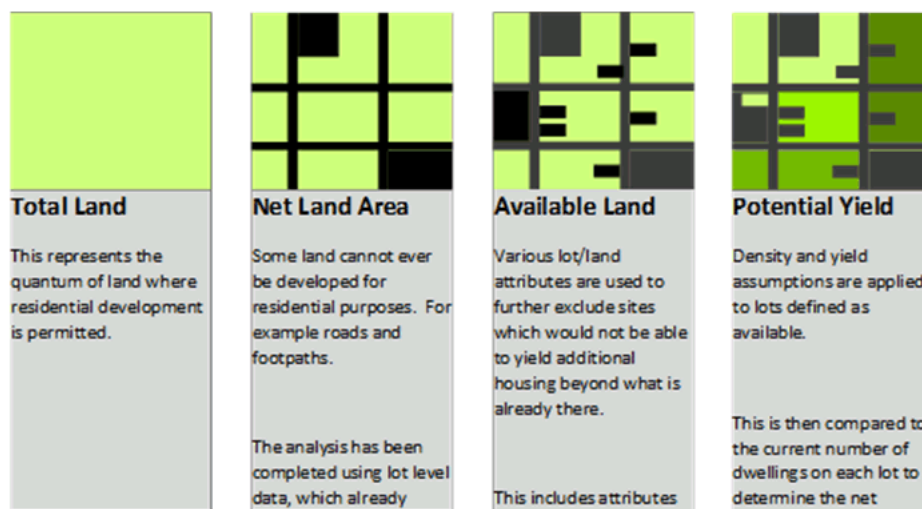
Appendix C – Housing capacity

This appendix provides a summary of the methodology and assumptions used in identifying the additional dwelling capacity in Maribyrnong on land which is available and where residential development is permitted. It also identifies the assumptions used to drive the analysis of the existing housing strategy and the revised housing strategy.

When reviewing these results a number of definitions should be considered, which are illustrated in Figure 46. Available land assumptions are summarised in Table 39.

- **Total land** refers to all land, road areas, lots and pathways on land where residential development is permitted
- **Available land** is derived after all constraints have been considered, and excludes all non-developable areas based on a defined set of assumptions
- **Lots** may have no dwellings (i.e. vacant or non-residential), one dwelling or multiple dwellings (i.e. apartments). A lot does not directly translate to rateable properties
- **Total dwellings** refer to all housing stock within each zone as of 2014. This existing housing may be on available or unavailable land
- **Net dwelling** capacity refers to the potential yield on available land (i.e. after all constraints are considered) minus existing dwellings. This is a definition of capacity which does not consider economic or technical feasibility of redevelopment or whether landowners are willing/able to develop their site. Typically, only a small portion of net dwelling capacity is likely to be realised in any one year.

FIGURE 46: APPROACH OVERVIEW



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TABLE 39: SUMMARY OF AVAILABLE LAND ASSUMPTIONS

Criteria	Data Source	Method	Comment
a) Strata	Council property GIS layer	Title type = Strata	Locations where there are multiple property owners (i.e. strata title) or where the original subdivision pattern has been further subdivided (i.e. shared lots) are likely to significantly limit the development potential of these sites.
b) 'Shared' lots	Council property GIS layer	SGS audit of driveways/shared private areas	
c) Heritage	HO – Individually significant heritage sites	Lot size < 1,000 sqm	There are important heritage aspects that the community and council seek to preserve across the municipality.
d) Infrastructure	Council community services layer	All facilities* (Categories include: education, maternal and child health care, child care and aged care)	These sites, located on both residential and commercial land, serve as community infrastructure for the public.
e) Small lots	HDD (2015-2014) housing stock GIS layer	lot size < 300 sqm	Given small lots also have limited development potential, lots less than 300 square metres were identified for exclusion.
f) Recent development	Council property GIS layer HDD (2005-2014) projects GIS layer 2015 UDP – Major Redevelopment Site	Built year > 2000 Total project yield > 0 Development status = Completed**	Buildings that were recently completed are unlikely to be redeveloped again.
g) Strategic Employment Areas	Council planning scheme and GIS layer		The Maribyrnong Employment and Industrial Development Study identified a number of strategic employment areas for investigation. Those currently under review are considered unavailable.

*A visual review and consultation with Council was also undertaken to refine results

**UDP status was reviewed against actual dwellings counts to ensure alignment between the HDD and 2015 UDP datasets

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Potential yield assumptions

An analysis of housing capacity was conducted based on the existing housing strategy, as well as on the proposed housing strategy, which entailed a number of strategic rezoning decisions for specific sites and precincts. The assumptions for the housing capacity for zones that allow for residential development are detailed in Table 40. These assumptions apply to both the existing housing strategy capacity analysis and the proposed housing strategy capacity analysis.

Table 40 summarises the framework plans, structure plans and specific sites that were incorporated into the housing capacity analysis. The column on the far right identifies whether the site is to be considered available for redevelopment under the previous strategy, and or under the proposed strategy

TABLE 40: SUMMARY OF POTENTIAL YIELD ASSUMPTIONS FOR CURRENT PLANNING ZONES

Residential Zones	Land Area – Ha* and % of land	Assumed density	Housing outcomes encouraged within the zone
Neighbourhood Residential Zone (NRZ1)	216 Ha (15.7%)	2 storey height limit. Assumed density of 60 dwellings per hectare	Supports minimal change and protection of neighbourhood character. Limits development to 9 metres in height/ maximum of two storeys.
General Residential Zone (GRZ1)	1151 Ha (83.4%)	80 dwellings per hectare.	Supports a variety of housing types including some medium density housing, while maintaining neighbourhood character. Provides a discretionary 3 storey height limit (10.5m), however individual schedules will override this.
Residential Growth Zone (RGZ1)	12 Ha (0.9%)	150 dwellings per hectare	Encourages housing growth and a mix of medium to higher density housing in appropriate locations. Provides a 13.5 metres discretionary height limit. Recent changes to planning zones do not effect residential growth zones.
Other planning scheme zones	Land Area – Ha*		Other planning scheme zones
Mixed Use Zone (MUZ)	41 Ha (14.8%)	200 dwellings per hectare	Encourages high density residential development whilst recognizing that the zone also allows for mixed- use / commercial activities. Recent changes to planning zones do not effect residential growth zones.
Activity Centre Zone (ACZ)	106 Ha (38.3%)	200 dwellings per hectare	Encourages higher density housing at the upper levels above commercial uses in the Footscray Metropolitan Activity Centre. Recent changes to planning zones do not effect residential growth zones.
Commercial 1 Zone (C1Z)	62 Ha (22.4%)	200 dwellings per hectare	Encourages increased housing density and diversity at the upper levels above commercial uses. Recent changes to planning zones do not effect residential growth zones.
Comprehensive Development Zones (CDZ1, CDZ2 and CDZ3)	68 Ha (24.5%)	60 dwellings per hectare	Encourages a variety of residential densities and housing types whilst recognizing that the zone also allows for mixed-use / commercial activities. Recent changes to planning zones do not effect residential growth zones.
Open Space requirement for General Residential Zone and Neighbourhood Residential Zone		10% discount on yield for sites between 650 and 1000 square metres.	Is a mandatory requirement that stipulates that a minimum percentage of a lot must be set aside for garden areas. (see Appendix A: policy review) After consulting with statutory planners, urban designers and architects, the impact of this on yield was considered to be minimal: Only lots between 650 and 1000 square metres would be affected.

Source: SGS Economics and Planning, 2018

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TABLE 41: SUMMARY OF POTENTIAL YIELDS ASSUMPTIONS FOR STRUCTURE PLANS

Site / strategic area	Action	Comment	Include in before?
Footscray Structure Plan	All sites considered available unless standard land unavailability conditions apply.	Height limits and land uses specified in the Structure Plan were used to calculate density and housing capacity.	Yes – appropriately zoned for redevelopment
Maidstone Hampstead Road East Framework Plan area	All sites considered available with development capacity according to the Framework Plan.	Scenario 2 was applied, the preferred option in the document.	No – land not rezoned
Highpoint Planning and Urban Design Framework	All sites considered available and rezoned according to the Framework Plan	Height limits and land uses specified in the Structure Plan were used to calculate density and housing capacity.	Yes. Ensure area covered is consistent with planning scheme amendment
Defence Site	Site considered for residential redevelopment based on rezoning	Requires cooperation with Federal Government. 6000 dwellings assumed.	No – land not rezoned
Council car park at the rear of Footscray Hospital	Only included in after capacity	Council proposes exploring rezoning opportunities for this site Our model uses 150du/ha for Mixed Use and Commercial zones and this will be applied in the 'after' model.	Only included in after capacity
Substantial Change areas: Strategic development sites	All land under substantial change areas considered available unless zoning is prohibitive and there are no policies in place that indicate rezoning, or if the site has been recently redeveloped. Exclusions: these sites are considered unavailable <ul style="list-style-type: none"> i. The VU Site at 70-100 Ballarat Road ii. Australia Post Site at 29 Hampstead Road- already constructed and occupied iii. Anglers Tavern area- development would contradict a DDO in place iv. Coles Supermarket, Williamstown Rd v. Corpus Christi School vi. Part of Edgewater shopping centre vii. Mullenger Rd site (topography limitation) Site specific adjustments based on recent construction <ul style="list-style-type: none"> viii. Ashley St ref email 1/11/16 	Other conditions for availability will not apply, including Strata title and small lots due to the possibility of site amalgamation in a strategic site. Densities outlined in the Maribyrnong capacity assessment prepared by council lists capacity of these sites at densities up to almost 600 du/ha. Our model uses 200du/ha Mixed Use and Commercial zones. Disclaimer: all strategic development sites outside of the highpoint Planning and urban design framework and the Maidstone Hampstead Road East Framework Plan will require rezoning and will also be subject to separate planning scheme amendments, these will need to be instigated by the private property owners.	No: Exclusions apply across 'before' and 'after'; site specific adjustments for Ashley St (which will apply to before and after)
Sites covered by an EPA buffer:	EPA buffers exist for: <ul style="list-style-type: none"> i. 300m buffer from the Goodman Fielder site, Roberts Street, West Footscray. ii. 500m buffer from the Wattyl Paints site, Graingers Road, West Footscray. iii. 500m buffer from the Peerless Site, Evans Street, Braybrook. iv. Buffer for Mobil Terminal in Yarraville v. Tottenham Major Hazards Facility 	Council feedback: Planning provisions regarding residential development outcomes in the EPA buffer areas could be applied to Stage 3 planning provision component of report. Disclaimer: any residential development within the affected areas are subject to consultation with the EPA and any relevant statutory authorities.	

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TABLE 42: HOUSING TAKE UP DEVELOPMENTS PER YEAR 2016-2031

Suburb	A) Detached dwelling take up	B) Townhouse/ Villa	Apartment take up	Total take up
Braybrook	2	43	19	64
Footscray	7	88	577	672
Kingsville	1	5	8	14
Maidstone	2	122	35	159
Maribyrnong	8	105	90	203
Seddon	1	9	9	19
West Footscray	1	57	24	82
Yarraville	5	98	49	152
City of Maribyrnong	27	527	811	1,365

Source: SGS Economics and Planning, 2018

TABLE 43: APPROPRIATE ZONES FOR CHANGE AREAS

Limited	Incremental	Substantial
NRZ1	GRZ1	C1Z
IN1Z	C1Z	C2Z
MUZ	MUZ	MUZ
-		RGZ
		CDZ
-		ACZ1
-		CA
-		SUZ

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Appendix D – What do different densities look like?

FIGURE 47: UP TO 30 DWELLINGS PER HECTARE – 2 STOREY EXAMPLE



FIGURE 48: 30 DWELLINGS PER HECTARE – 2 STOREY EXAMPLE



FIGURE 49: 35 DWELLINGS PER HECTARE – 2 STOREY EXAMPLE



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FIGURE 50: 40 DWELLINGS PER HECTARE – 2 STOREY EXAMPLE



FIGURE 51: 50 DWELLINGS PER HECTARE – 1 STOREY EXAMPLE



FIGURE 52: 55 DWELLINGS PER HECTARE – 2 STOREY EXAMPLE



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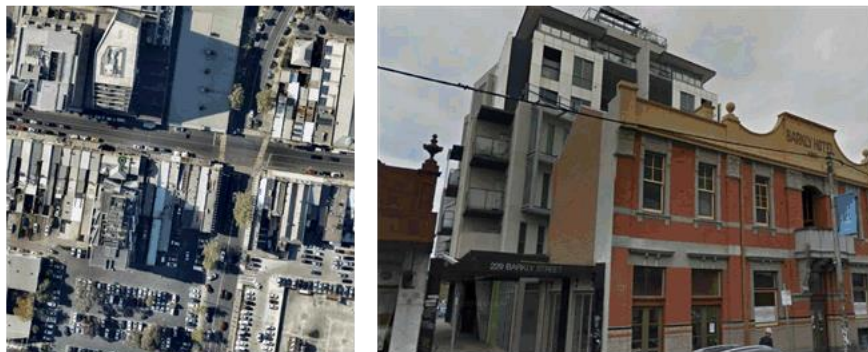
FIGURE 53: 120 DWELLINGS PER HECTARE – 3 STOREY EXAMPLE



FIGURE 54: 325 DWELLINGS PER HECTARE – 4 STOREY EXAMPLE



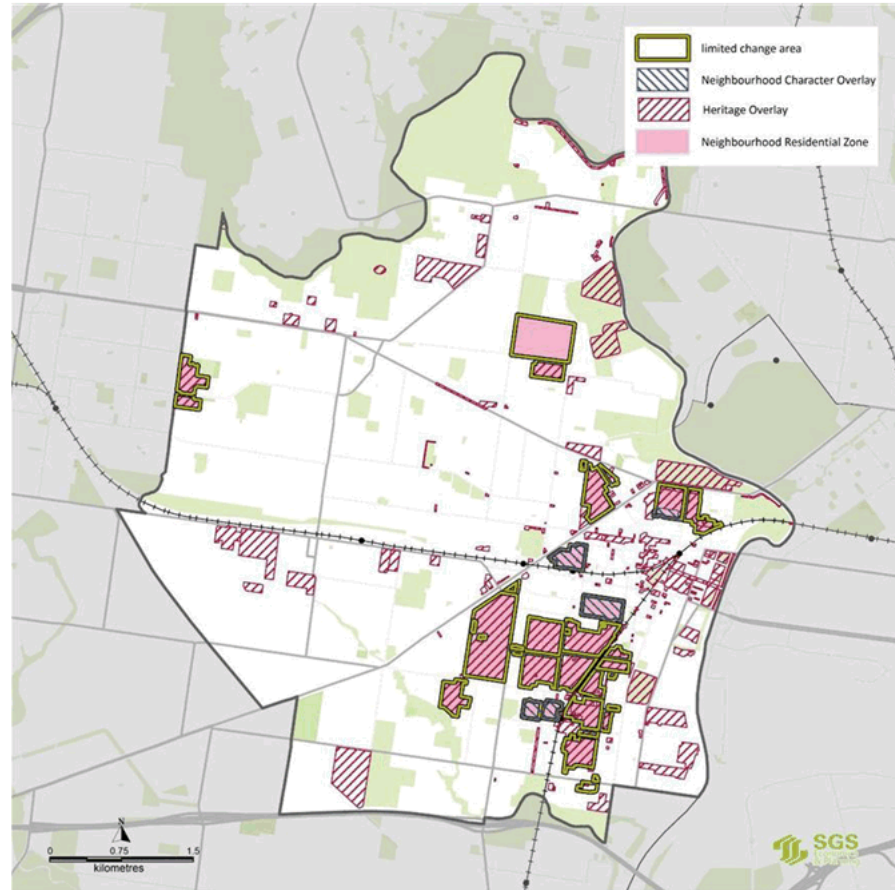
FIGURE 55: 540 DWELLINGS PER HECTARE – 8-9 STOREY EXAMPLE



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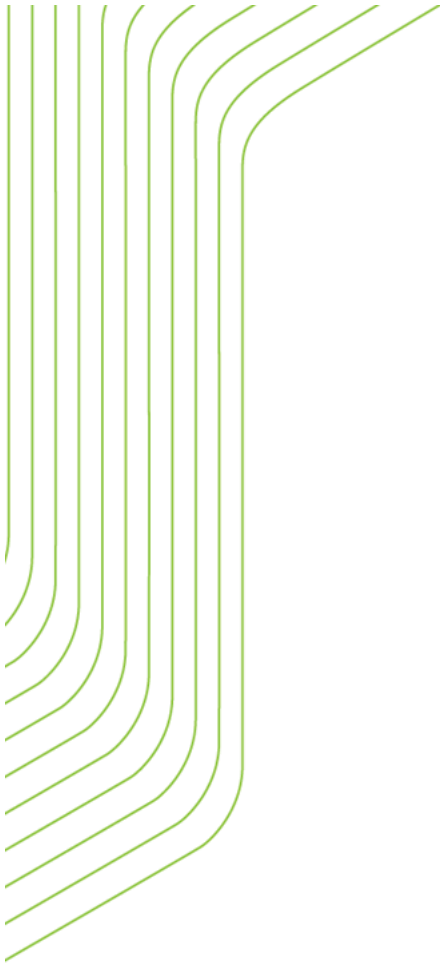
Appendix E – Areas covered by Neighbourhood Character Overlay and Heritage Overlays

FIGURE 56: AREAS COVERED BY NEIGHBOURHOOD CHARACTER OVERLAYS AND HERITAGE OVERLAYS



Source: SGS Economics and Planning 2017

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Agenda Item 6.3**CENTRAL WEST MAJOR ACTIVITY CENTRE STRUCTURE PLAN UPDATE**

Director: Nigel Higgins
Director Planning Services

Author: Virginia Howe
Acting Manager City Futures

PURPOSE

To provide an update on preparation of the Central West Major Activity Centre Structure Plan.

ISSUES SUMMARY

- The Central West Activity Centre (Braybrook) has undergone major change and requires new strategic policy (a Structure Plan) to guide the future economic role and planning direction for the centre.
- Victorian Government's planning policy (Plan Melbourne 2017-2050) identifies Central West as a Major Activity Centre (MAC). MACs are locations that provide a suburban focal point for services, employment, housing, public transport and social interaction. Every centre has different attributes and provide different functions for its community.
- Council's current strategic land use policy, *Central West Major Activity Centre Structure Plan 2008* is outdated. The *Maribyrnong Economic and Industrial Development Strategy* (MEIDS) 2011 also identifies the need for further investigations to determine the employment role for the Braybrook Industrial Precinct (which forms part of Central West MAC).
- Background analysis has been undertaken on land uses, activities, business conditions, employment, urban design, infrastructure, access and active transport in the area.
- Extensive community engagement was also conducted from February to April 2020 and 160 submissions were received. Key community findings were the desire for more food and drink services, more street trees, improvements to the bike network, and a better pedestrian link with the Tottenham Railway Station.
- A further report is anticipated to Council on the draft Structure Plan and Issues and Opportunities Report in September 2020.

ATTACHMENTS

1. Maribyrnong Economic and Industrial Development Strategy Precinct Designation Map [↓](#)
2. Survey Engagement Report [↓](#)

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OFFICER RECOMMENDATION

That the City Development Special Committee:

- 1. Note the community engagement findings (Attachment 2) and emerging issues and opportunities to inform the preparation of the Central West Structure Plan.**
 - 2. Receives a further report on the draft Central West Structure Plan and Issues and Opportunities Report.**
-

Agenda Item 6.3**BACKGROUND**

Central West Activity Centre (Braybrook) is our City's third largest commercial centre after Footscray and Highpoint, and is located only ten kilometers from the Melbourne CBD. The area has been classified in *Plan Melbourne 2017-2050* and Maribyrnong Planning Scheme as a Major Activity Centre (MAC).

MACs are locations that provide a suburban focal point for services, employment, housing, public transport and social interaction. Central West MAC is made up of three distinct precincts - Braybrook Industrial Precinct, Central West Retail Plaza (Shopping Centre) and the Central West Business Park (Figure 1).



Figure 1. Location of Central West Major Activity Centre

State Planning Policy directs that MACs must be guided by a structure planning process, which is a tool that establishes a long-term vision for an area. A Structure Plan is a “blueprint” for the future that provides guidance on land use, urban design, open space, infrastructure and transport.

Agenda Item 6.3**Central West Major Activity Structure Plan (2008)**

The *Central West Major Activity Centre Structure Plan* 2008 is the overarching strategic policy for the centre and requires updating to consider changes in State policy (Plan Melbourne 2017-2050), economic conditions, demographics and community aspirations.

Since the 2008 Structure Plan, Council has prepared new strategic policy that needs to be taken into consideration in preparing the new Structure Plan (including the Open Space Strategy 2014, Housing Strategy 2018, MEIDS 2011, Urban Forest Strategy 2018, Street Planting Strategy 2013 and Bicycle Strategy 2020-30).

Maribyrnong Economic and Industrial Development Strategy (2011)

Council's *Maribyrnong Economic and Industrial Development Strategy* (2011) (MEIDS) is the overarching strategic policy guiding economic growth and development in the City. A key objective is to protect and maximise employment opportunities, while balancing the need to facilitate residential growth.

The policy recognises that not all industrial land may be viable for employment activity into the future, which may necessitate land use changes. It examined the economic performance and employment potential of 10 key precincts across the City and established a structure to guide detailed investigation for each precinct. Precincts that were found to be highly suitable for employment and functioned efficiently were classified as Core Employment Areas, while those that were underutilised or have other limitations were classified as Strategic Employment Investigation Areas (SEIA).

The Braybrook Industrial Precinct located within the Central West Activity Centre boundary is designated as a SEIA (Precinct 4.2 in Attachment 1). The SEIA classification defines the precinct as suitable for employment, but requires further strategic planning to determine if it should be retained and intensified for employment use, or transitioned to a different role. The preparation of a new Central West Structure Plan and will help to determine the future role of Braybrook Industrial Precinct.

Maribyrnong Housing Strategy (2018)

The Maribyrnong Housing Strategy identifies Central West MAC (Retail Plaza) as a location suitable to accommodate housing growth and change. The Strategy was endorsed by Council (June 2018) for the purpose of public consultation and to inform the basis of a Planning Scheme Amendment (Amendment C154). Feedback from the State Government sought further strategic work be undertaken near Tottenham Station. This is particularly the case for the row of retail shops opposite the Station (Tottenham Local Activity Centre). The local centre is close to Central West MAC, but operates separately due to the physical barrier created by the railway tracks and Sunshine Road.

DISCUSSION/KEY ISSUES**1. Central West MAC Structure Plan project**

The aim of this project is to develop a long-term 20 year vision and planning direction for the Central West Activity Centre that is informed by engagement with businesses and the community. The Structure Plan will provide clear strategic direction and

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guidance on the future land use and economic development, and identify critical infrastructure and public realm improvements to enhance the liveability and amenity in the area.

The project is achieved by carrying out the following key actions:

- Investigate the activity centre's current land uses, demography, urban design, infrastructure and transport and access characteristics.
- Analyse the centre's economic performance, employment level and potential for future employment growth.
- Engage key stakeholders and the community to understand their views on key issues.
- Determine a vision and supporting objectives.
- Devise strategies and recommendations on land use, economic development, urban design, accessibility, integrated transport and environmental sustainability.
- Recommend changes to the boundaries of the activity centre, if required.
- Prepare a Structure Plan with a statement of vision and objectives, a framework plan and an implementation program.
- Make recommendations to Council for a Planning Scheme Amendment to implement the Structure Plan.
- Identify how the Structure Plan will be monitored and reviewed.

The project is conducted over 5 phases which are comprised of the following milestones:

Phase 1: Project planning and establishment (January-February 2020) - Complete

Phase 2: Project visioning and existing conditions survey (March-April) - Complete

Phase 3: Issues and Opportunities Report (May-June) – In progress

Phase 4: Draft Structure Plan and consultation (July-October)

Phase 5: Structure Plan and Planning Scheme controls (November-December 2020)

Phases 2 and 4 include detailed community engagement. Phase 2 has recently been completed, which included existing conditions research and analysis and community engagement.

2. Community Consultation

A six week engagement process was undertaken from February to April 2020. The engagement sought to obtain feedback from people who know the centre best (local traders, businesses, workers, residents and other stakeholders) to find out what should be retained, improved or changed.

The feedback received will inform subsequent phases of the project leading up to the preparation of a draft Structure Plan. For more information about the survey results, refer to Attachment 2.

An online survey was carried out to seek the community's views on key features and characteristics of the activity centre and their overarching vision for the future. A total of 160 responses were received, and a summary is presented in Table 1.

Agenda Item 6.3**Table 1. Summary of findings of the Community Survey**

What people liked about the activity centre
<ul style="list-style-type: none"> • A significant number of respondents expressed they liked the variety of food retailers found at the activity centre. • Respondents liked the good variety of retail shops and plenty of free parking available. • Some respondents also liked the activity centre's location being close to their homes. • Conversely, very few respondents liked the activity centre for public realm and amenity reasons such as its trees and footpaths, suggesting that these are areas that need improvement.
What people thought should be improved
<ul style="list-style-type: none"> • Respondents felt strongly about having more food and beverage retailers (restaurants and cafes) at the activity centre. • More general retail, such as departmental stores, grocery shops, electronic stores were also welcomed. • Many respondents wanted more arts and recreational services such as gyms, sports and family friendly amusement centres. • "Planting more trees" was the most popular choice among suggested improvements to the activity centre. • "Improving pedestrian improvements to the Tottenham Station" and the "Improving the bicycle network" were also highly valued by a majority of respondents. • Most respondents did not consider hiding car parking and loading areas from view of the main roads to be very important.
The vision for the future
<ul style="list-style-type: none"> • The vast majority of the respondents supported all or most parts of Council's vision statement that was in the 2008 Structure Plan. However, a quarter of respondents did not support at all or most parts of the statement. This suggested that while generally responsive to community aspirations, the previous vision statement needs to be improved and revised. • When asked how they imagined Central West 20 years from now, most respondents imagined a vibrant, multi-use activity centre that brings people together, with lots of greenery and is well connected to the train station. • Although the open-ended question received many different responses, they can be generally grouped into 4 themes: <ul style="list-style-type: none"> – A vibrant and multi-purpose centre – More shop and food retailers – Environmentally friendly – A place to meet.

Business interviews were carried out in early March to gain an understanding on their current business operations and future plans. A summary of findings is outlined in Table 2.

Agenda Item 6.3**Table 2. Summary of findings of the Business Interviews**

Advantages of Central West
<ul style="list-style-type: none"> Many of the precinct's proprietors live in Braybrook. The activity centre's convenience and proximity to home was stated as an advantage of the precinct. A number of respondents cited access to public transport and services and easy access to Melbourne as a major advantage. This was seen as an advantage for staff, clients and customers. Social service providers at the Braybrook Industrial Precinct praised the centrality of the location as a significant advantage for their clients, many of whom live in the surrounding suburbs.
Customer base
<ul style="list-style-type: none"> While supermarkets, restaurants and cafes mostly served a local clientele, other businesses have clients and customers dispersed throughout Melbourne. Many enterprises market their goods and services via online platforms and customers are drawn to their showrooms and shops via initial online engagement. These businesses did not perceive the structure and amenity of the activity centre to be a key influence on their success. A growing number of therapeutic and fitness-based businesses is indicative of market response to a young and relatively affluent cohort.
Motivations for locating in Central West
<ul style="list-style-type: none"> Nearly all of the respondents have been located in the area for 7+ years and owner occupiers have owned and operated their premises for more than 10+ years. The availability of large self-contained floor space was a major drawcard for a respondent that had recently moved to the area. They suggested that the quality, cost and location of the floor space was very commercially competitive. No respondent reported that being in the area was mission-critical to their corporate identity. At the same time, no respondent was negative or emotive about any issues in the area.
Other observations
<ul style="list-style-type: none"> There is limited foot traffic in the industrial precinct, and most enterprises operating there are not locally focused. The activity centre's accessibility by road is a major attractor, along with the availability of competitive priced floor space. There is a large number of social enterprises and educational centres fronting Ashley Street and South Road in the industrial precinct.

Online workshops and feedback with relevant government stakeholders and service providers was undertaken in late March to early April 2020. Below is a summary of their feedback:

- Any change should be consistent with State policy to maximise and enhance opportunities for employment.
- Need to address traffic and capacity impacts should there be intensified development.

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- Potential for increased development near the Tottenham Station to support Plan Melbourne's policy on transit-oriented development.
- Central West is located midway between Sunshine and Footscray which are State Priority Precincts.
- Protected bike lanes or off street routes are preferred over on-street ones.
- The role and function of Sunshine Road is likely remain the same into the future.
- Investigate expanding the activity centre boundary to incorporate the Tottenham Station.
- Improve environmental outcomes (contamination, noise, odour, and risk of pollution).
- Some areas may require additional stormwater treatment work.
- Sufficient electrical infrastructure to service the existing uses.

3. Emerging Issues and Opportunities

Based on background analysis and community engagement, the following emerging issues and opportunities have been identified for Central West and its immediate surrounds.

Table 3. Emerging Issues and Opportunities

Issue	Opportunity
Land use and economic development	
There are a number of vacant lots and unoccupied facilities at the Braybrook Industrial Precinct.	Explore options to intensify employment use on vacant land and unoccupied facilities.
Residential neighbourhoods adjacent to Braybrook Industrial Precinct limit the intensity of industrial activity that could take place.	Explore options to transition industrial use into commercial, office and recreational uses.
The eastern part of the Braybrook Industrial Precinct is characterised by relatively small lots under different ownership.	Develop business attraction strategies aimed at small businesses and entrepreneurs who may prefer smaller premises.
There is little public open space in the activity centre and its immediate surrounds.	Investigate the option to develop a public open space along the rail corridor.
Movement and accessibility	
There is no bus route that directly connects to the Tottenham Station.	Liaise with public transport authorities to integrate bus and train services.
There is no pedestrian crossing along South Road between Ashley and Melon streets.	Investigate the option to install a pedestrian crossing to improve pedestrian access to the Shopping Centre.
The Ashley Street underpass linking the Tottenham Station and the activity centre is unattractive and feels unsafe to pedestrians.	Liaise with State Government to improve the amenity and safety of the Ashley Street underpass.
There is no continuous bike path from	Explore options to implement a

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Tottenham Station along Ashley Street that serves the entire activity centre.	continuous off-road bike path along Ashley Street up to Hampden Street.
There is no through access at the business park.	Explore new north-south connections and improve accessibility in and around the business park.
Character and identity	
Improve Central West as a destination as “a place to meet” in the future.	Use urban design to enhance Central West’s identity as a destination and meeting place.
There is a lack of trees in the activity centre.	Explore landscape treatment at appropriate locations to improve Central West’s image and appearance.
Braybrook Industrial Precinct directly interfaces residential properties on its north and west sides.	Devise urban design guidelines such as building setbacks and landscaping requirements to improve the sensitive interface.
There is a lack of foot traffic along South Road and Ashley Street in the Braybrook Industrial Precinct.	Investigate urban design and planning options to encourage foot traffic.
The local neighbourhood shops opposite Tottenham Station are in need of improvement.	Develop urban design guidelines and explore capital works options to revitalise the area.
The three precincts of the activity centre do not share an identity.	Adopt uniform signage, way-finding, landscaping and other visual cues to create a uniform activity centre identity.

4. Next Steps

Further strategic work (economic and transport analysis) is being undertaken to examine and refine the Issues and Opportunities for the activity centre which will be presented with the draft Structure Plan to Council.

5. Council Policy/Legislation**Council Plan 2017-2021**

This report contributes to Council’s strategic objectives contained in the Council Plan 2017-2021, by considering:

- Strategic Objective:
 - Quality places and spaces - lead the development of integrated built and natural environments that are well maintained, accessible and respectful of the community and neighbourhoods.
 - Growth and prosperity - support diverse, well-planned neighbourhoods and a strong local economy.
 - Healthy and inclusive communities - provide and advocate for services and facilities that support people’s wellbeing, healthy and safe living, connection to community, cultural engagement and whole of life learning.
 - Mobile and connected city - plan and advocate for a safe, sustainable and effective transport network and a smart innovative city.

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- Clean and green - strive for a clean, healthy city for people to access open spaces, cleaner air and water and respond to climate change challenges.

Action 4.3.1 of the Annual Council Action Plan (2019-20) requires the implementation of MEIDS through the preparation of precinct framework plans. The review of Braybrook Industrial Precinct's status through the preparation of the Structure Plan is consistent with this action. A draft Structure Plan is anticipated to be presented to Council in September 2020. This project has been delayed due to circumstances arising from the Covid19 shutdown.

State and Local Planning Policies – Maribyrnong Planning Scheme

The preparation of the Central West Structure Plan seeks to implement the key directions of Plan Melbourne 2017-50, State and Local Planning Policy in Maribyrnong Planning Scheme and the Maribyrnong Economic and Industrial Development Strategy (2011). It is consistent with the Maribyrnong Street Planting Strategy (2013) Urban Forest Strategy (2018), Open Space Strategy (2014) and Bicycle Strategy (2020).

Legislation

- *Planning and Environment Act 1987*
- Ministerial Direction 9 – Metropolitan Planning Strategy
- Planning Practice Note 17: Urban Design Frameworks, July 2015
- Planning Practice Note 58: Structure Planning for Activity Centres, September 2018
- Planning Practice Note 60: Height and Setback Controls for Activity Centres, June 2015.

Conflicts of Interest

No officer responsible for, or contributing to, this report has declared a direct or indirect interest in relation to this report.

Human Rights Consideration

This report complies with the rights listed in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

6. Engagement

Community engagement was held from February to April 2020 with residents, businesses, government agencies and service providers via public survey, business interviews and online workshops. Approximately 2,100 direct notices were sent to residents and businesses, a survey on Your City Your Voice, social media postings, Star Weekly advertisements, posters in Council premises, and interviews with key businesses. Other planned activities (including meetings and 'pop-up' community events) organised for mid-March 2020 were cancelled due to COVID19.

Community Engagement results are in Attachment 2.

Agenda Item 6.3**7. Resources**

The Structure Plan is being prepared utilising 2019/20 and 2020/21 operational budgets.

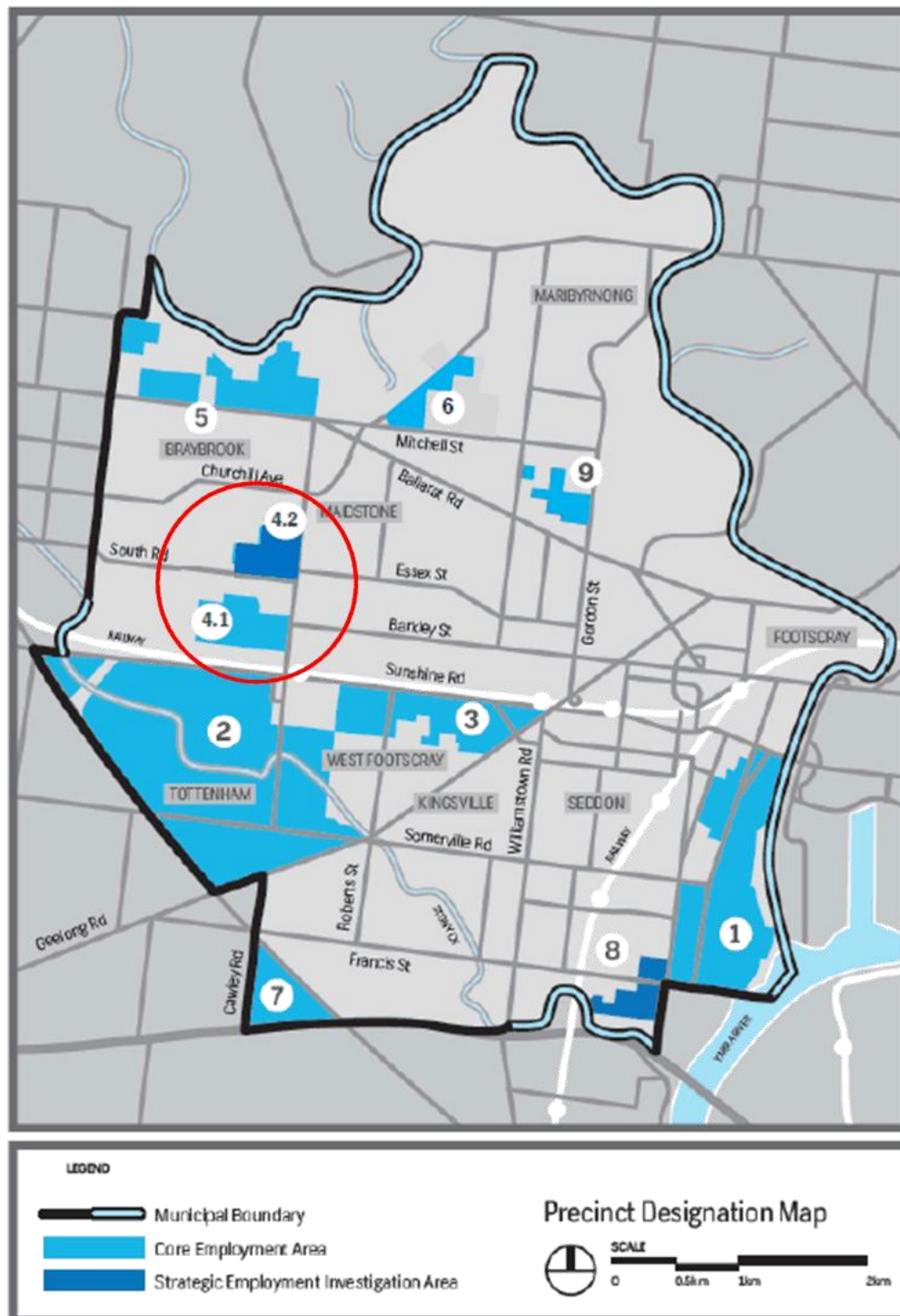
8. Environment

The Structure Plan will provide guidance on land use planning and the enhancement of the public realm. The Plan will emphasise the importance of ESD and green infrastructure and reference other Council policies such as the Urban Forest Strategy.

CONCLUSION

The preparation of a Structure Plan Central West MAC is underway and will provide the necessary strategic direction to guide the future role and functions of the activity centre for the next 20 years. Community engagement has identified emerging issues and opportunities that require further investigation. A future report on the draft Structure Plan and Issues and Opportunities is anticipated to be presented to Council in September 2020.

Attachment 2 - MEIDS Precinct Designation Map (Central West Activity Centre red circle)



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Central West Survey Report 2020

Prepared by Communications and Engagement

April 2020

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Introduction

1.1 Background

The aim of the project is to hear from businesses and the community to help shape the long-term vision and planning direction for the Central West Activity Centre in Braybrook. The purpose of the consultation is to obtain feedback from people who know the centre best – local traders, workers, residents, and visitors to find out what should be retained, improved, or changed.

1.2 Methodology

Data was collated in Excel. Where possible, data was analysed quantitatively and put into a graph. When analysing the qualitative data from open-ended questions, attention was given to the variety of responses, as well as giving a ranking of popularity of responses (through counting comments of a similar theme).

Caution should be taken in considering this information as statistically significant or representative given the small sample size versus a statistical validity random sample of the population.

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1.3 Engagement activity

Engagement Activities

A YCYV page was set up for stakeholders to participate in a survey. The survey asked respondents to provide their feedback about Central West. Also, a mapping tool question was provided where respondents could put pins on a map of Central West for potential improvements.

Time frames

This engagement activity ran from 28 February 2020 and closed 3 April 2020.

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Executive Summary

Central West Survey – Your City Your Voice Survey 2020

Of the 160 completed surveys:

- When asked 'Please list 3 things that you like about the Activity Centre', most respondents (79) said good variety of food retailers followed by good variety of shops (58), plenty of free parking (47) and close proximity to home (19).
- Respondents were asked 'what businesses would you like to see more of in the Activity Centre'. The majority of respondents wanted food and beverage – such as cafes and restaurants (22.7%) followed by retail (17.9%), arts and recreation services (15.8%) and education and training (11.8%).
- Respondents were asked to imagine the Activity Centre 20 years from now – how would you describe it. Most respondents wanted a vibrant multi-use activity centre (49) followed by environmentally friendly with trees and green spaces (41), more shops and food retailers (31) and a place to meet (17).

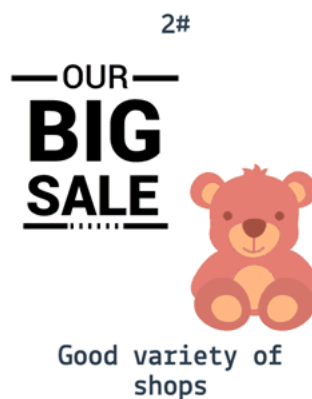
Infographic Survey Summary

Central West Survey 2020



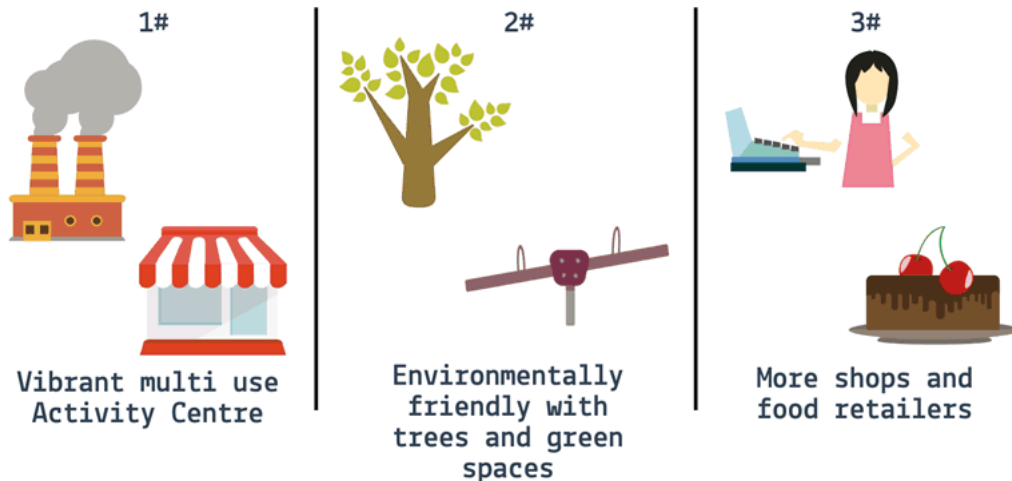
160 people participated
in the online survey

Please list 3 things that you like
about the Activity Centre (Top 3)

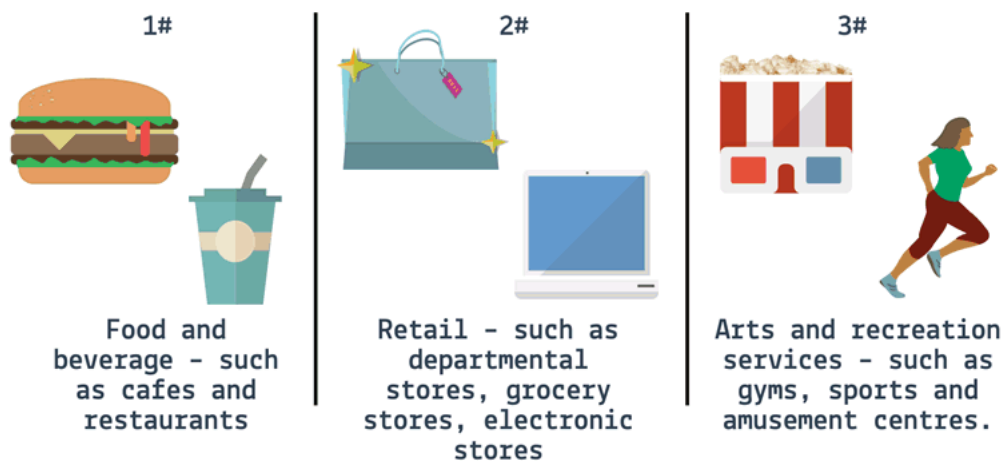


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Imagine the Activity Centre 20 years from now -
how would you describe it?

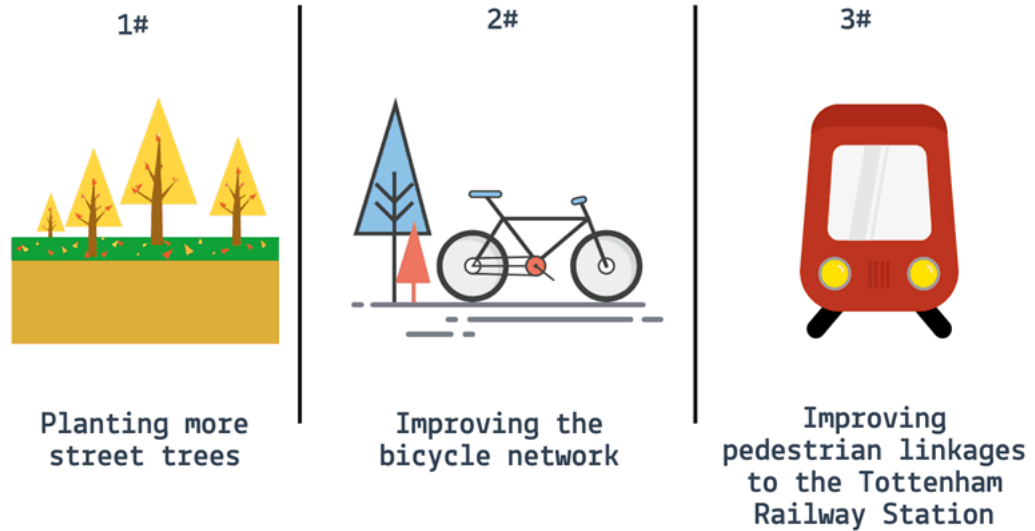


What businesses would you like to see more of
in the Activity Centre?(top 3)



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Please rate the following in terms of
importance (top 3)



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Central West Survey 2020

3.1 Central West Survey summary of suburb spread

Suburb		
Braybrook	27	16.9%
Footscray	15	9.4%
Kingsville	3	1.9%
Maidstone	19	11.9%
Maribyrnong	2	1.3%
Seddon	2	1.3%
West Footscray	77	48.1%
Yarraville	8	5.0%
Other outside of Maribyrnong	7	4.4%

The table on this page indicates what demographic categories people identified with. The information only relates to respondents who chose to provide suburb information (all 160 gave a suburb response).

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3.2 Please list 3 things that you like about the Activity Centre (which includes the Business Park, the Retail Plaza, and the Braybrook Industrial Area)

When asked 'Please list 3 things that you like about the Activity Centre', most respondents (79) said *good variety of food retailers* followed by *good variety of shops* (58), *plenty of free parking* (47) and *close proximity to home* (19) (see figure 1). (n= 145 comments).

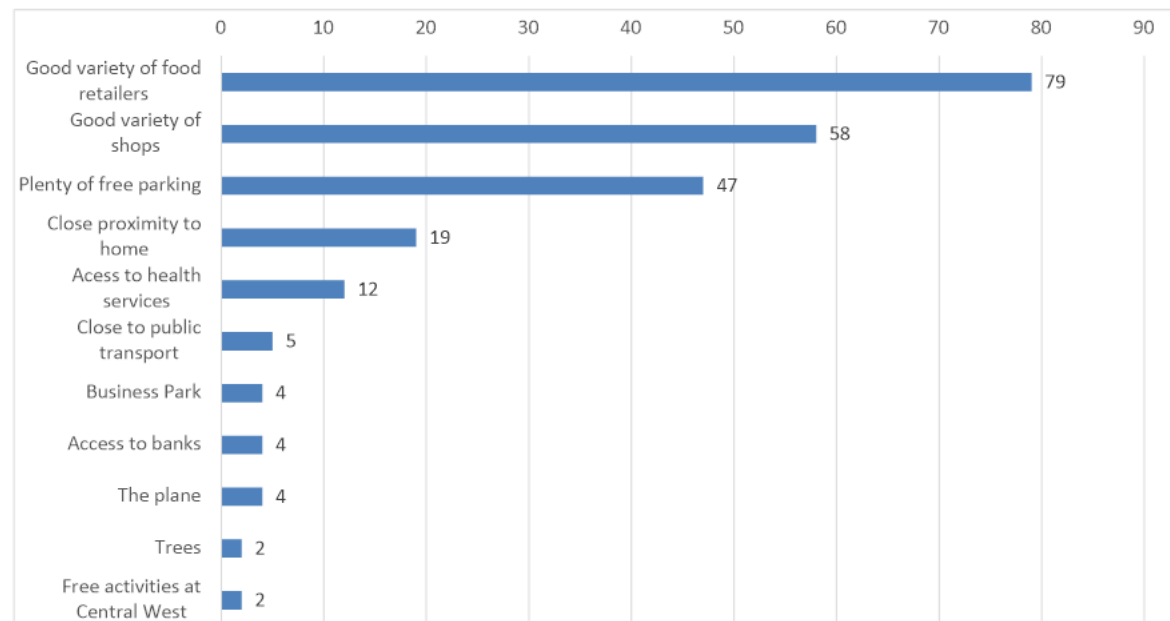


Figure 1: Please list 3 things that you like about the Activity Centre
Number of comments: 145
Source: Communications and Engagement 2020

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3.3 What businesses would you like to see more of in the Activity Centre?

Respondents were asked 'what businesses would you like to see more of in the Activity Centre?'. The majority of respondents wanted *food and beverage – such as cafes and restaurants* (22.7%) followed by *retail* (17.9%), *arts and recreation services* (15.8%) and *education and training* (11.8%) (see figure 2). (n= 155 responses).

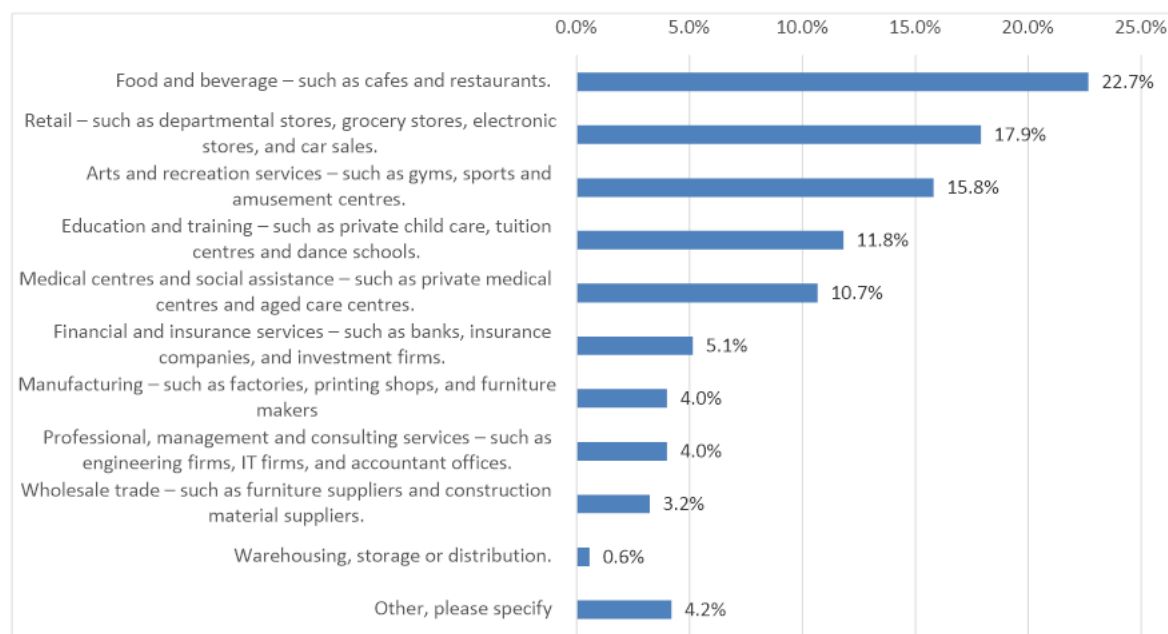


Figure 2: What businesses would you like to see more of in the Activity Centre?

Number of responses: 155

Source: Communications and Engagement 2020

(Please note percentages are low due to respondents being able to choose multiple answers).

For other comments please see appendix one.

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3.4 Please rate the following in terms of importance

Respondents were asked to rate a number of improvements to Central West listed below. Most respondents said *planting more street trees* (61.4%) was *very important* followed by *improving the bicycle network* (51.9%) *improving pedestrian linkages to the Tottenham Railway Station* (48.1%) and *improving pedestrian linkages between different precincts* (44.4%). *Hiding car park and loading areas from view from the main road* scored low with 42% rated it as *not important* or *not important at all*. (see table 1). (n= 155 responses)

	Very important		Important		Neutral		Not important		Not important at all		No opinion	
	#	%	#	%	#	%	#	%	#	%	#	%
improving pedestrian linkages to the Tottenham Railway Station	77	48.1%	53	33.1%	13	8.1%	5	3.1%	5	3.1%	7	4.4%
improving the bicycle network	83	51.9%	35	21.9%	17	10.6%	5	3.1%	11	6.9%	9	5.6%
widening footpaths to improve walkability	69	43.7%	45	28.5%	27	17.1%	4	2.5%	7	4.4%	6	3.8%
increasing the frequency of bus services	48	30.2%	51	32.1%	36	22.6%	6	3.8%	6	3.8%	12	7.5%
increasing the variety of type of businesses	58	36.7%	62	39.2%	30	19.0%	2	1.3%	3	1.9%	3	1.9%
improving the appearance of buildings	55	34.6%	51	32.1%	31	19.5%	11	6.9%	9	5.7%	2	1.3%
requiring greater back distances between new commercial / industrial buildings and residential neighbourhoods	45	28.7%	37	23.6%	50	31.8%	12	7.6%	5	3.2%	8	5.1%
planting more street trees	97	61.4%	40	25.3%	9	5.7%	5	3.2%	2	1.3%	5	3.2%
removing overhead power lines	43	26.9%	33	20.6%	52	32.5%	17	10.6%	5	3.1%	10	6.3%
improving footpath and pavement surfaces	63	39.9%	61	38.6%	24	15.2%	3	1.9%	3	1.9%	4	2.5%
hiding car park and loading areas from view from the main road	11	7.1%	18	11.5%	49	31.4%	48	30.8%	18	11.5%	12	7.7%
improving pedestrian linkages between different precincts	71	44.4%	53	33.1%	23	14.4%	4	2.5%	5	3.1%	4	2.5%
conducting regular maintenance (grass cutting, road sweeping, etc)	4	4.2%	59	62.1%	22	23.2%	4	4.2%	2	2.1%	4	4.2%

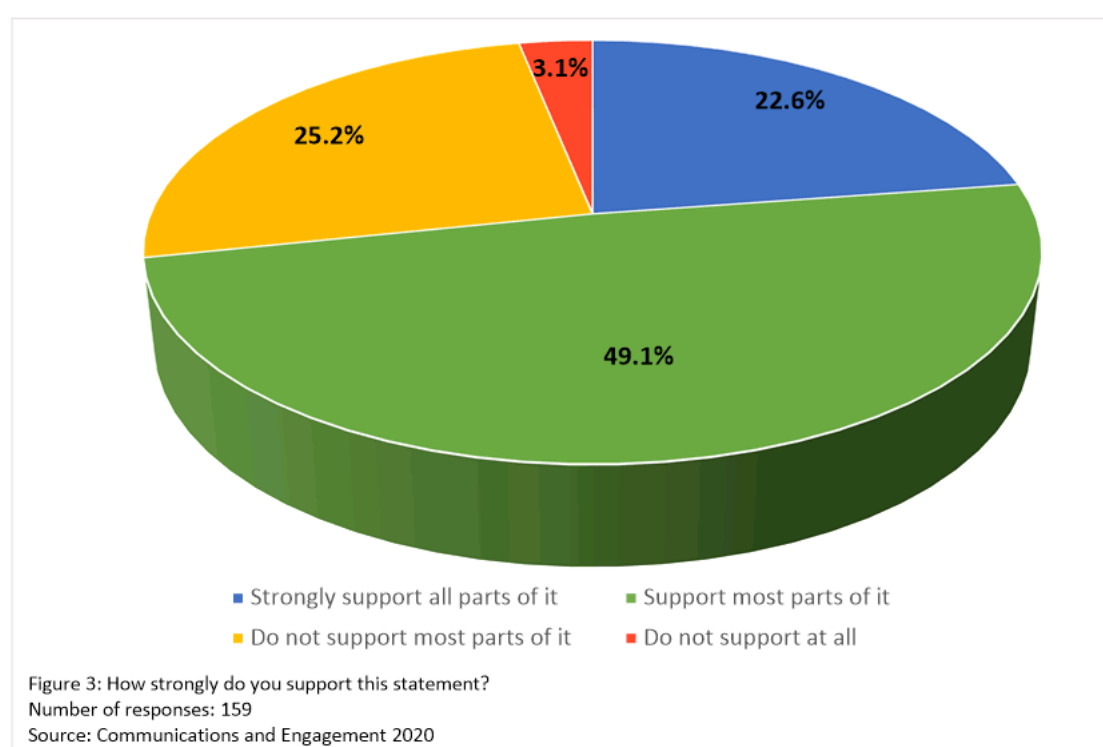
Table 1: Please rate the following in terms of importance
Number of responses: 155
Source: Communications and Engagement 2020

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3.5 How strongly do you support this statement?

"Central West Activity Centre is a place where people come to work, shop and meet, in a safe, pleasant and high amenity environment. The centre's key role as an employment node is supported by complementary uses including shops, commercial and community facilities which meet the needs of local residents and employees and adds to the vitality of the centre. The streets and public spaces are lined with a variety of buildings and activities, and are extensively landscaped with trees, plantings and street furniture. The centre is easy to access and move around, with most people reaching the centre by walking, cycling, and catching one of the regular bus or train services."

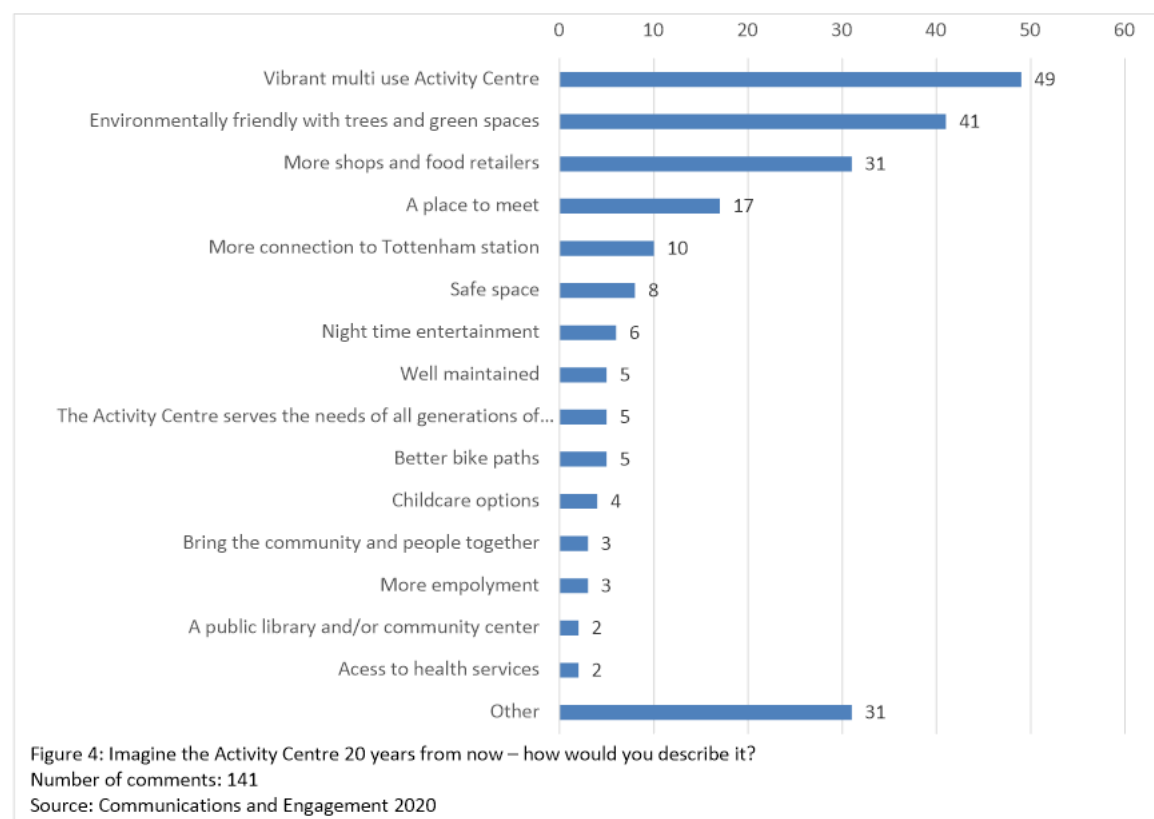
When asked 'how strongly do you support this statement above' most respondents *supported most parts of it* (49.1%) followed by *don't support most part of it* (25.2%) and *strongly support all parts of it* (22.6%) (see figure 3). (n= 159 responses)



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3.6 Imagine the Activity Centre 20 years from now – how would you describe it? (part 1)

Respondents were asked to imagine the Activity Centre 20 years from now – how would they describe it. Most respondents wanted a *vibrant multi use activity center* (49) followed by *environmentally friendly with trees and green spaces* (41), *more shops and food retailers* (31) and *a place to meet* (17) (see figure 4) (n= 141 comments).



For other comments please see appendix one.

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3.7 Imagine the Activity Centre 20 years from now – how would you describe it? (top four themes) (part 2)

A sample of comments typical of the top four themes are included below.

Theme 1

Vibrant multi use Activity Centre

49/ 141 comments said:

"A modern energy efficient decentralised multi-purpose hub"

"A bustling hub for all the community to enjoy - shop, play, run a business. An integral part of the inner west"

Theme 2

Environmentally friendly

41/141 comments said:

"More open garden spaces where people can relax outdoors"

"Leafy green area with more outdoor facilities"

Theme 3

More shops and food retailers

31/141 comments said:

"There are a good mix of retail environments - cafes, fresh food, decent clothing store"

"More shops and restaurants"

Theme 4

A place to meet

17/141 comments said:

"A place where people can gather to meet to eat. A place where different facilities are available to improve our quality of life"

"A welcoming hub for all in the community to gather, shop and socialize"

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3.8 Mapping Question: Please mark-up locations with a pin where you think there are opportunities to improve the Activity Centre. Mark as many places as you like.

For comments please see appendix one.

Agenda Item 6.3 - Attachment 2



Central West Survey Report 2020 - Appendix 1

Prepared by Communications and Engagement

April 2020

Agenda Item 6.3 - Attachment 2

Map Question: Please mark-up locations with a pin where you think there are opportunities to improve the Activity Centre. Mark as many places as you like.

47-85 Hillary Street, Braybrook Victoria 3019, Australia	Anything would be an improvement - but anything done to this section would need to include provisions for a safer entry point.
Dimmeys, Central West Shopping Plaza, Melbourne, Victoria 3019, Australia	When Dimmeys is gone please bring in Kmart or Big W or Target. Please also have a Council service hub in this Plaza such as a library. That would attract more families with young kids to utilize the existing play centre. Part of the park can be converted to a playground. That would encourage more family outings and thus more spending to help businesses grow.
8 Air Force Avenue, Braybrook Victoria 3019, Australia	Please improve this park with more greenery to encourage more use. Why is there a section of an old unused road at the back of the park? That area is dead and not used. It should be converted to grass or something meaningful.
Breen Street, Braybrook Victoria 3019, Australia	We noticed that some of this industrial area is left unused and empty. It really is an eyesore. It would be great to have most of the areas adjacent to residential areas converted into parks and council services hub. This is especially important as there is a primary school right next to it. This would improve the quality and health and wellbeing for the kids going to this school and improve the appeal of the neighbourhood.
2 West Central Park Avenue, Braybrook Victoria 3019, Australia	<p>This is a dangerous intersection, especially when traffic is busy. The lights should be positioned at the intersection to allow controlled traffic in and out of West Central Park Ave. I've seen many cars just zoom out onto South Rd dangerously because they got fed up waiting a long time for a gap in the traffic to get out. Having lights here is particularly important as you have a primary school right opposite. The intersection should make it safe for everyone.</p> <p>In addition, there should be a sign to warn cyclists to watch cars before crossing. I've seen a number of near misses when it shouldn't happened if cyclists give way to cars and not the other way round. Cars generally don't slow down to give way to cyclists unless the pavement is raised with a speed hump and marked with the zebra crossing. So please either add a raised speed hump with zebra crossing or install signs to warn cyclists to give way to cars.</p>
Breen Street, Braybrook Victoria 3019, Australia	This entrance isn't welcoming, and I would be discouraged from entering it to visit the businesses behind.

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75a Ashley Street, Braybrook Victoria 3019, Australia	Roadway needs upgrading for safe entrance and departure.
77-79 Ashley Street, Braybrook Victoria 3019, Australia	A beautiful park and walkway that meanders through this precinct, linking the homes on the east and west of Ashley Street would be a great break-out space for residents and workers.
Kids Mania, 67 Ashley Street, Melbourne, Victoria 3019, Australia	I would like to see more internationally-inspired restaurants and eateries in this precinct.
2 South Road, Braybrook Victoria 3019, Australia	The bin in this area is the worst, it's always overflowing or people dump their personal garbage here. Can we change the location or make it secure?
12 Ashley Street, West Footscray Victoria 3012, Australia	The pathway under the bridge is always wet with leaking pipes and is difficult to use for cyclists, pedestrians and people with mobility issues. Can we look to widen it, fix the leaking pipes and make it less like a scene from a horror film?
175 Sunshine Road, West Footscray Victoria 3012, Australia	It would be awesome to encourage some cafes here. Also, can we please remove and police all the adult services that use these shops?
82 Ashley Street, West Footscray Victoria 3012, Australia	This is a dangerous intersection, can we make it safer?
82 Wellington Street, West Footscray Victoria 3012, Australia	Can we make this intersection safer?
84 Napoleon Street, West Footscray Victoria 3012, Australia	Can we make this intersection safer?

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764 Barkly Street, West Footscray Victoria 3012, Australia	Lighting on this intersection is poor, can we improve?
Central Fresh Fruit and Grocer, Melbourne, Victoria 3019, Australia	Remove car parking and create green spine running east-west connecting existing restaurants (east) to shops (west) - Opportunity for landscaping, seating / dining, playground, etc
12 Ashley Street, West Footscray Victoria 3012, Australia	Remove parking along the west edge and turn it into a bike parking cage and landscape buffer with seats and coffee van like what is available at West Footscray.
Marsden Parade, Braybrook Victoria 3019, Australia	Pedestrian and bike crossing here is a dangerous disaster! Please fix it!
756 Barkly Street, West Footscray Victoria 3012, Australia	Remove parking from the BIKE LANE please so we can use the bike lane
Anytime Fitness, Central West Plaza, Melbourne, Victoria 3019, Australia	Too many slip lanes and islands - improve pedestrian and cycling access / movement
2 Rutland Street, Braybrook Victoria 3019, Australia	Urban farm - https://melbournefoodhub.org.au/atthehub/urban-agriculture/
1 Hillary Street, Braybrook Victoria 3019, Australia	The entrance here is very unappealing. Feels very unsafe to walk in this street down to the rampfest park and onto the houses after the bend.
3 Crothers Street, Braybrook Victoria 3019, Australia	This corner here is unsafe, the whole area is unfriendly and uninviting, promotes bad activity to come and loiter in the area. Make the area more inviting, more open, so people would venture into this area.

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2 Rutland Street, Braybrook Victoria 3019, Australia	A park, or some sort of activity would be great here. Maybe even have an open space that could be connected to the rampfest indoor skate park, so the area is more friendly, inviting and safer. The houses opposite Crothers Street would be able to use it, and it would lessen the huge and starting difference between the industrial zone and the houses opposite it. Make it more friendly. Utilise this space and make it open space so it can be better for the community.
Breen Street, Braybrook Victoria 3019, Australia	This area is poorly planned, as it is not fully used for its industrial purposes. Make it more appealing, safer, so people wouldn't be scared to venture into this area.
1 Hillary Street, Braybrook Victoria 3019, Australia	If something can be done here, so it could make the corner of south road up until skate park and going on to the vacant land, more community friendly, and appealing so it could be used more widely by the community, in turn making it a much safer area would be great. Braybrook tends to be neglected. As an 18 year old, having just graduated from high school and having grown up in Braybrook, I feel as if the whole area has been left to its own. This is a great initiative for community input and feedback. Hopefully Braybrook is improved so it can reach its full potential.

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What businesses would you like to see more of in the Activity Centre? (other)

In this industrial area I would want to see art studios supported by local community. So with this I would include. Number 1 metal sculpture studio space, painting, art, community space, performance art community space (theatrical performance). Number 2 music recording studio (fostering youth, indigenous, variety of cultural musicians).
Small boutique owner operated businesses with handmade- recycled- sustainable items. Instead of the mass produced, plastic consumer shops full of crap in there now. Community spaces to run creative workshops, community meetings, fund raising events for minimal cost. There aren't any affordable community spaces in Maribyrnong, this is a significant barrier to local community development and revitalization
Petrol station Under cover parking
Servo on the south west corner of South and Ashley.
Bring the deli back! due to rents they had to leave despite the fact that always had a line and did sold amazing products. Way better than Coles!

Imagine the Activity Centre 20 years from now – how would you describe it? (other)

An industrial waste site. If only they had put some work into it 20 years ago when the community were complaining about how neglected it was.
Bad drivers everywhere. Rude people parking anywhere, blocking the road as they like while their passengers come and go.
Hopefully the economy has collapsed and I can afford to shop there, or heaven forbid somewhere in the centre can afford to employ me.
A modern energy efficient decentralised multi-purpose hub.
A good early 2000s attempt at urban renewal Keeps people local and not having to go to sunshine or Footscray
I don't know I have told you I don't live there. I'm from a place called Port Fairy in Victoria
Concrete hellscape. Industrialised, corporate wasteland.
Same as it is now but with a Dan Murphys, then don't change anything!
There should be a large public park, urban farm and farmers market space, a Sister Sun Theatre, there should be a library exchange point and activity rooms and other community facilities accommodating a Library of Things (sharing shed and repair cafe). It is also important to embed housing in the airspace over the complex; accommodating affordable housing, cohousing, and mixed-use shop/house accommodation.
Concerned re being over congested. Need to be careful with growth and ensure area is not over populated
The enormous hideous car park has been partially replaced by pedestrian spaces with many trees.
Giving preference to local, boutique suppliers over large corporations.

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More independent businesses less warehousing/chain stores. Keep up the good mix of neighbourhood - fruit veg, butcher, baker, car wash etc.
Remains easily accessible by car which seems to be deliberately missing from statement in #5. In the west residents often work outside of the municipality or have childcare outside and often need to drive, with shopping done on route AND are driving between suburbs particularly given only one train line at Tottenham.
Not another High Point . I don't think it's prime role is an employment node - prime role is a service provider/amenity for local residents.
Nice seeing the oldies gather for coffee and socialize every week In central west - maybe some non-cafe seating inside where they could do that too.
Nice to see broad demographic use shopping area and it feels very safe and approachable including at night.
hopefully still has shops open !
Toorak
Not seedy. Somewhere that is actually thought of as an asset to the community not an eyesore and an afterthought.
Size of the Centre is small having limited shops.
Tired centre servicing the low-income families unless we spend the time to plan it now
More outdoor areas that provide a transition to indoor space. Spaces for people to relax in and play. Spaces for council services and engagement. A series of carparks rather than one mass space.
Debilitated and like it looks today
If it doesn't get an update and an increase in useful retailers/business: dilapidated.
Increased business but not to the extent where car parking becomes a problem.
Probably more of an attraction. I feel like that is already building there. Kids activities, and Made in Braybrook, etc.
It is our local favourite go-to for everyday and special needs.