INTRODUCTION

About the Strategy

The 2011 Maribyrnong Integrated Transport Strategy (MITS) is a long-term plan that will help guide the development of Maribyrnong’s transport system over the next decade. It sets out a vision for a transport network which is sustainable, equitable and convenient, in response to growth within and outside of Maribyrnong.

This document summarises the most relevant aspects of the Maribyrnong Integrated Transport Strategy document, which provides significant additional detail about the actions recommended for implementation and their justification.

The strategy considers all the transport, parking, access and mobility elements that affect the municipality and outlines a series of priorities and future actions within nine key transport themes:

1. Land Use and Development
2. Walking
3. Cycling
4. Public Transport
5. Congestion Management
6. Parking
7. Freight
8. Major Projects
9. Behaviour Change

Implementation of actions under each of these themes will help to deliver a thriving and sustainable City, which meets the diverse needs of our residents, workers and visitors. Maribyrnong will be a city where it is possible for people to walk and cycle more often, and catch public transport with ease, thus relieving congestion on the road network, and reducing the City of Maribyrnong’s contribution to transport related greenhouse gas emissions and improving air quality.

The Integrated Transport Strategy has been developed with input from the community and a wide cross section of stakeholders. It has been supported by research and site investigations to ensure all issues and community concerns are considered.
Building on the previous MITS

The 2011 MITS will respond to the many changes that have taken place over the last decade. Since 2001, when the first MITS was adopted, there has been a substantial transformation in transport and mobility patterns and behaviour both in Maribyrnong and the wider metropolitan area, including:

- More walking, especially within inner areas.
- Strong growth in public transport patronage.
- Significant increase in bicycle use.
- Increased 24-hour activity, particularly in activity centres, as a result of an increased mix of uses and higher land use density.

In addition, there have been major transport and mobility policy developments enacted at all government levels. Furthermore, the change in State Government in November 2010 has been followed by a review of many of the policies and initiatives that have been adopted or been under consideration over the last decade.

Vision

Our vision is for a transport system which is convenient, safe, equitable and sustainable, achieved by:

- Integrating transport and land use planning
- Improving the pedestrian environment and linkages
- Improving connections to public transport
- Improving opportunities for cycling
- Encouraging investment in, expanding and prioritising public transport
- Increasing the efficiency of freight operations and commercial movement by directing trucks onto efficient arterial routes away from residential areas
- Addressing road congestion by prioritising space-efficient transport modes
- Reducing greenhouse gas emissions and improving air quality through efficiency improvements
- Informing people about their travel choices
BACKGROUND

The Need for Action

A safe, efficient and sustainable transport system is critical to promote the liveability and prosperity of the Maribyrnong community. A number of factors affect the transport system in the municipality and present challenges to meeting the community’s current and future needs.

Freight

A significant amount of freight travels through Maribyrnong (both by rail and road), including movements associated with the South Dynon intermodal complex, non-maritime domestic freight, trains and trucks servicing the Port of Melbourne, and other truck movements generated by the industrial and freight/logistics areas both within the municipality and in areas to the west and north. The Government’s Freight Futures strategy forecasts that the metropolitan freight task is expected to grow at 3% per annum from around 12 billion tonne kilometres (BTKms) in 2008 to approximately 17 BTKms in 2020.

Many of the freight movements through Maribyrnong take place on sensitive roads, including a number of the municipality’s residential precincts, creating significant adverse impacts to the amenity of local communities. The forecast growth in freight movements over the next decade needs to be managed to minimise potential impacts to the community in terms of noise, vibration, air quality, congestion and safety.

Population Growth

Significant population growth, in excess of 30,000 new residents, is expected to occur within Maribyrnong by 2030 – as Footscray CAA continues to develop and intensification of development at Highpoint and the Maribyrnong Defence Site take place. This growth is part of over 1.1 million new residents that the State government forecasts for metropolitan Melbourne over the next 20 years (of which about half are anticipated to be in established areas and the other half in growth areas). Forecast id estimates that a significant portion of this growth is expected to occur in the western metropolitan area, with approximately 300,000 new residents estimated for this area in the next 10 years.

Population growth will lead to increased travel demand for all trip purposes across Maribyrnong. The forecast increase in employment within Maribyrnong will impact local trip patterns and will attract travellers from neighbouring municipalities, further increasing the need for a comprehensive and multi-modal transport system.
Climate Change

Transport emissions account for 17% of total greenhouse gas emissions in Victoria and are forecast to continue growing rapidly into the future. Thus, reducing transport emissions must be a primary objective for any comprehensive climate change mitigation strategy. In order to achieve this objective, three main strategies need to be pursued: reduce passenger and freight travel; promote sustainable modes; and adopt efficient technologies.

More specifically, land use planning must increase the proximity of people to jobs, education, shopping and other destinations. Furthermore, the convenience, flexibility, safety and reliability of walking, cycling and public transport must be enhanced to convince more people to leave their cars at home. Lastly, energy and emissions intensive technologies (engines, fuels and design) must be adopted for private, public transport and freight vehicles.

Carbon Neutrality

Carbon neutrality is a term used to describe the achievement of zero net greenhouse gas emissions. It is used in the context of greenhouse gas releasing processes associated with transport, waste, energy production/consumption and various industrial processes. Greenhouse gas emissions are made up of a number of gases, each adding different levels of warming to the atmosphere. The main greenhouse gases are carbon dioxide, methane, nitrous oxide and fluorocarbons.

People can take steps towards being carbon neutral by switching from emissions-intensive transport modes to less-intensive modes such as walking and cycling, using alternative fuels (such as biofuels) when they become widely available, and/or using renewable energy sources (such as wind and solar) that reduce or eliminate greenhouse gas emissions. Where it is impossible to avoid fossil fuels, people can focus on efficiency to reduce their fossil fuel use to a bare minimum. This will move them closer to the goal of carbon neutrality.

Peak Oil

Peak oil is generally defined as the point at which the maximum rate of global petroleum extraction is reached, after which the rate of production enters continuous decline. In other words, oil production can no longer keep up with growing demand. According to the International Energy Agency, production of conventional crude oil peaked in 2006.

Peak oil could affect accessibility and mobility, in particular for those communities most dependent on the automobile to meet their travel needs. Thus, the promotion of a more sustainable transport system can help to safeguard the quality of life and prosperity of our communities, especially for those living in more isolated areas or with mobility limitations.
Transport system – the current context

Maribyrnong is strategically positioned as the western gateway to Melbourne’s central region, including the Melbourne CBD and the Port of Melbourne. The map in Figure 1 illustrates the strategic location of Maribyrnong and the interaction between key areas within the municipality and adjacent municipalities. Maribyrnong is also located on the main corridor linking central Melbourne with the substantial outer growth regions located on the western edge of the metropolitan area. Furthermore, several road and rail links to the important regional centres of Geelong and Ballarat also pass through the municipality.

Major interstate, intrastate and suburban rail routes converge at Footscray and provide the core of an excellent and well patronised public transport system, as well as opportunities for freight movement. The city is traversed by five important east-west arterial roads and adjoins the Westgate Freeway, which provide access to the Melbourne CBD, the Port of Melbourne and major road and rail freight terminals between the Maribyrnong River and the Melbourne CBD.

A number of these east-west routes are narrow, highly congested at times and generate much complaint from residents and traders about the degree of heavy truck traffic. The two available north-south arterial road routes through the City are disjointed and extremely inefficient. In addition, there are no effective north-south road routes in the 10 kilometres between City Link and the Western Ring Road.

Within this framework, Maribyrnong’s existing transport system is under significant pressure. At peak times, much of the arterial road system is congested, the rail system is struggling to meet demand and the tram and bus networks are slow and crowded (with their efficient operation further hampered by needing to share road space with heavy commuter traffic).
The impact of accommodating generous mobility for private vehicles is significant, particularly in terms of greenhouse gas emissions, congestion and health problems caused by lack of physical activity. Therefore, transport system priorities need to shift and support lower car dependency.

With the significant residential and employment growth forecast for the western metropolitan growth areas, enhanced train links to the central city are essential to maintain regional accessibility while mitigating the growth of vehicle traffic demand through the municipality. Significant population growth is also expected within Maribyrnong, as Footscray CAA continues to grow and development at Highpoint and the Maribyrnong Defence Site take place.

The two tram routes within Maribyrnong (57 and 82) have the potential to provide faster and more frequent services. Plans for the emerging “activity bridge” between the Melbourne CBD and Footscray offer the opportunity for new public transport services – potentially in the form of a new tram route linking Footscray to the CBD at Spencer Street.

Buses in Maribyrnong are an important public transport choice for the local community, but greater service provision and frequency is required. Many routes experience delays; this is increasingly evident on key links such as Williamstown Road and Moore Street. The issue of a central bus interchange in Footscray is unresolved – despite the bus/train transfers being the highest in metropolitan Melbourne.
Figure 1: Strategic Location of Maribyrnong and Interaction with Neighbouring Areas
Maribyrnong is also at the crossroads of many of Melbourne’s freight movements, including those between the Port of Melbourne, the South Dynon precinct, and the industrial areas and freight / logistics areas both within the municipality and in areas to the west and north. Many of these freight movements are not being attracted onto the freeway network and therefore take place on more sensitive roads passing through the municipality’s residential precincts. This creates significant adverse impacts on the amenity of local communities.

The map in Figure 2 shows indicative alignments for the major potential transport infrastructure investments being considered for the west and affecting Maribyrnong:

- WestLink is a potential road project that would link the Port of Melbourne precinct to the Western Ring Road.
- The Truck Action Plan aims to reduce truck traffic on residential streets in the inner-west and improve freight access from the west to the Port of Melbourne. The proposed network is designed to reduce truck volumes on Francis Street and Somerville Road.
- The Regional Rail Link (RRL) is a major new rail line that will provide capacity for up to 9,000 passengers across the Melbourne and country rail networks in the peak period. It will enhance regional connectivity to the CBD, with Footscray strategically located as the focal point for the inner urban west. Footscray station will be enhanced with a wide range of upgraded station amenities.
Figure 2: Major Potential Transport Infrastructure Investments – Indicative Alignments
(Source: Adapted from State Government Planning Documents)
Council recognises the direct link between travel behaviour and sustainability. Excessive reliance on private motorised travel is associated with greenhouse gas emissions, air pollution, congestion, noise, social effects, ecosystem impacts, and deaths, injuries and physical damage. Accordingly, the transport sector faces a challenging future. It is therefore essential to sharply reduce the growth in car travel, promote travel mode shift and behavioural change, and achieve greater efficiency in using currently available road space and transport infrastructure.

In achieving these objectives, it will be necessary to develop an integrated transport strategy that responds to the growth expected in Maribyrnong and redefines wherever possible the transport user hierarchy to encourage a reduction in car travel and a modal shift. More specifically, in managing and developing a safe and well-connected transport system, the City of Maribyrnong will give consideration and priority to transport modes in the following order: pedestrians first, then cyclists, then public transport users, and lastly car drivers.
Residents of Maribyrnong already exhibit sustainable travel behaviour, relative to the average for the metropolitan area. For journey to work trips (at the 2006 Census), 53.3% of Maribyrnong workers travel to work as car drivers and 20.2% use public transport (compared with 61.1% and 11.7% across the metropolitan area, respectively). Council has also examined travel patterns for school journeys. Nearly 40% of students continue to travel by car to school. Travel by bus (19%) and walking (16.7%) were the next highest transport modes.

Importantly, travel behaviour varies significantly across the municipality. For example, Footscray exhibits some of the lowest levels of car use and the highest walking and cycling rates in the municipality. While some existing travel patterns are encouraging, it is evident that more can be achieved to increase the use of sustainable transport modes.

Pedestrian and cycling activity can play a crucial role in promoting the creation of more connected and healthier communities, while helping to reduce the overall impact of transport systems and promoting long-term sustainability. Some of the main benefits that can be achieved through increased walking and cycling activity are shown in Figure 3.

Figure 3: Walking and Cycling Benefits
**LAND USE & DEVELOPMENT**

The integration and coordination of land use and transport in Maribyrnong can play a crucial role in creating connected communities and promoting sustainable travel behaviour. Effective land use and transport integration will promote sustainability through an urban environment that reduces the need for travel and distances travelled, enhances access to goods, employment and services, provides a variety of equitable and affordable travel alternatives, and promotes the use of sustainable modes of transport.
POLICY 1: Research the link between transport and activity intensity within Maribyrnong

ACTIONS

Action 1.1: Undertake further research to determine the link between travel choice and activity intensity within Maribyrnong, and to determine the most appropriate jobs and commercial uses that will promote the most sustainable travel behaviour outcomes while optimising economic vitality within the Maribyrnong social and cultural context.

Action 1.2: Collect data by suburb on employment density to understand better where and how to intervene (what types of jobs and how many in each suburb).

POLICY 2: Require developers to contribute to the provision of sustainable transport infrastructure

ACTIONS

Action 2.1: Work with State agencies and developers to prepare and implement Development Contribution Plans and Section 173 Agreements (where appropriate) to provide public transport, walking and bike infrastructure. Undertake a study to determine those areas within the municipality that would benefit most from the implementation of these planning tools.
WALKING

Walkability is a fundamental indicator of a city’s liveability. In particular, a safe and pleasant walking environment encourages the use of public transport, has significant health benefits for those taking part, and encourages people to engage with their surroundings. A good city street is a destination in its own right – an experience as well as a thoroughfare.

**POLICY 3: Council supports walking as the mode of choice for the Maribyrnong community**

**ACTIONS**

**Action 3.1:** Undertake mobility audits along key pedestrian routes and at key public transport interchanges to identify design opportunities for improved access by people of all abilities, including assessment of ramp grades at crossings.

**Action 3.2:** Encourage increased road space allocation for pedestrians, particularly in the activity centres.

**Action 3.3:** Continue to regularly review footpath condition throughout the municipality and use this information to improve footpath condition to support use by people of all abilities.

**Action 3.4:** Investigate the provision of additional and/or improved road crossings for pedestrians, and work with VicRoads to implement these.

**Action 3.5:** Within activity centres, encourage mixed land use with active street frontages and a walkable scale.

**Action 3.6:** Using the Department of Transport (DOT) methodology as a guide, develop Principal Pedestrian Networks for the municipality beginning with high volume pedestrian areas such as activity centres. Use these to assist in future planning for pedestrians.

**Action 3.7:** Improve the amenity of walking environments within all activity centres.
**POLICY 4:** Council will increase pedestrian priority across the City, including reduction of waiting times at traffic signals, particularly on wide arterial roads.

**ACTIONS**

**Action 4.1:** Collaborate with VicRoads to review and reduce pedestrian signal wait times and provide increased green-man crossing times on key pedestrian routes.

**POLICY 5:** Council will aim to achieve a transport system with no fatalities or serious injuries in road-related traffic crashes.

**ACTIONS**

**Action 5.1:** Advocate to VicRoads for lower speed limits on all arterial roads in Maribyrnong to a maximum of 50 km/h. In the vicinity of schools and through activity precincts advocate for part-time 40 km/h speed limits.

**Action 5.2:** Advocate to VicRoads for lower speed limits on all local roads within residential areas in Maribyrnong to a maximum of 40 km/h. In the vicinity of schools and through activity precincts advocate for part-time 30 km/h speed limits.
CYCLING

The City of Maribyrnong is well suited to cycling as a mode of travel, being relatively flat and with its eastern boundary being only four kilometres west of Melbourne’s CBD. As a low-cost and sustainable form of transport, cycling can help reduce traffic congestion and provide convenient access to a number of destinations within and outside Maribyrnong.

**ACTION 6.1:** Update the 2004 Maribyrnong Strategic Bicycle Plan. The new 10-year plan will identify actions for implementation to improve cycling in the municipality.

**POLICY 6:** Council supports cycling as a key travel mode for the Maribyrnong community

**ACTIONS**

Action 6.1: Update the 2004 Maribyrnong Strategic Bicycle Plan. The new 10-year plan will identify actions for implementation to improve cycling in the municipality.
**POLICY 7: Council will complete a safe and connected cycling network**

**ACTIONS**

**Action 7.1:** Undertake cycling audits along key routes to identify infrastructure and traffic management opportunities for improved safety and connectivity for cyclists.

**Action 7.2:** Undertake cycling audits at key public transport interchanges to identify design opportunities for improved access by cyclists of all ages and abilities.

**Action 7.3:** Increase road space allocation for cyclists, particularly along key routes and in (and around) activity centres. When necessary to accommodate on-road bicycle lanes, traffic lanes will be narrowed.

**Action 7.4:** Work with VicRoads to ensure adequate physical separation of cyclists from car and truck traffic where speed limits are 60 km/h or above.

**Action 7.5:** Work with VicRoads to examine opportunities for grade separation of intersections on routes carrying significant freight volumes.

**Action 7.6:** Encourage all road users to be mindful of cyclists when driving, parking and entering and exiting cars.
**Policy 7: Council will complete a safe and connected cycling network**

**Actions**

- **Action 7.7:** Work with DOT and VicTrack to facilitate the extension of the Footscray-Sunshine shared path between Ashley Street and Sunshine Station.

- **Action 7.8:** Improve the safety of walkers and cyclists using shared paths by promoting courteous behaviour.

- **Action 7.9:** Improve continuity of bike network by completing missing links (both within Maribyrnong as well as those key links providing connections to adjoining municipalities).

- **Action 7.10:** Work with VicRoads to implement the Principal Bicycle Network.

- **Action 7.11:** Develop design guidelines for all local streets (incorporating geometric standards, signage and on-road symbols) to ensure that the local street network is safe for cycling and can be effectively used, particularly by less-confident riders.
Action 8.1: Review the current and future demand for bike parking (in response to existing and new development) and the appropriateness (in number, distribution and quality) of current on-street bike parking facilities to identify opportunities for improvement across the municipality.

Action 8.2: Work with State government to amend the Victoria Planning Provisions to require a minimum of one off-street bicycle parking space per dwelling for all multi-unit developments. New developments should also provide adequate on-street bike parking to support visitors.

Action 8.3: Work with all shopping centres and supermarkets in the municipality to provide bike parking in immediate proximity to the respective front/main entrances.

Action 8.4: Establish design guidelines, for possible integration with the Planning Scheme, that encourage new offices and other employment locations to provide employee bicycle parking facilities within buildings in safe undercover areas immediately adjacent to work areas.

Action 8.5: Amend the Planning Scheme to allow for a reduction in the number of car parking spaces required for all non-residential uses, subject to the provision of bicycle parking and associated facilities that are in excess of the existing planning scheme requirement.
POLICY 9: Council will become the leader in metropolitan Melbourne in the promotion of cycling awareness and the provision of recreation opportunities for its residents

ACTIONS

**Action 9.1:** Identify appropriate local streets to implement a Ciclovia or other cycling-focused events on a regular weekly basis (such as on Sundays).

**Action 9.2:** Advocate to VicRoads for the implementation of the Ciclovia event on arterial roads across the municipality.

**Action 9.3:** Work with adjoining municipalities to extend the Ciclovia event across the CBD and inner northwest area.

**Action 9.4:** Work with Victoria University, RACV and other relevant bodies to extend the Melbourne Bike Share scheme into Maribyrnong.
Council supports an expansion of train, tram and bus services that facilitate population and employment growth without a corresponding growth in car use. The public transport system will provide the Maribyrnong community genuine choice for personal travel, deliver benefits for the environment, reduce road congestion and support increased walking and cycling throughout the city.

**PUBLIC TRANSPORT**

**POLICY 10**: Council will advocate for an enhancement of bus, train and tram services across the municipality

**ACTIONS**

**Action 10.1**: Work with DOT and VicRoads to design and implement a tram priority program for route 82, to support the significant levels of redevelopment expected along this route.

**Action 10.2**: Provide public transport priority along the road network, in terms of physical space and management. As a first step, in collaboration with VicRoads, investigate provision of exclusive tram reservations and bus lanes on all routes affected by delays, including priority lanes where on the approach to traffic signals there are 3 or more traffic lanes in each direction.

In addition to the comprehensive route planning, active tram and bus priority at intersections should also be implemented. Areas identified for improved priority include:

- Bus and tram priority environment on Droop Street connecting the Footscray CAA to Ballarat Road.
- Bus priority treatments around Highpoint Activity Centre, including the Rosamond Road/Highpoint Ring Road intersection and potential bus lanes on Rosamond Road.
- Bus priority measures in Gordon Street and Moore Street in Footscray.

**Action 10.3**: Work in partnership with DOT to improve service levels on the municipality’s key bus, train and tram routes (frequency, capacity, hours of service and reliability), including areas such as parts of Braybrook where bus services are infrequent.

**Action 10.4**: Work in partnership with DOT to identify services where trams can be replaced by bigger models to increase capacity.

**Action 10.5**: Support harmonisation of service frequencies on different routes, ensuring that no existing frequencies are diminished as part of this process.
POLICY 11: Council will advocate for the creation and extension of public transport routes to form a high quality bus, train and tram network across the municipality (see Figure 5)

ACTIONS

Action 11.1: In collaboration with DOT, establish two new SmartBus services through the municipality:

- An orbital route from Williamstown to Sandringham via Footscray, Highpoint and Maribyrnong Defence Site;
- A radial route from the Melbourne CBD to Caroline Springs via Footscray and Sunshine.

Action 11.2: Work in partnership with DOT to evaluate the potential extension of tram services:

- Along Dynon Road to link existing tram routes in Melbourne’s CBD along Spencer Street to the existing tram line in Footscray;
- From Footscray Station along Footscray Road to join the tram line at Docklands;
- Tram route 82 into Maribyrnong Defence Site and beyond;
- Along the eastern side of Rosamond Road north of Williamson Road (to continue to a central public transport interchange along the western boundary of Highpoint Shopping Centre before heading west to connect to existing Wests Road tram reserve);
- Highpoint to Sunshine from the Wests Road/Williamson Road corner along Hampstead Road, Churchill Avenue, Ashley Street, South Road and Monash Street.

Action 11.3: Work in partnership with DOT to review public transport access to schools, places of worship and other community facilities.

Action 11.4: In collaboration with DOT, plan for an integrated expansion of bus and tram facilities to service the Maribyrnong Defence Site redevelopment. Planning should examine the feasibility of providing at least one “Green Bridge” across the Maribyrnong River for pedestrians, cyclists and buses or trams linking with the Avondale Heights / Essendon areas.
POLICY 11: Council will advocate for the creation and extension of public transport routes to form a high quality bus, train and tram network across the municipality (see Figure 5)

ACTIONS

**Action 11.5:** Work with DOT to ensure early availability of public transport to all new significant developments.

**Action 11.6:** Work in partnership with DOT to evaluate the potential expansion of the Night Rider service within the municipality.

**Action 11.7:** Investigate the provision of a community bus service within the municipality.

**Action 11.8:** Work in partnership with DOT to investigate the provision of a high frequency bus service from Footscray to Melbourne Airport as an interim measure prior to the development of the Airport Rail Link.
Figure 5: Public Transport Network Extension Initiatives in Maribyrnong

- Extend Tram Route 82 in MDS and provide Bus Services and River Crossing for Public and Active Transport
- Deviate Tram Route 82 via New Central Interchange at Highpoint. Investigate suitable east-west connection between Highpoint and existing corridor, east of Wests Road
- Airport Rail Link Investigation Corridor
- Orbital Smart Bus Route
- Investigate East West Smart Bus Route
- Investigate Tram Extension Highpoint to Sunshine
- Extend Tram to link with Future Tram Service on Dynon Road
  - Two options: 1.) Hopkins Street to Leeds Street 2.) Irving Street to Leeds Street
- Investigate Tram Extension along Footscray Road

Maribyrnong Integrated Transport Strategy
Summary
POLICY 12: Council will support the establishment of a central transport interchange in Footscray and at Highpoint

ACTIONS

Action 12.1: Work in partnership with DOT to study options for establishment of a bus/tram/train interchange at Footscray Station. The interchange needs to be consistent with other plans, such as the potential tram extension to Footscray along Dynon Road.

Action 12.2: Work with key stakeholders to provide a centralised tram and bus interchange at the “heart” of the Highpoint Activity Centre.
### POLICY 13: Council will support improved access to stations and stops by sustainable modes

#### ACTIONS

**Action 13.1:** Advocate for the progressive transfer of off-street commuter parking at train stations to outer suburban areas. Ensure land released through this process is masterplanned and managed to provide maximum benefit to the community from the redevelopment or reuse of the land.

**Action 13.2:** Support access to stations by pedestrians and cyclists by implementing a program of better design and interface between the stations/stops and their surroundings. Tottenham station should be the first priority for improvement.

**Action 13.3:** In collaboration with the DOT, improve the bus to train interchange at West Footscray and Tottenham stations, including provision of upgraded interchange infrastructure and rerouting of bus services where required.

**Action 13.4:** Seek improved coordination and integration of modes by maintaining a strong advocacy role with the Melbourne Transport Forum and the Western Transport Alliance to promote the enhancement and coverage of all public transport services.

**Action 13.5:** In collaboration with DOT and VicRoads deliver improvements to enhance bus stop access commencing with identified issues on Geelong Road and Ballarat Road.

**Action 13.6:** In collaboration with DOT and VicRoads evaluate all stops on arterial roads to ensure they can be safely accessed by pedestrians from both sides of the road.

**Action 13.7:** Work with DOT to improve bus and tram stop facilities across the municipality.

**Action 13.8:** Work with DOT to ensure that all stations, stops and vehicles are DDA compliant.
**POLICY 14:** Council will advocate for improvements to public transport information

**ACTIONS**

**Action 14.1:** Promote broader awareness and attractiveness of public transport services by working in partnership with DOT for the provision of real-time information at all bus, train and tram stops.

**Action 14.2:** Promote attractiveness of public transport services by working in partnership with DOT for the provision of real-time information at major attractions (such as inside shopping centres and on roads with significant activity).

**POLICY 15:** Council will support changes to public transport fuels that provide better health outcomes for our community and our environment

**ACTIONS**

**Action 15.1:** Advocate to the Environmental Protection Agency (EPA) to undertake a study to determine air pollution levels in sensitive locations along bus corridors within the municipality. The results will determine the need and priority for replacement of diesel-powered buses with alternative fuels.

**Action 15.2:** Advocate to the DOT and bus operators to replace current diesel-powered buses with CNG, hybrid or electric buses. Priority should be given to buses operating on routes with sensitive receptors, significant freight movements and/or high air pollution levels.
Maribyrnong’s road network is characterised by strong east/west flows on corridors leading to the central city and the Port of Melbourne precinct. The arterial network supports significant commuter and freight traffic which affects local amenity. High volumes of traffic also affect the safety and quality of pedestrian and cyclist movements as well as the performance of road-based public transport services. Reduced reliance on private car travel within and through Maribyrnong can ease congestion on the road network allowing more efficient operation of bus and tram services.

**POLICY 16:** Council will work with VicRoads to prepare and deliver Network Operating Plans across the municipality in support of the SmartRoads program

**ACTIONS**

- **Action 16.1:** In collaboration with VicRoads develop and implement Network Operating Plans for the arterial network commencing with those portions of the network within activity centres and on public transport routes.
- **Action 16.2:** In collaboration with VicRoads and DOT establish an agreed version of the Principal Freight Network to allow freight to be efficiently transported while reducing community impacts.

**POLICY 17:** Council will work with VicRoads to improve maintenance standards of arterial roads

**ACTIONS**

- **Action 17.1:** Council will advocate to VicRoads for improved maintenance of arterial roads across the municipality.
POLICY 18: Council will support the Local Area Traffic Management program to protect local areas from through traffic and ensure the highest possible levels of amenity for the community.

ACTIONS

Action 18.1: Continue to implement a program of LATM schemes in the municipality’s residential precincts to complement the program of Network Operating Plans.
PARKING

The Maribyrnong municipality has a complex mix of land uses and parking and access in the area is a critical issue. Many areas within Maribyrnong experience high on-street parking demands, reducing accessibility to key destinations. Some residential areas, in proximity to commercial, retail and institutional uses are exposed to parking by non-resident vehicles. Many visitors to the municipality’s activity centres have the option of driving, given the established availability of parking. This is particularly evident at Highpoint which has over 6,200 parking spaces and, to a lesser degree, Footscray, which has around 2,000 spaces servicing the CAA. The management of parking needs to enhance accessibility through discouragement of long-term commuter parking while supporting legitimate short-term parking requirements. Managing parking supply and demand in Maribyrnong will promote access to destinations, while influencing travel mode choices that promote sustainable outcomes for the municipality.

**POLICY 19:** Council will operate a resident priority parking scheme with a maximum number of permits per household

**ACTIONS**

**Action 19.1:** Undertake a review of the Resident Parking Scheme in 2011/2012.

**Action 19.2:** Undertake consultation and communication to improve community awareness of the changes to the Resident Parking Scheme. A community awareness program should precede implementation of any changes to the Resident Parking Scheme.

**POLICY 20:** Council will review the fees for resident parking permits

**ACTIONS**

**Action 20.1:** Review the fees for Resident Parking Permits.
POLICY 21: Council will review fees for on-street parking for visitors

ACTIONS

Action 21.1: Investigate the installation of time-limited fee parking (ticket machines) prioritising streets that exhibit high demand for parking. A review should be undertaken to determine the locations where this is needed and the cost to be charged to visitors for parking.

POLICY 22: Council will participate in the review of carparking provisions within the Victoria Planning Provisions

ACTIONS

Action 22.1: Provide a submission to the 2011 review of parking provisions, and subsequently advocate for the implementation of supported changes.

POLICY 23: Council will promote the availability and affordability of both off-street and on-street parking to reduce pressure on the use of on-street parking

ACTIONS

Action 23.1: Develop and implement, in partnership with car park owners/operators, a parking guidance system to include all main public off-street car parks in activity centres and other areas of high demand.
**Action 25.1:** In collaboration with VicRoads and other agencies, develop an Idle-Free Zone program for Maribyrnong (for both heavy-duty and light vehicles) to encourage motorists to turn their vehicle engines off when not driving. The program should begin by designating schools as idle-free zones (e.g., buses and private vehicles waiting in queue during drop off and pick up at school). Hospitals and other sensitive areas should follow, with consideration for the program then being extended to business and commercial districts, parks, and neighbourhoods.

**Action 25.2:** Educate drivers and the community about the impacts of idling (fuel consumption, emissions, and noise) and the benefits from turning off your engine while waiting.

**Policy 24:** Council will review parking fees in selected off-street carparks, in order to reduce pressure on the use of on-street parking in sensitive local areas.

**Action 24.1:** Investigate parking occupancies in Mervyn Hughes and Henry Turner Memorial Reserves to determine whether reduced parking fees should be implemented.

**Policy 25:** Council will establish “idle-free” zones throughout the municipality.

**Action 25.1:** In collaboration with VicRoads and other agencies, develop an Idle-Free Zone program for Maribyrnong (for both heavy-duty and light vehicles) to encourage motorists to turn their vehicle engines off when not driving. The program should begin by designating schools as idle-free zones (e.g., buses and private vehicles waiting in queue during drop off and pick up at school). Hospitals and other sensitive areas should follow, with consideration for the program then being extended to business and commercial districts, parks, and neighbourhoods.

**Action 25.2:** Educate drivers and the community about the impacts of idling (fuel consumption, emissions, and noise) and the benefits from turning off your engine while waiting.
Maribyrnong Integrated Transport Strategy

POLICY 26: Council will support the expansion of car sharing in Maribyrnong

ACTIONS

Action 26.1: Support the provision of at least one car sharing space to be installed on-street adjacent to all new high density residential and commercial developments.

Action 26.2: Exempt car sharing vehicles from parking fees in all Council-controlled off-street carparks.

Action 26.3: Explore mechanisms to extend parking privileges to car sharing vehicles (similar to vehicles displaying Resident Parking Scheme permits) – in selected areas throughout the municipality in support of short-term parking access while avoiding unintended consequences such as long-term commuter parking.

Action 26.4: Explore mechanisms to provide car share parking spaces (in addition to car share ‘pods’) in highly sought after locations as an incentive to car share users. These parking spaces would not be associated with a particular vehicle or car share company, but could only be used by car share vehicles.
Council supports the efficient movement of freight on agreed routes across the municipality. However, while the on-road movement of freight partly reflects the growing economy in the west, as well as in the broader region, truck movements need to be better managed in order to avoid adverse health and safety impacts on residential communities. This is particularly evident in the south eastern part of the municipality, where excessive truck traffic continues to affect the amenity of residential areas.

**FREIGHT**

**POLICY 27:** Council will protect the amenity of local streets and residential areas from the impact of freight traffic

**ACTIONS**

- **Action 27.1:** Conduct traffic monitoring along local streets intersecting the main freight traffic arterial roads, to identify inappropriate truck usage patterns.

- **Action 27.2:** Develop and implement traffic calming measures for local streets. The priorities for implementation will be determined based on a review of safety and other conditions on areas of significant freight traffic.

- **Action 27.3:** Support use of limited key metropolitan freeways by HPFVs to link the Port of Melbourne with major industrial areas. Suitable freeways include the West Gate Freeway, CityLink, Western Ring Road and Hume Freeway.

- **Action 27.4:** Develop and implement traffic calming and other operational measures for arterial roads in residential areas that carry significant freight traffic. These may include actions such as truck curfews, narrowing streets, reducing speed limits, installing medians and roundabouts, designating pedestrian crossings, providing landscaping, marking bicycle lanes, timing traffic signals and improving signage.

- **Action 27.5:** Advocate to VicRoads for the replacement of existing curfew monitoring equipment with more effective modern technology.

- **Action 27.6:** Work with DOT to explore alternative ways of moving goods, such as using pipelines to move fuels. Ensure processes and standards are in place to prevent any risk to the community from pipelines prior to their establishment.
Figure 6: Principal Freight Network
(Source: Maribyrnong City Council and Victoria Department of Transport 2011)

**POLICY 28:** Council will continue to work with the Western Transport Alliance to reach consensus on a common policy position in response to a range of freight and truck issues affecting Maribyrnong.

**ACTIONS**

**Action 28.1:** Continue to work with the Western Transport Alliance on initiatives related to HPFVs and their routes, truck curfews to protect residential precincts, mechanisms to encourage and increase the share of rail freight and a preferred position on intermodal terminals.

**Action 28.2:** Develop with members of the Western Transport Alliance a common policy position and advocacy on major transport requirements for the Western Suburbs.
**POLICY 29:** Council will work with key stakeholders to promote the creation of intermodal terminals.

**ACTIONS**

**Action 29.1:** Work with DOT on the intermodal terminal site selection and associated land use and route planning to promote a solution that maximises benefits for the Maribyrnong community.

**POLICY 30:** Council will work with key stakeholders to promote reductions in truck emissions in Maribyrnong.

**ACTIONS**

**Action 30.1:** Advocate to the EPA to undertake a study to determine air pollution levels in sensitive locations along areas of significant freight activity within the municipality. The results will inform decisions for better management of freight movements.

**Action 30.2:** Work in partnership with the EPA and DOT to evaluate the appropriateness of emission standards for heavy duty vehicles operating in sensitive urban areas. Consider mechanisms to work towards all heavy duty vehicles operating within Maribyrnong meeting strict emission standards such as Euro 5.

**Action 30.3:** Work with Port of Melbourne Corporation, domestic freight terminals and transporters to implement driver education programs focused on fuel efficient driving practices. Event data recorders on trucks could be used to reward driving behaviour that promotes higher fuel efficiency and lower emissions.
POLICY 31: Council will work with key stakeholders to reduce freight noise in Maribyrnong.

Action 31.1: Advocate to the EPA to undertake a study to determine noise levels in sensitive locations along areas of significant freight activity within the municipality. The results will inform decisions for better management of freight movements.

Action 31.2: Work in partnership with the EPA and DOT to evaluate the appropriateness of noise emission standards for heavy duty vehicles operating in sensitive urban areas.

POLICY 32: Council will work with key stakeholders to minimise conflict with residential uses along freight routes.

ACTIONS

Action 32.1: Work in partnership with DOT, VicRoads, Port of Melbourne and domestic freight terminals to identify likely major future freight routes and precincts.

Action 32.2: Work in partnership with DOT, DPCD and other relevant stakeholders to develop planning guidelines for new residential developments along freight corridors (truck and rail). Residential building requirements, such as sound attenuation measures, could be implemented in those areas identified as priority freight routes.
It is widely recognised that Maribyrnong’s existing transport system is under significant pressure. At peak times, much of the arterial road network is congested, trains are struggling to meet demand and the tram and bus networks are slow and crowded. In response, a package of major projects has been under consideration in recent years, including a Westgate alternative, Melbourne Metro, Regional Rail and the Truck Action Plan. These projects are intended to relieve existing public transport service congestion, provide for an expansion of services to accommodate projected growth and address congestion and movement of road freight in the inner west. Council also considers that a rail link to Melbourne Airport through Maribyrnong can significantly boost travel options.
**POLICY 33: Council supports, in principle, the construction of a new road as a Westgate alternative primarily in the form of a tunnel through Maribyrnong.**

**ACTIONS**

**Action 33.1:** Advocate to the State Government for the construction of an appropriately designed Westgate alternative.

**Action 33.2:** Maximise benefits arising from this road by reviewing priorities established under SmartRoads and reallocating road space on existing arterial roads. This is to include:
- Implementation of truck curfews on relevant routes throughout the municipality
- Prioritisation of pedestrian and cycling movements across and along all arterial roads in Maribyrnong
- Improved priority for public transport on arterial roads

**POLICY 34: Council supports reduced truck volumes on residential streets.**

**ACTIONS**

**Action 34.1:** Advocate to the State Government for the implementation of new ramps linking the Docklands Highway to the Westgate Freeway as a priority project.

**Action 34.2:** Ensure that the reduction of truck traffic associated with the Truck Action Plan is used to realise benefits for other transport modes on all relevant roads, including Francis Street and Somerville Road. This includes full time prohibitions on non-local truck movements on all roads south-east of Geelong Road, except new Truck Action Plan routes.

**Action 34.3:** Work with VicRoads to plan for an underground Moore Street alternative and advocate for its implementation.
**POLICY 35: Council will advocate for the delivery of the Melbourne Metro underground rail tunnel**

**ACTIONS**

Action 35.1: Advocate to the State Government for the implementation of Melbourne Metro, including the Stage 2 section to Caulfield.

**POLICY 36: Council supports the construction of Regional Rail Link**

**ACTIONS**

Action 36.1: Advocate to the State Government for the implementation of enhanced pedestrian and bicycle networks within a 2 kilometre radius of all train stations in Maribyrnong in conjunction with delivery of RRL.

Action 36.2: Work with the State Government to increase vegetation along the Regional Rail Link corridor, to improve the environment and visual outcomes of the rail project.

**POLICY 37: Council supports a rail link to Melbourne Airport via a new alignment servicing Highpoint Shopping Centre**

**ACTIONS**

Action 37.1: Review, in conjunction with the DOT, the feasibility of a rail line from Footscray station to Melbourne Airport via Highpoint Shopping Centre and Maribyrnong Defence Site. A second preference could travel via Flemington Racecourse instead of Footscray Station.

Action 37.2: Explore, in conjunction with the DOT, opportunities to extend this route in the long term such as a route from Melbourne Airport to Defence Site, Highpoint, Flemington Racecourse, Newmarket Station, Melbourne University, Victoria Park and continuing to Doncaster.
Shifting to a more sustainable transport future for the City of Maribyrnong will require people to change their behaviour. Part of this shift will be achieved by supportive transport infrastructure, while other change will be driven by programs and policies which directly encourage behaviour change through the provision of information and incentive programs.

**POLICY 38:** Council will assist all schools to develop and roll out fully implemented school travel plans.

**ACTIONS**

- **Action 38.1:** Develop a school travel plan implementation strategy, including identification of most suitable schools and rolling schedule of deployment.
- **Action 38.2:** Build capacity within Council to support school travel plans on the scale required.
- **Action 38.3:** Assist with the development and implementation of two school travel plans per year, including behaviour change programs, supportive local infrastructure and policy changes.

**POLICY 39:** Council will require the development and implementation of green travel plans for significant new developments.

**ACTIONS**

- **Action 39.1:** Update the Council Guidelines for Development of Green Travel Plans to provide a best-practice guide for the development of Green Travel Plans for a range of development types, including reviewing the effectiveness of green travel plans currently in place.

**POLICY 40:** Council will lead by example in travel planning for its staff

**ACTIONS**

- **Action 40.1:** Review and update Council’s Green Travel Plan for staff.
The policies and actions identified in this strategy will help establish a transport system which is sustainable, equitable and convenient, in response to growth within and outside of Maribyrnong.

**Municipal Wide Initiatives**

The key initiatives are presented geographically – some have municipal-wide relevance whilst others are more localised and benefit the immediate region. Municipal wide initiatives include:

- Expand Nightrider bus services
- Establish two new Smart Bus routes
- Implement 40 km/h speed limit on local roads
- Implement 50 km/h speed limit on arterial roads
- Develop and implement Network Operating Plans for arterial roads
- Implement Local Area Traffic Management programs
- Review resident parking scheme
- Develop parking guidance system
- Develop idle-free zone program
- Support carshare initiatives
- Define the Principal Freight Network
- Work with Western Transport Alliance to identify preferred routes for major transport projects in the western suburbs
- Work with the EPA to reduce air pollution and noise from heavy-duty vehicles in Maribyrnong

In order to readily identify the key local and regional initiatives, the municipality has been divided into 3 sectors. These are precincts defined by major arterial road corridors that run through the municipality.

- **Sector 1.** North of Ballarat Road, incorporating key sites such as Highpoint and the Maribyrnong Defence Site (MDS).
- **Sector 2.** Between Geelong Road and Ballarat Road; this sector includes the major industrial and manufacturing areas of the municipality and has a number of potential redevelopment sites.
- **Sector 3.** South of Geelong Road, capturing Footscray CAA, Yarraville Village and the Bradmill Estate.

The 3 sectors are shown in Figure 7. The key initiatives at a municipal level have been mapped in Figures 8-10 (by sector) and are summarised below.
Figure 7: Three Geographic Sectors in Maribyrnong
Maribyrnong Integrated Transport Strategy

Summary

Sector 1 Initiatives

Significant development is expected in coming decades in this sector of the municipality, particularly in and around the Highpoint Activity Centre. Collectively, the level of land use development being contemplated is expected to make Highpoint Activity Centre one of the largest Principal Activity Centres in Melbourne.

Council’s Northern Maribyrnong Integrated Transport Strategy (NMITS) has been prepared to encourage the use of sustainable travel modes for access to and circulation around the Activity Centre (by improving walking, cycling and public transport provision and diversifying land use). NMITS outlines a number of desirable actions, many of which, due to their size, are dependent on State and Federal Government support. The most notable of these initiatives are:

- Rail line and station at the Activity Centre to encourage public transport use and reduce the use of private motor vehicles (with follow-on improvements to buses and trams that share road access with cars).
- New north-south Maribyrnong River crossing (in the form of the Ashley Street extension) to reduce the amount of traffic that passes through the heart of the Activity Centre.
- Extension of tram route 82 into the MDS – providing better sustainable transport access to the retail heart and facilitating bus-tram interchange opportunities.

Sector 2 Initiatives

Along with a large residential area, much of the industrial and manufacturing uses within Maribyrnong are located in this sector of the municipality. The Brooklyn/Tottenham precinct has been identified as a potential major redevelopment area. An intergovernmental working group has been established to undertake a study into this area to:

- Review current land uses in the precinct.
- Identify a long term vision for the precinct.
- Identify and evaluate the anticipated land use outcomes associated with potential WestLink alignments and the Melbourne Metro One/Melton electrification.
- Identify a preferred WestLink alignment.
- Identify other relevant government actions.

The key transport aspects of the study include:

- Improve access to bus stops for routes operating on Geelong and Ballarat Roads.
- Investigate the potential for establishing a tram link between Highpoint and Sunshine.
- Improve bus/train intermodal access at West Footscray and Tottenham Stations.
- Establish two new Smart Bus routes to enhance accessibility, allowing workers and residents alike a far greater choice of public transport options.
- Complete the bike link between Ashley Street and Sunshine Station.

Sector 3 Initiatives

The key feature in this part of the municipality is the Footscray CAA, which is located a few kilometres west of the Melbourne CBD, on the western side of the Maribyrnong River. The focus of previous strategies and the current Masterplan has been the creation of a sustainable centre based on walking, cycling, public transport and high quality development. The most recent of the studies, the Footscray Access and Mobility Strategy (FAMS), updated in 2011, identified priority projects designed to build on Footscray’s transport strengths, focused around pedestrian priority and safety, cycling connectivity, public transport priority, and traffic management and calming.

The integrated transport strategy has identified numerous actions for this precinct that complement the range of initiatives that are focussed on the Footscray CAA, including:

- Complete the Federation Bike Trail and a number of other important bike links.
- Identify the preferred form and alignments for major projects with potential to relieve truck traffic in the municipality.
- Investigate an alternate route for trucks currently using Moore Street.
- Define a Principal Freight Network.
- Protect local precincts through a program of Local Area Traffic Management schemes.
- Manage the movement of high productivity freight vehicles.
Figure 8: Key Initiatives in Sector 1

- **Extend Tram Route 82 in MDS and provide Bus Services and River Crossing for Public and Active Transport**
- **Provide Central Tram/Bus Interchange at Highpoint**
- **Deviate Tram Route 82 via New Central Interchange at Highpoint**
- **Provide Bus Priority Lanes**
- **Ashley Street Extension across Maribyrnong River**
- **Investigate Tram Extension Highpoint to Sunshine**
- **Investigate East west Smart Bus Route**
- **Orbital Smart Bus Route**
- **Airport Rail Link Investigation Corridor**

Maribyrnong Integrated Transport Strategy
Summary
Figure 9: Key Initiatives in Sector 2

- Investigate Tram Extension Highpoint to Sunshine
- Provide off-road Bike Link between Ashley Street and Sunshine Station
- Provide Bus Priority Lanes
- Enhance Bus Stop Access on Geelong Road and Ballarat Road
- Provide improved Bus/Train Interchange and Pedestrian Access at Tottenham and West Footscray
- Investigate East west Smart Bus Route
- Orbital Smart Bus Route
- Provide off-road Bike Link between Ashley Street and Sunshine Station
- Provide Bus Priority Lanes
- Enhance Bus Stop Access on Geelong Road and Ballarat Road
- Provide improved Bus/Train Interchange and Pedestrian Access at Tottenham and West Footscray
- Investigate East west Smart Bus Route
- Orbital Smart Bus Route
Figure 10: Key Initiatives in Sector 3

- **Develop Enhanced Tram/Train/Bus Interchange at Footscray Station**
- **Provide Bus Priority Lanes on Moore Street**
- **Provide continuous Bike Link between West Footscray Station and Footscray Road**
- **Investigate East west Smart Bus Route**
- **Investigate Tram Extension along Footscray Road**
- **Extend Tram to link with Future Tram Service on Dynon Road**
  - Two options: 1.) Hopkins Street to Leeds Street 2.) Irving Street to Leeds Street
- **Orbital Smart Bus Route**
- **Extend Federation Bike Trail from Millers Road to Hyde Street**
- **Moore Street Alternative**

Maribyrnong Integrated Transport Strategy
Summary
Maribyrnong City Council
Phone: 9688 0200
Fax: 9687 7793
Email: email@maribyrnong.vic.gov.au
Web: www.maribyrnong.vic.gov.au
TTY (Hearing Impaired): 9688 0564
After Hours/Emergency: 9688 0363
Postal address: PO Box 58 Footscray VIC 3011
Street address: Maribyrnong Council Offices
Corner Hyde and Napier Streets Footscray