2. INTRODUCTION

In April 2013, the City of Maribyrnong appointed Tract Consultants in association with GTA Consultants and Charter Keck Cramer to prepare the Framework Plans for the Tottenham and West Footscray Employment Precincts.

This report provides an economic assessment of future development opportunities for the two precincts. It builds upon earlier analysis undertaken for the Maribyrnong Economic and Industrial Development Strategy (MEIDS) with a focus upon underlying property market fundamentals and the implications for the type, scale and form of development that may be supported in each precinct.

The Project Brief identifies a number of key objectives for the Framework Plan which have been taken into account in undertaking this assessment. These are to:

- Determine the appropriate land use and mix for the precinct;
- Understand property values and general property development trends in the precinct and local area;
- Consider the ongoing viability of existing businesses and future business/investment; and
- Assess the current level of employment and the potential for increasing employment opportunities.

2.1 Report Structure

This assessment comprises a number of related stages being the following:

- Background Review
- Situation Analysis;
- Property Market Analysis; and
- Assessment of Development Opportunities.

In Consultation with:
INTENTIONALLY LEFT BLANK
# CONTENTS

## BACKGROUND

- **01 Introduction**
  - **1.1 Introduction**
  - **1.2 The Precincts**
  - **1.2 East West Link and Paramount Road Upgrade**

- **02 Regional Context**

- **03 Planning Context**
  - **3.1 Plan Melbourne**
  - **3.2 State Planning Policy**
  - **3.3 Local Planning Policy**
  - **3.4 Maribyrnong Economic and Industrial Development Strategy**
  - **3.5 Economic Development Strategy**
  - **3.6 Industrial Land Strategy**
  - **3.7 A Plan for Stony Creek: Review of the 1999 Stony Creek Directions Plan**
  - **3.8 Existing Zones and Overlays**
  - **3.9 Land Use Buffers**
  - **3.10 Principle Freight Network**

- **04 Future Major Infrastructure**
  - **4.1 East-West Link and Paramount Road Extension**
  - **4.2 Regional Rail Link**
  - **4.3 Melbourne Metro**
  - **4.4 Melbourne Airport Link**
  - **4.5 Priority Freight Network**

## SITE ANALYSIS

- **05 Tottenham Precinct**
  - **5.1 Land Use and Environment**
  - **5.2 Character and Identity**
  - **5.3 Movement and Accessibility**
  - **5.4 Economic and Employment Demand**

- **06 West Footscray Precinct**
  - **6.1 Land Use and Environment**
  - **6.2 Character and Identity**
  - **6.3 Movement and Accessibility**
  - **6.4 Economic and Employment Demand**

- **07 Key Issues & Opportunities**

- **08 Stakeholder Consultation**
  - **8.1 Overview**
  - **8.2 Methodology**
  - **8.3 Key Directions/ Implications for the Framework Plans**

## FRAMEWORK PLANS

- **09 Framework Plans**
  - **9.1 Introduction**
  - **9.2 Study Process**

- **10 Tottenham Framework Plan**
  - **10.1 Vision for Tottenham**
  - **10.2 Guiding Principles**
  - **10.3 Objectives and Strategies**

- **11 West Footscray Framework Plan**
  - **11.1 Vision for West Footscray**
  - **11.2 Guiding Principles**
  - **11.3 Objectives and Strategies**

- **12 Urban Design Development Guidelines**
  - **12.1 Tottenham Precinct**
  - **12.2 West Footscray Precinct**

- **13 Implementation and Staging**
1.1 Introduction

Tract Consultants, together with Charter Keck Cramer, GTA Consultants and ESP have been engaged by Maribyrnong City Council to prepare Precinct Framework Plans (PFPs) for the Tottenham and West Footscray Precincts.

The PFPs will guide long term planning for land use, transport and development within the precincts as well as key public realm improvements to support the role, function and amenity of the precincts.

The over arching objectives of the PFPs are:

- Vision - Establish a clear vision for the long term role of the Precinct that reflects the key issues and opportunities of the Precinct, including its physical, strategic and economic context.
- Economic role - Revitalise the role of the Precinct as a Core Employment Area within Maribyrnong and Melbourne’s west by attracting economic development and achieving a net gain in employment.
- Development - Encourage and facilitate redevelopment.
- Transport and access - Utilise future major transport infrastructure and improve internal access and connectivity within the Precinct.
- Character and identity - Improve the character and amenity of the Precinct through the quality of built form and the public realm.
- Interfaces - Manage industrial and commercial interfaces with adjoining residential areas to maintain industrial opportunities in appropriate locations and protect residential amenity.
- Environment - Improve the quality of Stony Creek as a natural system and public area of open space.

1.2 The Precincts

The Tottenham Precinct is a generally triangular area bound by Sunshine Road to the north, Princes Highway to the south, the Newport-Sunshine railway line to the west and Indwe and Cala Streets to the east. Stony Creek bisects the Precinct.

The West Footscray Precinct is separated from the larger industrial node to the south west by a small residential pocket bounded by Sunshine Road, Cala Street, Indwe Street and Sredna Street. The precinct extends along Sunshine Road and the railway line to the north and approximately 300-400m to the south with a direct interface with Hansen Reserve to the south.

1.3 East West Link and Paramount Road Upgrade

The proposed western alignment of the East-West Link project runs through the Precincts. The tunnel portion of the project will run underneath the West Footscray Precinct, emerging at Paramount Road within the Tottenham Precinct and then continuing as a surface road connection to the Western Ring Road.

Upgrades to Paramount Road and Dempster Street will be undertaken as part of the project to improve access into the tunnels, including the extension of Paramount Road to connect through to Geelong Road / Princes Highway.

These two major road projects have a significant influence on planning for the future development of the Tottenham and West Footscray Precincts both from a physical perspective and generating economic opportunities to attract businesses and investment.

The Precinct Structure Plans have taken into account all available information on the East-West Link and associated projects at the time. Proposed land use patterns respond to the opportunity the project/s creates but allows flexibility for development in the short to medium term to occur outside of land affected by the proposed projects.

The two Precincts are strategically located in Melbourne’s inner-west, approximately 8km west of the CBD, 3.6km west of the Port and within close proximity to the Principal Freight Network (PFN). The PFN include a freight line adjacent to the to the north of both Precincts, along the western boundary of the Tottenham Precinct, and spur line through the Tottenham Precinct into the adjoining Brooklyn Precinct. The West Footscray Precinct is located approximately 1.5km west of the Footscray Central Activities Area (CAA), with the Tottenham Precinct further west approximately 3km from the CAA.

The Tottenham Precinct forms part of a larger area of industrial land extending westward to the Western Ring Road and beyond, however it is separated from the balance of the industrial area by the railway line to the south-west. The Brooklyn industrial area immediately to the west of the Tottenham Precinct, on the opposite side of the railway line, is the subject of a structure plan and urban design framework prepared by Meinhardt, which was adopted by Hobsons Bay City Council in October 2012. This plan has been considered in the analysis of the Tottenham and West Footscray Precincts.

The Brooklyn Precinct will also benefit from the future East West Link and has opportunities to accommodate relocated uses, such as storage containers, from the Tottenham Precinct that would be suitable for this area and allow a more efficient utilisation of industrial land.

The West Footscray Precinct is an extension of this broader industrial area, connecting to the Tottenham Precinct only at its south-west corner and surrounded by residential neighbourhoods.

The Central West Activity Centre (business park) is located to the north of the Precincts on Ashley Street, and is a core employment area to be protected for business and employment use.
Figure 1 – Regional Context Plan

- Precinct Boundary
- Major Activity Centre (MAC)
- Neighborhood Activity Centre (NAC)
- Industrial Zone 1
- Industrial Zone 3
- Proposed East-West Link (at grade)
- Proposed East-West Link (tunnel)
- Proposed Federation Trail link
- Surrounding train networks
- Brooklyn Precinct
- Fishermans Bend Precinct
- E Gate Precinct
- Central West Activity Centre (Core employment Area)
**Background**

The Footscray Precinct is approximately 39.68ha. The current role of the precinct is predominantly warehousing, with almost two thirds of the land, predominantly manufacturing uses, which occupy almost two thirds of the land, and is characterised by larger industrial lots and subdivision patterns. However, the West Footscray Precinct is more intensively used and developed than the Tottenham Precinct, with fewer underutilised and vacant sites. However, employment density is lower with an average of 11.7 jobs per hectare (at the time of the 2006 census).

With 3,100 jobs (at the time of the 2006 census), the precinct has an average employment density of 12.6 jobs per hectare, which is below the average for the municipality’s industrial precincts (14.9 jobs per hectare).

The VicCLUE 2011 data estimates that employment density ranges across the precinct from 6 jobs per hectare to 35 jobs per hectare. The employment density is highest for land located south of Somerville Road and west of Olympia Street.

**State Planning Policy**

The SPPF sets out the overarching strategic framework for the future use and development of Melbourne. The following clauses of the SPPF are of particular relevance to planning for the Tottenham and West Footscray Precincts.

Clause 11 – Settlement provides the spatial framework for the location of land uses. The SPPF seeks to concentrate commercial and employment uses within identified activity centres and employment corridors that are accessible by public transport.

Clause 17 – Economic Development seeks to support and facilitate economic growth to build on the strengths of regions and achieve their economic potential. Out of centre commercial development is generally discouraged, except where it would provide a net community benefit. In relation to industry, the SPPF seeks to ‘protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development’.

Clause 18 – Transport seeks to provide a safe and sustainable transport system by integrating land use and transport. In relation to freight transport, the SPPF seeks to improve the freight and logistics network to optimise freight handling. Suitable sites for intermodal freight terminals at key locations, including Tottenham, are to be protected.

**Plan Melbourne**

A new Metropolitan Planning Strategy (MPS), titled Plan Melbourne, is currently being prepared by the state government to guide the future growth and development of Melbourne.

The draft MPS was exhibited for comment in December 2013. As part of the wider Western Industrial Precinct, the Tottenham and West Footscray precincts are identified as a state significant industrial precinct with investment and employment opportunities. This presents long-term strategic opportunities for the precincts at a metropolitan scale.

Furthermore, the Tottenham Corridor and Footscray Precinct along the railway line, encompassing the West Footscray Precinct and northern part of the Tottenham Precinct, is identified as having potential urban renewal opportunities as part of the Central Subregion.

Maribyrnong City Council provided a submission to Plan Melbourne supporting the recognition of Footscray’s importance to the economic development of the Central City. However, Maribyrnong City Council submitted that the Footscray and Tottenham Corridor is given insufficient weight and should be designated as a National Employment Cluster given its vital role in servicing the growing western region.

Council also reiterated its support for the East West Link and for completion of the western section as soon as possible to move freight off local roads, improve connectivity to the port and improve the viability of the Tottenham Precinct as a prime core employment area. For this reason, it was also submitted that Geelong Road and Moore Street be removed from the Principal Freight Network on the basis that freight should not be actively encouraged on these roads after the East West Link is completed.

**State Planning Policy**

The SPPF sets out the overarching strategic framework for the future use and development of Melbourne. The following clauses of the SPPF are of particular relevance to planning for the Tottenham and West Footscray Precincts.

Clause 11 – Settlement provides the spatial framework for the location of land uses. The SPPF seeks to concentrate commercial and employment uses within identified activity centres and employment corridors that are accessible by public transport.

Clause 13 – Environmental Risks seeks to ensure that potentially contaminated land is suitable for its intended future use and development and is used safely.

Clause 17 – Economic Development seeks to support and facilitate economic growth to build on the strengths of regions and achieve their economic potential. Out of centre commercial development is generally discouraged, except where it would provide a net community benefit. In relation to industry, the SPPF seeks to ‘protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development’.

Clause 18 – Transport seeks to provide a safe and sustainable transport system by integrating land use and transport. In relation to freight transport, the SPPF seeks to improve the freight and logistics network to optimise freight handling. Suitable sites for intermodal freight terminals at key locations, including Tottenham, are to be protected.

**Plan Melbourne**

The Footscray Precinct is approximately 39.68ha. The current role of the precinct is predominantly manufacturing uses, which occupy almost two thirds of the land, and is characterised by larger established businesses.

The West Footscray Precinct is more intensively used and developed than the Tottenham Precinct, with fewer underutilised and vacant sites. However, employment density is lower with an average of 11.7 jobs per hectare (at the time of the 2006 census).

The VicCLUE 2011 data estimates that employment density ranges across the precinct from 6 jobs per hectare to 35 jobs per hectare. The employment density is highest for land located south of Somerville Road and west of Olympia Street.

**State Planning Policy**

The SPPF sets out the overarching strategic framework for the future use and development of Melbourne. The following clauses of the SPPF are of particular relevance to planning for the Tottenham and West Footscray Precincts.

Clause 11 – Settlement provides the spatial framework for the location of land uses. The SPPF seeks to concentrate commercial and employment uses within identified activity centres and employment corridors that are accessible by public transport.

Clause 13 – Environmental Risks seeks to ensure that potentially contaminated land is suitable for its intended future use and development and is used safely.

Clause 17 – Economic Development seeks to support and facilitate economic growth to build on the strengths of regions and achieve their economic potential. Out of centre commercial development is generally discouraged, except where it would provide a net community benefit. In relation to industry, the SPPF seeks to ‘protect and carefully plan existing industrial areas to, where possible, facilitate further industrial development’.

Clause 18 – Transport seeks to provide a safe and sustainable transport system by integrating land use and transport. In relation to freight transport, the SPPF seeks to improve the freight and logistics network to optimise freight handling. Suitable sites for intermodal freight terminals at key locations, including Tottenham, are to be protected.

**Plan Melbourne**

A new Metropolitan Planning Strategy (MPS), titled Plan Melbourne, is currently being prepared by the state government to guide the future growth and development of Melbourne.

The draft MPS was exhibited for comment in December 2013. As part of the wider Western Industrial Precinct, the Tottenham and West Footscray precincts are identified as a state significant industrial precinct with investment and employment opportunities. This presents long-term strategic opportunities for the precincts at a metropolitan scale.

Furthermore, the Tottenham Corridor and Footscray Precinct along the railway line, encompassing the West Footscray Precinct and northern part of the Tottenham Precinct, is identified as having potential urban renewal opportunities as part of the Central Subregion.

Maribyrnong City Council provided a submission to Plan Melbourne supporting the recognition of Footscray’s importance to the economic development of the Central City. However, Maribyrnong City Council submitted that the Footscray and Tottenham Corridor is given insufficient weight and should be designated as a National Employment Cluster given its vital role in servicing the growing western region.

Council also reiterated its support for the East West Link and for completion of the western section as soon as possible to move freight off local roads, improve connectivity to the port and improve the viability of the Tottenham Precinct as a prime core employment area. For this reason, it was also submitted that Geelong Road and Moore Street be removed from the Principal Freight Network on the basis that freight should not be actively encouraged on these roads after the East West Link is completed.
3.3 Local Planning Policy

Clause 21.08 of the Municipal Strategic Statement (MSS) of the Maribyrnong Planning Scheme relates to economic development.

Clause 21.08-3 (Industry) identifies the Tottenham and West Footscray Precincts as two of the three core industrial precincts within the municipality, with the other being the Yarraville Port Precinct.

The key objective and strategies of this clause are:

- Maintain core industrial precincts.
- Protect the core industrial precincts from residential encroachment.
- Maintain land buffers around the core industrial precincts.

It is noted that this clause also supports the rezoning of industrial land in Cala Street, West Footscray to a residential zone to provide for residential development.

With respect to retail and office uses, Clause 21.08 generally discourages development outside identified activity centres. In particular, the MSS supports Highpoint Activity Centre as the focus for bulky goods retailing. The focus for office uses is the Footscray, Highpoint and Central West activity centres together with other locations offering good access to public transport.

Clause 21.06-3 (Heritage) seeks to protect and conserve heritage places, including protecting heritage places from adverse impacts associated with surrounding development. Strategies in this clause support development and adaptive reuse of heritage buildings that conserve heritage places. Demolition or removal of significant heritage elements should be seen as a last resort.

Clause 21.09 seeks to develop a safe, efficient and accessible transport network that supports and promotes sustainable transport through public transport, walking and cycling. Strategies to achieve this include providing high quality pedestrian and cycling path networks to connect key destinations including public transport nodes and activity centres. This clause also seeks to improve access to and within core industrial land to cater for industrial development as well as key road intersections.

Clause 22.01-16 (Industrial Heritage Policy) seeks to conserve industrial heritage places. This relates to both significant built form elements as well as ‘conservation by use’, where the use of the site is the primary historical significance. A key objective of this clause is ‘to ensure that industrial heritage places continue to be used and conserved, and that replacement and renewal occur where necessary for the continued operation of an historic industrial use’. The clause also recognises that the conservation of industrial places must be balanced against other policies and objectives relating to the ongoing use and development of land.

Clause 22.03 (Potentially Contaminated Land) has been adopted by Council and is awaiting approval from the Minister for Planning for inclusion in the Maribyrnong Planning Scheme through Amendment C82. This proposed clause seeks to identify potentially contaminated land and its potential impacts on proposed use and development, and ensure that such land is appropriately remediated and managed.

3.4 Maribyrnong Economic and Industrial Development Strategy

The Maribyrnong Economic and Industrial Development Strategy (MEIDS) was prepared in October 2011.

The MEIDS consists of two parts:

- Part 1 – Economic Development Strategy (EDS)
- Part 2 – Industrial Land Strategy (ILS)

3.5 Economic Development Strategy

The following principles have been adapted from the key issues and responses identified in the EDS to guide planning for the future use and development of industrial precincts:

- Population growth – Population growth must be managed to ensure that Maribyrnong does not transition to become a solely residential area. Growth should include the revitalisation of Maribyrnong’s existing employment and activity strengths.

- Employment opportunities – Economic development is important to generate local job opportunities, particularly for lower-skilled and disadvantaged residents. Achieving growth and balance between population growth and industry will be important for economic stability and will be reliant upon the generation of suitable employment opportunities for local residents. This will require strategic land use planning to reduce the current land use conflicts presented within the municipality to encourage both residential and industrial investment.

- Economic demand and development – While some relocation of manufacturing businesses out of the municipality has occurred, manufacturing remains a leading and important sector of the Maribyrnong economy. Local planning must recognise the changing nature of manufacturing and competitive factors and requirements to promote investment in the municipality.

- Efficient utilisation of land – Maribyrnong must maximise efficient brownfield redevelopment for employment purposes if it is to maintain its status as an employment hub. Planning should determine key activity areas which are to be maintained as industrial areas and the proposed revitalisation of these areas to accommodate future employment. In some cases, it may also require reclassification of existing industrial areas to mixed-use, including the opportunity for retail or commercial employment. Such reozoning can also assist in accommodating future residential demand but should retain a focus on job generation.

- Transport and access – Planning must consider and respond to the heavy vehicle transport that currently flows through Maribyrnong to and from the Port of Melbourne and its implications for amenity and traffic congestion.

- Land use conflicts and amenity – The historical development of Maribyrnong has resulted in conflicts between some residential areas and industrial areas. Planning must look closely at existing conflicts to achieve a balance between future industrial and residential land use. In some cases reclassification to redefine land use boundaries with appropriate buffer areas to reduce the existing levels of conflict may be required.
3.6  Industrial Land Strategy

The Industrial Land Strategy (ILS) provides an assessment of each of Maribyrnong’s industrial precincts and provides high level directions for their future role subject to detailed framework planning. Tottenham is identified as Precinct 2 and West Footscray is identified as Precinct 3, as shown below.

Both the Tottenham and West Footscray Precincts are categorised as Core Employment Areas (CEAs), which are defined as areas which are highly suitable for employment, are functioning relatively efficiently and where the employment role is to be protected and enhanced.

A summary of the key findings of the ILS for the Tottenham and West Footscray Precincts is provided in the following sections.

3.6.1  Tottenham Precinct

Constraints and issues
- Internal traffic circulation impeded by limited road connectivity associated with Stony Creek, which diagonally dissect the Precinct. Paramount Road provides the only roadway creek crossing.
- Access difficulties compounded by narrow internal roads, many of which are in a comparatively poor state of repair.
- Difficulty in stopping along Somerville Road associated with its heavy truck traffic and on-street restrictions.
- Insufficient off street parking (particularly for properties fronting Geelong Road).
- Lack of footpaths.
- Presence of a major hazard facility in Amanda Road (FBT Transwest – bulk dangerous goods storage and transport) and need for restrictive buffers around this use.
- Building obsolescence and associated vacancy. Under-investment in building refurbishment associated with past uncertainty as to the preferred alignment of East-West Link.
- Odour and raised dust associated with land use and unssealed hardstand areas.
- Suspected site contamination discouraging new investment activity.
- A lack of cafes impinging on the convenience and amenity of the Precinct as a workplace.
- Interface between industry and residential development along Indwe and Cala Streets; associated truck traffic impinging on residential amenity.

Opportunities
- The Stony Creek corridor is recognised as an important major source of amenity and potential pedestrian connectivity. Assembled over time through negotiations with adjoining land owners, council has developed a pedestrian walkway along the scenic Stony Creek corridor between Cala Street and Paramount Road. The corridor provides an attractive linear open space and passive recreation area in an area otherwise lacking in public open space.
- The Precinct enjoys close proximity to the CBD and the port, providing an opportunity for time sensitive logistical uses. It abuts the large Brooklyn Industrial Precinct.
- Occupants surveyed generally consider the Precinct’s existing premises a good fit for current operations.
- Main road connections provide ease of access to staff, city and the airport, main road access, and exposure to passing trade.
- The proposed East-West Link highway link, which includes a tunnel under Footscray CAD, would improve access and reduce travel times between the Precinct and the Port of Melbourne.
- The proposed East-West Link and Paramount Road upgrade works provides an opportunity to improve internal road circulation.
- Low average site coverage (42.3%) indicates scope for more intensive site development.

ILS Vision and Objectives
‘Tottenham is a major core employment area embracing manufacturing, logistics and storage (but not container storage).’

Future objectives include:
- A corridor of modern two-three level office/warehouses and office/showroom premises along the east side of Paramount Road (south of Indwe Street) and north side of Somerville Road east of Paramount Road leveraging off the exposure afforded by these arterial roads and providing a buffer between them and proposed residential development to the rear.
- Transition of the area north east of the intersection of Paramount and Somerville Roads, to the rear of the new L-shaped business corridor to residential use, leveraging the amenity of the existing Stony Creek linear park.

ILS Recommendations
- Investigate the potential for rezoning of land east of Paramount Road to encourage employment uses compatible with nearby residential uses.
- Improve internal Precinct access by connecting Quarry and Justin Roads, Victoria Drive and Olympia Streets with new creek crossings.
3.6.2 West Footscray Precinct

Constraints and Issues
- Amenity issues including odour, pollution, unattractive surrounding development and heavy truck traffic particularly along Sunshine Road and in Roberts Street.
- Interface between industrial uses and sensitive recreational/leisure facilities (including Swim School) on Roberts Street, exposing children to the hazard of truck traffic.
- The Wattyl Paints plant has the potential to give rise to adverse amenity impacts to residential uses in the near vicinity.
- Inadequacies of the Precinct’s existing stock of industrial premises associated with the age of the buildings, poor or inefficient configuration, inadequate size or lack of on-site parking.
- Residential encroachment impinging on industrial operational efficiency.
- Uncertainty associated with the route of the proposed East-West Link road project.

Opportunities
- Potential for the adaptive re-use of the historic Woolstore Building on the northwest corner of Roberts Street and Sunshine Road.
- Development opportunities associated with the proposed redevelopment of West Footscray Station near Geelong Road.
- Improved transport access associated with proposed new railway station north of the intersection of Sunshine Road and Roberts Street with access from the north (MSS: Transport Framework Plan).

ILS Vision and Objectives
"West Footscray is a core employment area with long established manufacturing operations and good access."

Future objectives include:
- The rejuvenation of the south side of Sunshine Road between the redeveloped West Footscray Station and Cala Street as a corridor of compact modern office/warehouse style development.
- The adaptive re-use of the historic Australian Estate Wool Store (at 47-61 Sunshine Road) and Goldsborough Mort Wool Store (at 63 Sunshine Road) as office premises or other employment purpose.
- Improve amenity along Sunshine Road and where there are residential interfaces on the south and west sides of the Precinct.

ILS Recommendations
- Investigate the potential for rezoning of land abutting Sunshine Road between West Footscray Station and Cala Street to encourage office/warehouse uses.
- Encourage the adaptive re-use of the Australian Estate Wool Store (47-61 Sunshine Road) and Goldsborough Mort Wool Store (63 Sunshine Road) for employment purposes.

Figure 3 - West Footscray Precinct ILS Recommendations
3.7 A Plan for Stony Creek: Review of the 1999 Stony Creek Directions Plan

The Tottenham Precinct comprises the Matthews Hill Reserve and the Tottenham Industrial Precinct and the part of the Macdonald Reserve and Cala Street Precinct of Stony Creek as identified in A Plan for Stony Creek: Review of the 1999 Stony Creek Directions Plan (Planisphere 2010).

The report provides an implementable plan of projects and works that can be undertaken and constructed in the short to medium term. The plan includes the relevant and achievable initiatives proposed in the 1999 plan as well as new projects and works identified through the review.

The key priority projects and works within the Tottenham Precinct outlined in the plan are summarised as follows:

- Construct shared concrete pathways along the creek that are clearly defined and provide links to other pedestrian and cycling paths (high priority).
- Establish welcoming and legible entrances to the creek parkland. Utilise a low bollard sign, or similar, alerting users to the ‘Stony Creek Path’ (medium priority).
- Work with developers to create positive interfaces with the creek and parkland, establish additional open space along the creek, address buildings to the creek and construct sections of shared pedestrian pathways as part of any redevelopment (medium – high priority).
- Continue indigenous revegetation planting and rehabilitate the creek and parkland (low – medium priority).
- Ensure that the boundaries between Melbourne Water and adjacent industrial sites are clearly demarcated and fenced (high priority).
- Investigate the feasibility of and possibility of purchasing Stony Creek into public ownership and the construction of shared pathways adjacent to the creek (high priority).

The following figures are extracts from the plan showing the priority actions within the Tottenham Precinct.

**Key Implications for the Framework Plan**

- The Framework Plan generally adopts the vision and priority projects of the Stony Creek Directions plan, except where strategies are revised in line with the proposed East West Link and Paramount Road Projects.
3.8 Existing zones and overlays

3.8.1 Tottenham Precinct

The Tottenham Precinct is predominantly zoned Industrial 1 Zone (IN1Z), with the Industrial 3 Zone (IN3Z) providing a buffer to the residential area to the east. There is also a small area on the eastern edge of the Precinct zoned Commercial 2 Zone / Business 4 Zone (C2Z / B4Z) along Princes Highway and a pocket of Residential 1 Zone (R1Z) to the north of Somerville Road. Refer to Figure 5.

The following overlays affect the Precinct:

- **Heritage Overlay (HO)**
  - HO163, affects 213, 215 and 215A and 221 Sunshine Road, Tottenham.
  - HO162, affects 207 Sunshine Road, Tottenham.
  - HO152, affects 35-65 Paramount Road, Tottenham.

- **Land Subject to Inundation Overlay** along Stony Creek.

- **Special Building Overlay** affects a small area along Quarry Road and Princes Highway.

- **Development Contributions Plan Overlay – Schedule 6 (DCPO6)** affects the entire precinct and is therefore not shown.

- **Public Acquisition Overlay – Schedule 1 (PAO1)** along the Paramount Road extension alignment.

**Figure 6** – Tottenham Precinct Existing Zones and Overlays
3.8.2 West Footscray Precinct

The West Footscray Precinct is predominantly zoned Industrial 2 Zone (IN2Z), with the Industrial 3 Zone (IN3Z) providing a buffer to the residential area to the south and west and resulting in lots covered by both zones. Refer to Figure 6.

The following overlays affect the Precinct:

- **Heritage Overlay (HO)**
  - HO159, affects 15-19 Sunshine Road, West Footscray.
  - HO160, affects 47-61 Sunshine Road, West Footscray.
  - HO161, affects 63 Sunshine Road, West Footscray.
  - HO127, affects the Geelong Road frontage of 240-246 Geelong Road, West Footscray.
  - HO128, affects 260 Geelong Road and 15 Geelong Street, West Footscray.
  - HO129, affects 268 Graingers Road, West Footscray.
- **Special Building Overlay (SBO)** affects a small area along Geelong Road (Princes Highway).
- **Development Contributions Plan Overlay – Schedule 6 (DCPO6)** affects the entire precinct and is therefore not shown.
- **Public Acquisition Overlay – Schedule 1 (PAO1)** affects frontages along Geelong Road.
3.8.3 Purpose of relevant zones

The recent reforms to Victoria’s commercial and industrial zones, introduced on 15 July 2013, have increased the flexibility and range of uses permissible as-of-right (without a permit) and with a permit within the precincts, particularly with regard to the Industrial 3 and Commercial 2 Zones. This will provide opportunities for new uses and diversity to establish within the precinct which were previously prohibited or less attractive due to permit requirements.

A summary of the zoning provisions which now apply to the precincts is provided below.

Industrial 1 Zone (IN1Z)

The purpose of the Industrial 1 Zone is ‘to provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.’

A permit is not required for most industrial and warehouse uses subject to conditions including meeting the relevant buffer distances.

A permit can be granted for an office, convenience shop and other retail premises other than shop. Shop is a prohibited use.

Industrial 3 Zone (IN3Z)

The purpose of the Industrial 3 Zone is:

- To provide for industries and associated uses in specific areas where special consideration of the nature and impacts of industrial uses is required or to avoid inter-industry conflict.
- To provide a buffer between the Industrial 1 Zone or Industrial 2 Zone and local communities, which allows for industries and associated uses compatible with the nearby community.
- To allow limited retail opportunities including convenience shops, small scale supermarkets and associated shops in appropriate locations.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive land uses.

A permit can be granted for most industrial and warehouse uses, retail premises and office.

A permit is not required for supermarket (up to 1800sqm) adjoining a Road Zone and adjoining shops (up to 500sqm). A permit can be granted to exceed these conditions.

Commercial 2 Zone (C2Z / B4Z)

The Business 4 Zone (B4Z) was recently replaced by the Commercial 2 Zone (C2Z). The purpose of the C2Z is:

- To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services.
- To ensure that uses do not affect the safety and amenity of adjacent, more sensitive uses.

A permit is not required for most industry and warehouse uses subject to conditions including meeting the relevant buffer distances. A permit is not required for office restricted retail premises and trade supplies.

A permit is not required for supermarket (up to 1800sqm) adjoining a Road Zone and adjoining shops (up to 500sqm). A permit can be granted to exceed these conditions.

Residential 1 Zone (R1Z)

The purpose of the Residential 1 Zone is:

- To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.
- To encourage residential development that respects the neighbourhood character.
- In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.

A permit is not required for the use of land as a dwelling. A permit is required for subdivision and to construct two or more dwellings on a lot.

A suite of new residential zones was introduced on 1 July 2013: the Neighbourhood Residential Zone (NRZ), General Residential Zone (GRZ) and Residential Growth Zone (RGZ). Councils have a period of 12 months from their introduction to apply the new zones. If one of the new zones is not applied by this time, the previous residential zone will be automatically replaced by the GRZ. The transition of the R1Z to the GRZ is appropriate for land zoned R1Z within the Tottenham Precinct.
3.9 Land Use Buffers

Clause 52.10 of the planning scheme (Uses with Adverse Amenity Potential) scheme sets out minimum threshold distances (buffers) from proposed industrial uses to land (not a road) in a Residential zone, Business 5 Zone, Capital City Zone or Docklands Zone, land used for a hospital or an education centre or land in a Public Acquisition Overlay to be acquired for a hospital or education centre.

In addition to Clause 52.10, the Recommended Separation Distances for Industrial Residual Air Emissions (EPA, 2013) provides guidelines for the separation distances (buffers) required between industrial and sensitive land uses.

Sensitive land uses are defined as ‘any land uses which require a particular focus on protecting the beneficial uses of the air environment relating to human health and wellbeing, local amenity and aesthetic enjoyment, for example residential premises, child care centres, pre-schools, primary schools, education centres or informal outdoor recreation sites’.

The provision of an adequate separation distance relates to both proposed industrial uses in close proximity to existing sensitive uses, as well as proposed sensitive land uses in close proximity to existing industrial uses. That is, it is the responsibility of the new uses, being the ‘agent of change’, to ensure that an appropriate buffer distance is achieved to nearby industrial uses (if the proposal is for a sensitive use) or nearby sensitive uses (if the proposal is for an industrial use), as outlined in Chapter 9.1 of the EPA document.

Work Safe Victoria provide guidelines for land use planning near a major hazard facility (MHF). There is no standard methodology or criteria to advise on planning proposals near a MHF, however Work Safe Victoria advises against the following proposed land use or development based on an identified ‘inner’ and ‘outer’ planning advisory surrounding a MHF:

- land use or developments within the inner area, apart from low density industrial uses such as non-retail warehousing or other low employee density business or industrial use. This minimises the numbers of people that might be affected by a low frequency-high consequence incident and maximises the likelihood of people safely responding to an emergency.
- land use or developments within the outer area for residential, business or other use where people likely to be present are not able to safely respond to a potential emergency situation or the proposal may result in unacceptable societal risk eg a large number of people present.
- planning scheme amendments that may result in unacceptable societal risk because of the cumulative effects to all developments and persons that may be present on land surrounding an MHF.

Buffer distances required from existing industrial uses, notably the Major Hazard Facility (MHF) on Amanda Road, may preclude other uses from establishing within particular locations of the Precincts, or existing or proposed residential areas may influence the type and location of future industrial uses in the Precincts.

The suitability of new uses within the Precincts with regard to ensuring appropriate separation distances are provided will be determined on a case-by-case basis in consultation with the EPA and Work Safe Victoria.

It is noted that the MHZ on Amanda Road has a five year licence to operate until 2018.

Please refer to Figure 15 - Tottenham Precinct Land Use and Figure 25 - West Footscray Precinct Land Use to see the relevant buffer distances for each precinct.

3.10 Principal Freight Network (PFN)

Due to 24 hour operations, noise and vibration from the PFN (road and rail) consideration needs to be given to buffers for any future sensitive uses.
The PFPs have been prepared with regard to the planning context and previous work outlined in the background chapter. In particular, the key implications of the background analysis for the future use and development of the Precincts which have informed the PFPs are summarised below.

**Tottenham Precinct**
- Identified in the MEIDS ILS as a Core Employment Area where the employment role is to be protected and enhanced.
- Close proximity to the CBD and port provides opportunities for logistical uses.
- Excellent access to existing and future freight network.
- Good main road connections, however access within the Precinct is poor due to narrow internal roads and poor state of repair.
- Major planned infrastructure will improve access to the Precinct, in particular the future East-West Link will provide a catalyst to attract new industrial and commercial uses.
- The Stony Creek corridor provides an important source of amenity and pedestrian connections with opportunities for improvement.
- The Major Hazard Facility in Amanda Road imposes a constraint on the type of use and development that can be safely accommodated in its vicinity.
- Potentially contaminated land must be adequately remediated and managed as required for any proposed new use.
- Council’s MSS supports the rezoning of industrial land in Cala Street to a residential zone.
- The recent changes to the industrial and commercial zones will increase the flexibility and range of land uses permissible within the precinct.

**West Footscray**
- Identified in the MEIDS ILS as a Core Employment Area where the employment role is to be protected and enhanced.
- Excellent access to existing and future freight network.
- Major planned infrastructure will improve access to the Precinct, in particular the future East-West Link will provide a catalyst to attract new industrial and commercial uses.
- Amenity issues including odour, pollution, unattractive development and heavy truck traffic.
- Interface issues between industry and sensitive recreation/leisure facilities on Roberts Street.
- Potential adverse amenity impacts from Wattyl Paints to residential uses in near vicinity.
- Opportunity for compact modern office/warehouse development on Sunshine Road between the new West Footscray train station and Cala Street.
- Opportunity for adaptive re-use of the historic Wool Store Building.
- Potentially contaminated land must be adequately remediated and managed as required for any proposed new use.
- The recent changes to the industrial zones will increase the flexibility and range of land uses permissible within the precinct.

The planned future East-West Link has significant implications for the future of the Tottenham Precinct. Planning for the Precinct has considered all available information on the East-West Link project and proposed a land use pattern that responds to the opportunities created by East-West Link while allowing flexibility for development in the short and medium term to occur on land not affected by the proposed project. Any rezoning within the indicative alignment of East-West Link or its immediate vicinity would be inappropriate until plans for the final alignment have been confirmed and made available to ensure an appropriate use and development response is achieved.
4.1 East-West Link and Paramount Road extension

The proposed western alignment of the East-West Link project (also known as East-West Link) runs through the Precincts. The tunnel portion of the project will run underneath the West Footscray Precinct, emerging at Paramount Road within the Tottenham Precinct and then continuing as a surface road connection to the Western Ring Road. Upgrades to Paramount Road and Dempster Street will be undertaken as part of the project to improve access into the tunnels, including the extension of Paramount Road to connect through to Geelong Road / Princes Highway. Paramount Road / Dempster Street is designated as part of the Principal Freight Network (road).

The proposed East-West Link presents challenges associated with the tunnel entrance and significant new road infrastructure within the Tottenham Precinct as it will form a barrier for connections within the Precinct. However, at the same time it will also provide significant benefits such as:

- Enhanced access directly into the port and onto the Western Ring Road and for freight and advantages for distribution centres seeking good access to the regional road network.
- Opportunities for commercial developments looking for co-location opportunities with transport logistics providers.
- Improved access from the CBD and eastern suburbs, improving the potential access to labour markets across Melbourne.
- Improved access to the CBD and associated services for residential suburbs in close proximity to the proposed new link (Transport Context Paper, GTA Consultants May 2013).

Planning for the Tottenham and West Footscray Precincts has taken into account all available information on the East-West Link and associated projects at the time. Proposed land use patterns (the PFP’s) respond to the opportunity the project/s creates but allows flexibility for development in the short to medium term to occur outside of land affected by the proposed projects. Of particular note, are the parcels affected by the tunnel entrance at Cala Street and Indwe Street.

It should also be noted that land rezoning within the indicative alignment of east-west link would be inappropriate until plans for the preferred/final alignment are available to ensure an appropriate development response ensues.
4.2 Regional Rail Link

The new Regional Rail Link (RRL) is currently under construction along the northern boundary of the Precincts, along the northern side of Sunshine Road. When completed, the RRL will provide a major new rail corridor in Melbourne’s west, directly connecting the Melbourne CBD with Footscray, Sunshine, Deer Park, Tarneit, Wyndham Vale and Werribee. When complete, passengers on the Geelong, Bendigo, and Ballarat lines will have a streamlined journey through the metropolitan system. Refer to Figures 9 and 10.

The project includes upgrades to the Tottenham train station, including a new rail bridge over Ashley Street, and a rebuild of the West Footscray train station approximately 160m west of the existing station, including a new covered pedestrian and cycle overpass connecting Sunshine Road and Cross Street.

The new West Footscray train station became operational on 14 October 2013 and construction was completed by the end of 2013.

4.3 Melbourne Metro

The Melbourne Metro project is a nine kilometre rail tunnel through inner Melbourne that will link the Sunbury and Pakenham/Cranbourne rail lines with five new underground stations from Kensington to South Yarra, shown in Figure 11.

The Melbourne Metro project has been declared under the Major Transport Projects Facilitation Act 2009 and has State and Federal funding for the planning approval process, which is currently underway. The timing and funding for the construction of the project has not yet been confirmed.
4.4 Melbourne Airport Link

The Victorian Government has recently completed the Melbourne Airport Rail Link Study to determine the best route for a Melbourne Airport Rail Link. The new Albion East alignment was confirmed as the recommended route, shown in Figure 12.

On the Albion East alignment, the Melbourne Rail Link would utilise the existing Sunshine rail corridor and connect to the planned Melbourne Metro to provide a direct connection to Melbourne Airport from Melbourne’s east, the CBD and west.

4.5 Victoria: The Freight State

Victoria: The Freight State - The Victorian Freight and Logistics Plan (VFLP) was released by the Victorian Government in August 2013. The plan outlines the long term strategy to improve the efficiency, productivity and connectivity of Victoria’s freight network and its relationship with businesses. The plan is based on 20 key directions which are each supported by a number of strategies and actions.

Figures 13 and 14 show the Principal Freight Network for road and rail. The plans show that the Precincts have excellent access to existing and future nationally significant road and rail freight links.
SITE ANALYSIS
This chapter provides a physical analysis of the Tottenham Precinct and the key issues and opportunities for the future land use and development of the Precinct.

5.1 Land Use And Environment

Existing Conditions And Issues

- Predominant land uses are warehousing and container storage, with a mix of other industrial uses.
- A relatively low site coverage, indicating scope for more intensive site development.
- There are some clustered service industries aligning the north-west edge of the Precinct along Sunshine Road and the south-east edge along Princes Highway.
- Average employment density of 12.6 jobs per hectare, the employment density varies across the site (ranging from 6 to 35 jobs per hectare) and is highest for land located south of Somerville Road and west of Olympia Street.
- The majority of the Precinct has a high or medium potential for contamination.
- There is a major hazard facility (MHF) in Amanda Road limiting further development intensification within the 500m buffer.
- Land uses will be affected by the proposed East-West Link and Paramount Road Upgrade projects.
- Land uses interfacing with the Principal Freight Network (Road and Rail) require careful management / buffers as 24 hour freight operations, noise and vibration conflict with some land uses.

5.2 Character And Identity

5.2.1 Key Interfaces And Views

Existing Conditions And Issues

- With little public open space and amenity, Tottenham is characterised by an industrial built form character and streetscapes.
- Industrial uses have interfaces with Stony Creek and surrounding residential areas.
- View lines overlooking Stony Creek from surrounding streets are generally overgrown and poor quality.
- Significant parcels of undeveloped land together with large built form setbacks create a spaciousness and lack of intimacy towards the north-west of the site along Sunshine Road.

**Figure 15** – Tottenham Precinct Land Use

**Figure 16** – Tottenham Precinct Potential Contamination Risk
Key Implications for the Framework Plan -

- Create an employment hub on Paramount Road with links to Central West Business Park
- Identify catalyst sites outside the MHF buffer for short-medium term development. Large sites outside of the buffer (including those fronting Sunshine Road immediately east of Olympia Street (being the Campbells Cash and Carry and former Pontaki Estia sites) offer the opportunity to not only establish a gateway to a revitalised Paramount Road employment precinct from Sunshine Road but also provide a connection to the Central West Activity Centre
- Industrial type land uses transition from more intensive to less intensive, from west to east (including consideration for PPN buffer and interface management)
- Utilise barriers, notably Stony Creek and the future East-West Link to provide a distinct transition between land use areas
- Use future land use designations to minimise conflict between industrial and sensitive uses. For example, office/warehouse areas may be used to transition between industrial and residential areas
- Capitalise on the value and character that Stony Creek brings to the precinct by increasing accessibility and visual connection
- Lower order uses such as container storage (along key frontages such as Sunshine Road, Paramount Road and Sommerville Road) are considered an underutilisation of high quality industrial land. There is the opportunity for these uses to be directed away from key road frontages and the Paramount Road Hub. Over time land values may see these uses transition out as other employment uses become more viable
- Land use patterns respond to the opportunity the East West link and Paramount Road projects create but allow flexibility for development in the short to medium term to occur outside of land affected by the projects (Refer to Figure 23 to see affected land holdings)
Site Analysis

**Stony Creek Reserve**
(Between Sub-Precinct 2.1 & 2.2)
- Established vegetation and creek environment
- Desire lines/tracks alongside Stony Creek connecting to neighboring Beaumont Parade

**Vacant Industrial Uses - Paramount Road**
(Sub-Precinct 2.7)
- Numerous run down industrial facilities which are vacant or under utilised

**Australian Wool Exchange**
(Sub-Precinct 2.5, Frederick Road)
- Large footprint defines the character of the sub precinct
- Large freight movement through Frederick Road with abutting storage and auction room facilities

**G & J Container Services Somerville Road**
(Sub-Precinct 2.4)
- Container storage facility and transition point
- Large built form presence within the precinct, congested traffic entry point

**Residential Interfaces**
(Sub-Precinct 2.7)
- Poorly maintained streetscapes with minimal landscaping or separation from heavy vehicle movement

**Clustered Service Industries**
(Sub-Precinct 2.7 Sunshine Rd)
- Multiple service industries ranging from crash repair to building fittings lining Sunshine Road
- Significant built form setback to Sunshine Road with poorly landscaped frontages

---

**Figure 17** - Tottenham Precinct Key Interfaces
- Precinct Boundary
- Sub-Precinct Boundary
- Photo location - refer description below
- Residential interface
- Creek interface
- Industrial interface
- Freight/Rail
- Arterial Road
Figure 18 – Tottenham Precinct Key Views

1. Sunshine Road / Market Street Intersection
   - Opportunity to landscape vacant land or extend commercial / service industries alongside Sunshine Road

2. Sunshine Road Freight Train Overpass
   - Utilise / and enhance linear open space north of Sunshine Road through vegetation framing of prevailing tree line

3. Princes Highway/ Tottenham Parade
   - Need to create clear entry points through the realignment and upgrade of Paramount Road

4. Overflow parking Frederick Road
   - Opportunity to expand Creek corridor into under utilised land at back of lots

5. Strengthen View lines alongside Stony Creek
   - Remediate Creek beds and existing vegetation to ensure safe cycling and conditions and passive surveillance

6. Residential Interface with Industry
   - (Cala Street KSB Private Land Holding)
   - Opportunity to acquire open space or provide setback treatment to soften factory facade
5.2.2 Open Space And Landscape

Existing Conditions And Issues

- Limited public amenity for workers and residents within the Precinct.
- Poor amenity and lack of landscaping along key streetscapes including Paramount Road, Sunshine Road and Geelong Road.
- No defined public open space within the boundaries of the Precinct, with the primary 'green' space being Stony Creek that runs through the Precinct.
- Prominent tree clusters along Stony Creek, however these are poorly maintained.
- Two small parks adjoin the south-east edge of the Precinct.
- Limited public access to Stony Creek.
- Noise issues for Bassett Reserve due to its location situated next to Princes Highway.

Key Implications for the Framework Plan -

- Revitalise Stony Creek as an accessible pedestrian connection and open space
- Encourage new development along Stony Creek and public spaces to provide surveillance, contribute positively to the open space amenity and provide areas for workers to recreate
- Undertake streetscape improvements

Stony Creek creates a distinctive divide within the Tottenham Precinct due to restricted public access, little maintenance, and limited pedestrian and vehicle crossing points.
5.2.3 Built Form Footprints / Urban Grain

Existing Conditions And Issues

- A mix of industrial typologies, predominantly comprising warehouses and container storage as well as a small number of commercial premises, utilising a range of lot sizes and built form.
- The Tottenham precinct has a significant degree of space underutilisation, including twenty three vacant parcels. A further 37 improved parcels (predominantly warehouses on Industrial 1 zoned land) with an aggregate area of 29 hectares were unoccupied. Large vacant premises included the former Feltex carpet warehouse in Paramount Road (occupying a 8.3 hectare site) and several warehouses at 201 Sunshine Road.
- The DPCD’s building footprint survey identified a building footprint of approximately 853,000 m², the highest of any precinct. The average individual building footprint was 3,079 m². Mean site coverage of 42.3% was the lowest of any precinct, indicating scope for more intensive development.
- Built form to the south comprises predominately large, operational industrial uses occupying large areas, built form to the south of Sommerville Road is small footprint on small lots.
- Some fragmented smaller built form is located towards the north and centre of the Precinct with a number of unoccupied buildings.

Key Implications for the Framework Plan –

- There is the opportunity to increase the utilisation of land area to productivity/employment.
- Lower order uses such as container storage (along key frontages such as Sunshine Road, Paramount Road and Sommerville Road) are considered an underutilisation of high quality industrial land. There is the opportunity for these uses to be directed away from key road frontages and the Paramount Road Hub. Over time land values may see these uses transition out as other employment uses become more viable.
5.3 Movement And Accessibility

5.3.1 Pedestrian Network

Existing Conditions And Issues

- Although the pedestrian network is generally continuous, it lacks pedestrian priority crossing points and footpaths on local connector roads, and there are numerous significant barriers to pedestrian movement including:
  - Arterial roads such as Sunshine Road (current SmartRoads traffic route) and Geelong Road
  - Connectivity issues from the Tottenham train station to the northern areas of the precinct
  - Stony Creek

- The condition of all existing pathways within the Precinct is poor, with minimal verge widths and landscaping, and undeveloped pathways and disconnected ‘desire lines’ exist in many areas.

- The PFN routes create barriers to pedestrian and bicycle movement through heavy vehicle movements.

Key Implications for the Framework Plan -

- Improve pedestrian permeability by including new connections across Stony Creek
- Develop key gateways to the precinct, utilising the future East West Link entry and Paramount Road Projects as catalysts
- Link in with future routes required as apart of the PFN and other major roads projects - ‘shared pedestrian / cycling path – off road with landscaped buffer separation from freight route’

Figure 21 – Tottenham Precinct Pedestrian Network

SOURCE: * A plan for Stony Creek - A Part Plans, Planisphere August 2010
5.3.2 Public Transport And Cycling Networks

Existing Conditions And Issues

- Established bus routes provide connections to the Melbourne CBD.
- Tottenham train station located adjacent to Sunshine Road.
- The cycling network lacks a number of key links and there are no on-road bicycle priority routes, other than on Geelong Road.
- Lack of safe pedestrian connections between the train station and employment clusters discourages public transport use.
- The Federation Trail to the western edge of the precinct presents an opportunity to better increase east-west connectivity for cyclists.

Figure 22 - Tottenham Precinct Public Transport And Cycling Networks
5.3.3 Road Network – Existing And Proposed

Existing Conditions and Issues

- Paramount Road provides the only road crossing of Stony Creek
- The existing transport network is characterised by private vehicle and freight priority, with a number of key features that make private vehicles the most attractive form of transport for most trips. These include:
  - A large number of arterial and wide local roads that allow for higher speed limits and generally free-flowing traffic conditions
  - The lack of safe pedestrian connections and public transport to major attractors (eg. train station to employment clusters)
- The major industrial access point into and through the Precinct is the future alignment of Paramount Road, which will improve access to/from the precinct and internal movement
- The proposed East-West Link tunnel will further enhance the movement of freight to/from the precinct
- Main road connections provide good access for employees, to the city and airport, main road access and exposure to passing trade
- The proposed East-West Link is a potential road barrier imposing internal movement issues between north and south, and land take for connections into the local transport network

Key Implications for the Framework Plan -

- Identify potential locations for new connections across Stony Creek
- Prioritise Paramount Road upgrades linking the Precinct with the Central West Business Park, Tottenham train station and the Principal Freight Network
- Improve connections and integration with public transport
- Develop key gateways to the precinct, utilising the future East-West Link entry and Paramount Road
- Encourage uses with higher employment densities surrounding the East-West Link entry

Figure 23 – Tottenham Precinct Road Network - Existing And Proposed

** Freight Futures Victorian Freight Network Strategy
5.3.4 Freight Network – Existing And Proposed

Existing Conditions and Issues

- The freight network is well serviced by the existing arterial road network, including the freeway network and ring roads, and close proximity to the Port via road and rail also provide ease of access.
- The northern and western edges of the precinct abut rail regional and metro corridors of national and statewide significance which are included in the Priority Freight Network rail network.
- The Principal Freight Network road network includes:
  - Princes Highway (Geelong Road)
  - Somerville Road
  - Sunshine Road
  - Paramount Road
  - Western section of the future East-West Link
- The growth of freight traffic (both road and rail based) should be considered.
- Land uses interfacing with the Principal Freight Network (Road and Rail) require careful management / buffers as 24 hour freight operations, noise and vibration conflict with some land uses.

Key Implications for the Framework Plan -

- Create preferred pedestrian and freight networks that provide safe and efficient transport between key land uses and integrate with the surrounding network.

Figure 24 – Tottenham Precinct Freight Network - Existing And Proposed
5.4 Economic and Employment Demand

An economic assessment of future development opportunities for the Precinct has been undertaken by Charter Keck Cramer. The key findings for the Tottenham Precinct are summarised below:

- The Tottenham Precinct is characterised by relatively large under-utilised sites, the presence of a major hazards facility in Amanda Road, and most importantly the potential to benefit most from the proposed East-West Link project which will improve accessibility and create a new gateway into the Precinct.
- The Precinct has a generally poor level of amenity, which inhibits the opportunities for more intensive employment activities.
- The continued presence of the major hazard facility, large scale manufacturing activities and the continued reuse of older style industrial buildings for storage related uses will limit future development.
- Any future development opportunities within the Precinct may be limited to industrial uses given the generally low amenity and the option of more attractive locations nearby for intensive employment uses.
- For sites within a 500m buffer around the major hazards facility in Amanda Road, there will be few opportunities for more intensive employment uses.
- The availability of large relatively under-utilised sites close to the proposed East-West Link offers the prospect for the redevelopment of sites for more modern office warehouse facilities in Tottenham.
- The availability of large under-utilised sites combined with East-West Link providing a new gateway into the Precinct and the connection to the Tottenham station and Central West Activity centre will be a key catalyst for more intensive development in the Tottenham Precinct, such as office warehouses along the Paramount Road corridor extending north to the station and activity centre.
- The remaining areas of Tottenham will continue to be impacted upon by not only the major hazards facility but also land fill sites further to the west.

The figure on the left from the Charter Keck Cramer report (Figure 10 in their report) identifies potential redevelopment sites north of the proposed East-West Link alignment and including key sites fronting Sunshine Road.
This chapter provides a physical analysis of the West Footscray Precinct and the key issues and opportunities for the future land use and development of the Precinct.

6.1 Land use and environment

Existing Conditions And Issues

- Predominant land use is manufacturing, with several long term businesses established in the Precinct.
- Average employment density of 12.6 jobs per hectare, which varies across the site (ranging from 11 to 18 jobs per hectare) and is highest for land east of Roberts Street.
- The majority of the Precinct has a high or medium potential for contamination - contamination may have a significant impact on redevelopment and further environmental investigation should be undertaken on a case-by-case basis.
- The Wattyl Paints and Goodman Fielder premises have the potential to give rise to adverse amenity impacts to surrounding residential uses and restrict new uses within their buffer areas.
- Land uses interfacing with the Principal Freight Network (Road and Rail) require careful management / buffers as 24 hour freight operations, noise and vibration conflict with some land uses.

Key Implications for the Framework Plan -

- Identify key development sites and opportunity areas for intensification.
- Locate uses that generate freight activity on the Sunshine Road and Geelong Road edges of the Precinct to reduce internal freight movements.
- Designate office/warehouse areas, which can also accommodate supporting commercial and retail uses, as a transition between industrial and residential areas.
- Encourage adaptive reuse of the historic Woolstore Building on the northwest corner of Roberts Street and Sunshine Road.

**Figure 26** – West Footscray Precinct Land Use

**Figure 27** – West Footscray Precinct Potential Contamination Risk


SOURCE: ESP - Phase I Preliminary Environmental Site Assessment, May 2013.

* ESP - Preliminary Environmental Site Assessment, May 2013.
6.2 Character And Identity

6.2.1 Key Interfaces And Views

Existing Conditions And Issues

- Land use comprises predominantly manufacturing uses fronting Sunshine Road.
- Heritage built form fronting Sunshine Road, e.g., woolsheds.
- Open space interface to Hansen Reserve to the south, with industrial lots backing onto the reserve.
- Potential land use conflicts with residential interface along Robbs Road.

---

**Figure 28 – West Footscray Precinct Key Interfaces**

- Precinct Boundary
- Sub-Precinct Boundary
- Photo Location - refer description below
- Heritage building with unique character opportunity
- Residential interface
- Creek interface
- Freight/Tram
- Arterial Road

---

1. **Coldsbrough Mort & Co. Building**
   - **Sub-Precinct 3.1**
   - High quality heritage built form along Sunshine Road

2. **Coldsbrough Mort & Co. Building**
   - **(Sub-Precinct 3.1)**
   - Opportunity to improve front of buildings along Sunshine Road through landscape treatment

3. **Watwool Wool Broker Building**
   - **(Sub-Precinct 3.1, Frederick Rd)**
   - High quality heritage built form along Sunshine Road

4. **Yarraville Swim Centre**
   - Yarraville swim school and adjacent kindergarten located on Roberts Street to the south west of the site
   - Issues with large vehicle traffic flows and existing speed limits into adjoining Tottenham Precinct

5. **Hansen Reserve**
   - **(South of sub-precinct 3.2)**
   - Active open space facilities backing onto sub precinct 3.2, very much enclosed by industrial built form

6. **Wattle Street**
   - **(Opposite Hansen Reserve)**
   - High quality residential built form located to the south of Hansen Reserve with views onto open space
Figure 29 – West Footscray Precinct Key Views

1. Linear Space Beside Coldsbrough Building
   - Opportunity to utilise large linear areas of private open space between built form to create links to abutting Hansen Reserve

2. Prominent large Built Form
   - Opportunity to consolidate building heights along Sunshine Road between Currajong Street and Derimut Street

3. Corner of Sunshine Road and Princes Highway
   - Opportunity to remediate vacant land to create active street frontage or create distinguishable way finding element for the West Footscray Precinct

4. Residential Interface with Reserve
   - Potential to utilise vacant private open space abutting back of industrial lots along Glanis Road or improve vegetation along road reserve

5. Residential Interface with Industry
   - Potential to utilise vacant private open space abutting back of industrial lots along Braid Street or improve vegetation along road reserve

6. Residential Interface with Industry
   - Potential to utilise vacant private open space abutting back of industrial lots along Robbs Road or improve vegetation along road reserve
6.2.2 Open Space And Landscape

Existing Conditions And Issues

- Hansen Reserve is located to the south of the Precinct and comprises six tennis courts along Wattle Street and four ovals providing significant recreation opportunities for employees and surrounding residents.
- Industrial properties back directly onto the north boundary of Hansen Reserve.
- Distinctive linear open spaces between large buildings towards the west of the site.

Figure 30 – West Footscray Precinct Open Space & Landscape
6.2.3 Built Form Footprints / Urban Grain

Existing Conditions And Issues

- Large manufacturing buildings impose a large built form presence on the landscape towards the west of the Precinct.
- Built form of finer grain with smaller industries towards the east of the Precinct.
- Private land holdings south of Braids Road and Robbs Road have poor interfaces with the surrounding residential area.

Key Implications for the Framework Plan -

- Key development opportunity for residential redevelopment on the corner of Robbs Road and Hansen Reserve to improve the interface for ongoing operations of the CEA.
- Encourage adaptive reuse of heritage buildings along Sunshine Road for employment uses.
- Encourage new development abutting public spaces, notably Hansen Reserve, to provide surveillance and contribute positively to amenity.
- Undertake streetscape improvements.
- Create key gateways into the Precinct.
6.3 Movement And Accessibility

6.3.1 Pedestrian Network

Existing Conditions And Issues

- Although the pedestrian network is generally continuous, there are numerous significant barriers to pedestrian movement including:
  - Arterial roads such as Sunshine Road (current SmartRoads traffic route) and general connectivity issues from the train station to the north-eastern areas of the precinct.
  - A lack of pedestrian priority crossing points and footpaths on local connector roads, particularly through the manufacturing land use areas in the precinct.
  - No clear east-west connection other than along the freight dominated Sunshine Road.
- The PFN routes create barriers to pedestrian and bicycle movement through heavy vehicle movements.

Figure 32 – West Footscray Precinct Pedestrian Network
6.3.2 Public Transport And Cycling Networks

Existing Conditions And Issues

- The cycling network lacks a number of key links and there are no on-road bicycle priority routes, other than on Geelong Road.
- The public transport system is serviced by train and bus modes, with the West Footscray train station located outside the precinct to the north-east. There are several bus routes along Geelong Road, and a less frequent service along Sunshine Road and Roberts Street.
- Few safe pedestrian connections between the train station and employment clusters, discouraging public transport use.

Figure 33 – West Footscray Precinct Public Transport And Cycling Networks
6.3.3 Road Network – Existing And Proposed

Existing conditions and issues
- The existing transport network is characterised by private vehicle and freight priority, with a number of key features that make private vehicles the most attractive form of transport for most trips. These include:
  - A large number of arterial and wide roads that allow for higher speed limits and generally free-flowing traffic conditions
  - The interface between freight and residential areas along local roads
  - The lack of safe pedestrian connections and public transport to major attractors (e.g. train station to employment clusters)

Key Implications for the Framework Plan -
- Create a key pedestrian and cycling node at the entry to the Precinct from the new West Footscray train station between key land uses and integrate with the surrounding network
- Integrate bus services with key land use clusters and the new West Footscray train station
- Link in with future routes required as apart of the PFN and other major roads projects - 'shared pedestrian / cycling path – off road with landscaped buffer separation from freight route'

Figure 34 – West Footscray Precinct Road Network - Existing And Proposed

** Freight Futures Victorian Freight Network Strategy
6.3.4 Freight Network – Existing And Proposed

Existing conditions and issues

- The freight network is well serviced by the existing arterial road network, including the freeway network and ring roads, and close proximity to the Port via road and rail also provide ease of access.
- The proposed East-West Link tunnel will further enhance the movement of freight in the precinct.
- Many local roads are currently used by freight and logistics vehicles which creates the potential for conflicts with pedestrians and amenity in the abutting residential areas.
- The growth of freight traffic (both road and rail based) should be considered.

Key Implications for the Framework Plan -
- Clearly identify pedestrian and freight entry points and links that provide safe and efficient transport.

Figure 35 – West Footscray Precinct Freight Network - Existing And Proposed
6.4 Economic and Employment Demand

An economic assessment of future development opportunities for the Precinct has been undertaken by Charter Keck Cramer. The key findings for the West Footscray Precinct are summarised below.

■ The West Footscray Precinct is more intensively developed with a number of major manufacturers continuing to operate and provide relatively strong employment opportunities.

■ The Precinct has a generally poor level of amenity, which inhibits the opportunities for more intensive employment activities.

■ West Footscray is expected to maintain its traditional manufacturing role which has allowed it to deliver employment opportunities consistent with that of more contemporary industrial precincts.

■ On-going amenity issues associated with these traditional manufacturing operations and the capacity of older industrial premises to be reused for storage uses may act as an economic disincentive to sites being redeveloped.

■ Any redevelopment of sites will therefore be dependent upon building improvements reaching the end of their economic life before properties are likely to be redeveloped.

■ The potential for more intensively developed sites being redeveloped for office warehouses will be limited by a number of factors including:
  ▪ The likelihood that many of the existing manufacturers will continue to operate into the foreseeable future given the level of capital investment on these sites.
  ▪ The inherent value of older style industrial buildings for storage uses raises property values to levels above that of development sites in more attractive locations, thereby limiting the likelihood of these sites being redeveloped.
  ▪ The contiguous nature of buildings on many sites requires an ‘all or nothing’ approach to the redevelopment of sites.

■ Despite many industrial properties in West Footscray appearing under-utilised, any redevelopment of sites is unlikely to be commercially viable until buildings reach the point where they are of little or no economic value.

It is also noted that Council recently approved the use and development of a Bunnings premises (restricted retail and trade supplies) on the land bound by Geelong Road, Sunshine Road and Geelong Street, opposite West Footscray train station.
Building on the findings outlined in this paper, the Key Issues and Opportunities Summary plan identifies the key issues and opportunities for the future land use and redevelopment of the Tottenham and West Footscray Precincts.

**Precinct Boundaries**

- Investigate Gateway Projects - opportunity to improve precinct environment, density & character
- Investigate amenity improvements to residential interface - May include local management and zoning, landscaping and site density, pedestrian and cycling movement and road infrastructure upgrades
- Develop Freight Priority Networks along East-West Link to encourage freight and high volume movements
- Enhance links to Central West Business Park and activity Centre - Long term plan to strengthen north-south link, link to local amenity to encourage growth in Tottenham and West Footscray Precincts
- Catalyst Project for Long Term Employment growth - Investigate development of vacant, under utilised and storage land, adjacent to future East-West Link access gateway for new employment precinct (with enhanced amenity projects)
- Long Term Residential Opportunity - Investigate development potential for adaptive reuse of existing heritage listed buildings and other sites in the West Footscray Precinct - Scaled footprints and heritage overlays may be barriers to development
- Opportunity to improve interface to Hansens Reserve through redevelopment
- Potential B3Z (Business 3 Zone) - Investigate opportunity to create a mixed-use zone along Sunshine Road & Geelong Road (Boulevard) - Long term, if future East-West Link reduces traffic volumes, strong public transport, cycling and walking networks (integrated)
- Enhance Stony Creek as a key feature of the precinct - Opportunity for recreation and pedestrian and cycling connections along the creek and an enhanced interface with adjoining natural uses (greater permeability and access)
- Investigate Opportunity for Additional North - South Links - Improve permeability and connectivity

**Key Issues & Opportunities - Tottenham and West Footscray**

- Investigate Gateway Projects - Opportunity to improve precinct environment, density & character
- Investigate amenity improvements to residential interface - May include local management and zoning, landscaping and site density, pedestrian and cycling movement and road infrastructure upgrades
- Develop Freight Priority Networks along East-West Link to encourage freight and high volume movements
- Enhance links to Central West Business Park and activity Centre - Long term plan to strengthen north-south link, link to local amenity to encourage growth in Tottenham and West Footscray Precincts
- Catalyst Project for Long Term Employment growth - Investigate development of vacant, under utilised and storage land, adjacent to future East-West Link access gateway for new employment precinct (with enhanced amenity projects)
- Long Term Residential Opportunity - Investigate development potential for adaptive reuse of existing heritage listed buildings and other sites in the West Footscray Precinct - Scaled footprints and heritage overlays may be barriers to development
- Opportunity to improve interface to Hansens Reserve through redevelopment
- Potential B3Z (Business 3 Zone) - Investigate opportunity to create a mixed-use zone along Sunshine Road & Geelong Road (Boulevard) - Long term, if future East-West Link reduces traffic volumes, strong public transport, cycling and walking networks (integrated)
- Enhance Stony Creek as a key feature of the precinct - Opportunity for recreation and pedestrian and cycling connections along the creek and an enhanced interface with adjoining natural uses (greater permeability and access)
- Investigate Opportunity for Additional North - South Links - Improve permeability and connectivity
08 

STAKEHOLDER CONSULTATION

8.1 Overview
Targeted consultation was undertaken with key stakeholders with direct interests in the future use and development of the precincts. Responses from the consultation were considered in the preparation of the framework plans.

Consultation was undertaken with the following key stakeholders:
- A transport workshop with key government departments
  - Maribyrnong City Council
  - The Department of Transport, Planning and Local Infrastructure (DTPLI)
  - Public Transport Victoria (PTV)
  - VicRoads
- Interviews with key landowners and business operators within the Precincts

8.2 Transport Stakeholder Workshop
A workshop with representatives from Maribyrnong City Council, DTPLI, PTV and VicRoads was held on 20 August 2013. Discussions focused on the following matters and their implications for the long term future use and development of the precincts:
- Rail infrastructure
  - PTV rail network plan
  - Melbourne Metro and Airport Link
  - Upgrades to existing rail corridors and stations, particularly Tottenham and West Footscray station upgrades
  - Regional Rail Link – limits to space available on northern side of corridor
  - VicTrack land reserved for long term freight management
- Bus network and services
  - Limited services in and around the Precincts
  - Bus services focus on residential areas and connecting to train stations
  - Issues with bus patronage in industrial areas due to provision of car parking on-site for employees and competition with private car travel
  - Long term potential for services along Indvee Street to service the Precincts
  - Long term plans for a premium route along Geelong Road with a high frequency SmartBus type service
  - A bus service review is scheduled to be undertaken for the area in 2014
  - The existing infrequent peak-only route 409 service along Somerville has poor patronage and is under review, the issue with patronage is related to free employee car parking
  - Network Development Plan for metropolitan bus and tram currently being prepared for release in 2014

Road Network
- Wider road network planning and connections linking with the Precincts
- Detailed consideration of internal road network
- VicRoads to consider long term planning intent and treatment for:
  - Sunshine Road
  - Ashley Street
  - Somerville Road
  - Geelong Road
  - East-West Link
- Paramount Road – long term regional connection with the East-West Link
- Future of Geelong Road – potential for lower heavy traffic volumes due to East-West Link and consideration of roadway capacity being utilised for bus lanes, cycling and boulevard tree planting
- VicRoads long term plan to decrease heavy vehicles on Somerville Road – currently undertaking origin/destination surveys

Walking and Cycling
- Significant barriers around the Precincts, particularly Geelong Road
- Issues and opportunities along Stony Creek
- Potential to form part of an active travel link between Sunshine and Yarraville
- Safe pedestrian and cycle access along and to Sunshine Road
- Bike path west of Ashley Street (north of RRL) is not continuous. Initial design for connection between Ashley Street and Sunshine Station.

Key Recommendations / Implications for PFPs
- Locate future employment uses in clusters to assist public transport servicing, uptake and viability creating an opportunity in higher value and greater feasibility to support a range of land uses
- Significant opportunities associated with improved transport and accesses through planned future infrastructure, particularly the East-West Link, Paramount Road upgrades and rail upgrades
- Potential for higher use of Bunnings site in the long term given its location in relation to public transport
- Improving safe pedestrian and cycling connections within and through the precinct is essential, particularly to the Tottenham and West Footscray train stations and across Geelong Road
- Opportunity for pedestrian and cycling linkages and ‘green spine’ along Stony Creek with continuation of planting and rehabilitation
8.3 **Interviews with key landowners and business operators**

Consultation with key landowners and business operators in the precincts was conducted through phone interviews.

Interviews were structured using the following questions:

1. How long has the business been at the current address?
2. How long does the business expect to remain at this address?
3. Is the business an owner or an occupier? If an occupier, how long is the current lease for?
4. Does the business have any plans to relocate? If so, where to and why?
5. If the business intends to relocate, is there any change that might make the business remain at its current location?
6. Does the area currently meet the needs of the business?
7. What do you see as the three main issues with the area?
8. What do you see as the three main opportunities for the area?
9. Are you planning to reinvest in your building or rental building in the next 3 years?
10. In three words describe the immediate area your business is in? (business perception)
11. How could Council help improve the area?

Contact was made with 28 identified key landowners and businesses, comprising 7 landowners in the West Footscray Precinct and 21 in the Tottenham Precinct. Of those contacted, responses were received from 1 stakeholder in the West Footscray Precinct and 6 stakeholders in the Tottenham Precinct.

The key responses are summarised as follows:

**West Footscray**
- Possible future plan to relocate to larger, modern premises in the outer metropolitan area closer to industry and infrastructure, however there are no firm plans at this stage.
- Indicated that the area currently meets the needs to the business
- Indicated the following main issues with the area:
  - Proximity to residential area due to noise issues
  - Traffic and difficult truck access
  - Age of the premises and maintenance issues
- Indicated the following main opportunities for the area:
  - Proximity to the CBD and main arterial roads
  - Central location with good public transport for staff to commute
- Indicated no plans to reinvest in the building in the next 3 years, other than routine maintenance.
- Characterised the precinct as central, congested and residential.
- Consider the area to be in a transitional phase from industrial to residential/mixed use due to its proximity to the CBD, transport and roads, and aging industrial assets.

**Tottenham**
- Predominantly businesses leasing properties
- Expects to remain at least 9 years
- Some businesses reported that the precinct currently meets their needs, while others reported that it does not.
- Some businesses indicated plans for reinvestment in buildings with regard to image and functionality.
- Indicated the following main issues with the area:
  - Road congestion, both commuter and truck, including local side streets
  - Roads in poor repair, including mud and dust. Gives a poor image.
  - Dust control issues
  - Difficult to control common property (roads) under owners corporation
  - Trucks parking and blocking common roads
  - Truck access eg. entry/exists and turning circles no optimal
  - Strain on on-site parking, causing parking on nature strips
- Indicated the following main opportunities for the area:
  - Location in close proximity to the CBD, rail and wharf
  - Industrial redevelopment of old building stock
  - Residential redevelopment along Geelong Road and Somerville Road
  - Commercial redevelopment
- Indicated the following possible improvements:
  - Upgrades to the quality of roads and mud management
  - Quicker response to issues, eg. road repairs
  - Better maintenance of trees and nature strips
  - Weekly street sweep and gutter cleaning
  - Improved buffers between industrial land and residential encroachment
  - Improved parking
INTENTIONALLY LEFT BLANK
FRAMEWORK PLANS

9.1 Introduction

The Precinct Framework Plans (PFPs) for the Tottenham and West Footscray Precincts provide the long-term strategic framework for future use and development within the Precincts.

The PFPs build on the overarching vision and strategic directions of the Maribyrnong Economic and Industrial Development Strategy (MEIDS). The economic vision set out in the MEIDS is:

“The City of Maribyrnong is a leader in urban economic transition and renewal, embracing its traditional industrial past whilst delivering vibrant and successful urban places and meaningful employment.”

The Industrial Land Strategy, forming part of the MEIDS, provides the following industrial land vision:

“The City of Maribyrnong has protected and improved the amenity and accessibility and attractiveness for business of core employment areas, as a means to delivering the City’s economic vision.”

The preparation of framework plans for each core employment area precinct is a key implementation outcome of the MEIDS.

This document follows on from the MEIDS and provides framework plans for the Tottenham and West Footscray Precincts through the following key themes:

- Vision for the precinct
- Catalyst Project Areas
- Land Use and Economic Development
- Character and Identity (Open Space, Amenity and Environment)
- Movement and Accessibility
- Objectives and Strategies
010  TOTTENHAM FRAMEWORK PLAN

10.1 Vision

The Tottenham Precinct will strengthen its role as a Core Employment Area by protecting existing major employers and delivering improved amenity and opportunities to attract new businesses.

Businesses will be attracted to the precinct to capitalise on its key strategic location near the City and Port and utilise major transport infrastructure connections. This will increase the diversity of uses and employment density in the precinct with a goal of achieving 25 jobs per hectare.

The Precinct will open up to a rehabilitated Stony Creek which will provide a major source of amenity as well as pedestrian and cycling connections to surrounding areas.

The proposed East West Link, and associated Paramount Road upgrade, landing in the heart of the Precinct will be a catalyst for these new employment opportunities. It brings improved access to an already highly connected precinct, and opportunities for streetscape and amenity projects that will lift the overall value of the Tottenham Precinct.

Substantial redevelopment and change will be focused into Catalyst Project Areas around Paramount Road, creating a new activated central core to accommodate commercial office buildings and other high employment uses.

Change in the west of the Precinct will continue to be limited by the existing Major Hazards Facility and heavy industrial and rail interfaces.

10.2 The Principles, Objectives and Strategies

- The following principles, objectives and strategies are the specific directions and desired outcomes being sought, and how they should be delivered.
- Any application or development within the precinct must meet the principles and objectives.
- The strategies identify the preferred outcomes within the precinct and should be considered in any application, however it is acknowledged that there may be alternate ways to meet the principles and objectives being sought.
- The precinct objectives and strategies should be read in conjunction with the background and site analysis sections of this report to assist in understanding the complexity and relationships between issues and uses.
- There are a number of key principles, objectives and strategies linked to the delivery of two major roads projects, the East West Link and Paramount Road Upgrade/Alignment.
  - Through the principles, objectives and strategies, this Framework Plan demonstrates support for the current design - specifically, the tunnel returning to grade within the Tottenham Precinct and linking with Paramount Road, as it provides significant benefits to the area.
  - This Framework Plan is a long term plan for the area, and acknowledges the degree of uncertainty on the timing and final design outcomes of these major roads projects, and strives to include a degree of flexibility embedded within these strategies and directions for short and medium term actions.

The Framework Plan and associated principles, objective and strategies have been created around a number of various elements organised into the following categories:
- Catalyst Project Areas
- Land Use and Economic Development
- Character and Identity
- Movement and Accessibility
CATALYST PROJECT AREAS

The Catalyst Project Areas focus on sites in Tottenham that present significant redevelopment opportunities for uses with higher employment densities, such as modern office warehouse. Opportunities for redevelopment of these sites are largely triggered by the proposed East West Link and Paramount Road Upgrade/Alignment, leveraging off the improved access and streetscape amenity that these major road projects will provide.

These catalyst areas will create a new ‘gateway’ into the Tottenham Precinct and be the catalyst for more intensive employment use - improving the perception of the whole area and strengthening key connections to the Tottenham train station and Central West Business Park.

Catalyst Project Areas 2 and 3 are integral to delivering the vision of the precinct and create the ‘Paramount Road Hub’. These sites are a high priority for redevelopment and should support and aim to bring forward the Paramount Road Upgrade/Alignment project and include boulevard tree planting at this interface.

Each of the Catalyst Project Areas interface with the PFN (Road and Rail), land uses at this interface require careful management / buffers as 24 hour freight operations, noise and vibration conflict with some land uses. Interfaces with the PFN will need to be addressed and managed as part of detailed planning for the Catalyst Project Areas.

Residential rezonings are not considered appropriate within the Catalyst Project Areas.

Future land use directions for land within the East West Link project area will be considered after the construction of the East West Link when it is known whether or not there will be surplus land suitable for development. High quality landscaping and interface treatments will be encouraged to ensure the East West Link contributes positively to the overall amenity of the precinct.

### Project Area

<table>
<thead>
<tr>
<th>Project Area</th>
<th>Proposed Use &amp; Role</th>
<th>Triggers/ Timing &amp; Links to Other Projects</th>
</tr>
</thead>
</table>
| Sunshine Road, Olympia Street, Indwe Street Extension | • Short-medium term redevelopment opportunity, which may be one of the first catalyst projects in the precinct as it does not rely on design or timing of major road projects  
• Proposed office/warehouse and office/light industrial use promotes a transition to higher employment density, ultimately aiming for 25 jobs per ha - the highest densities are encouraged in close proximity to the station and public transport options  
• Land use promotes a sensitive transition to the adjoining residential area, whilst protecting the viability and operation of more intense industrial uses to the west and south - a buffer role to the protect operations in the western portion of the site  
• Supported by analysis including location outside major hazards facility buffer, larger land holdings, low built form coverage, high level of accessibility from Sunshine Road and Olympia Street, and proximity to public transport and pedestrian/cycling links  
• Development should deliver high amenity outcomes and active facades to Olympia Street, Sunshine Road, and a potential extended Indwe Street contributing to a lift in the overall value of the precinct  
• Development should appropriately transition in scale of building and intensity of use towards the sensitive interface with existing residential uses, along the eastern boundary |
| Paramount Road Hub - Paramount Road, (west), Indwe Street, Stony Creek, Proposed East-West Link | • Proposed office/warehouse use promotes a transition to higher employment density - Ideally situated to become the ‘heart’ of the Tottenham Precinct comprising high employment density and activity with strong pedestrian, cycling and vehicle connections  
• A limited number of integrated convenience retail and food and beverage premises is also supported, adjoining Paramount Road with a preference for areas adjoining Stony Creek to take advantage of pedestrian/cycling connections, open space amenity and passive recreation areas  
• Land use provides a transition to more intense industrial uses to the west and south, and protects existing operations- a buffer role to the protect operations in the western portion of the site  
• Lower order uses such as container storage along key frontages such as Paramount Rd are considered an underutilisation of high quality business and industrial land - these uses should be relocated away from these key road frontages and the Paramount Road Hub  
• Supported by analysis including location outside major hazards facility buffer, larger land holdings, low built form coverage, high level of accessibility from Paramount Road, East West Link and Indwe Street Extension, and proximity to public transport and pedestrian/cycling links, proximity to exiting open space (Stony Creek) and connections to West Footscray Employment Precinct  
• Development should positively/actively address and support the proposed role for the Stony Creek Reserve, including (where appropriate) public roads adjoining the reserve, expanding the reserve to include walking and cycling paths, passive surveillance from buildings, and recreation/amenity for workers (e.g. tables for lunch)  
• Development should positively/actively address Paramount Road in a way that supports the role of the Paramount Road Hub as the new ‘heart’ of the Tottenham Precinct, including high quality public realm, landscaping, active building facades, and a consistent street address for buildings/ setbacks  
• Key built form opportunity at the Paramount Road/Indwe Street intersection contributing to the precinct ‘gateway’ character  
• Key open space/landscape opportunity at the Paramount Road/ Stony Creek/ East West Link intersection contributing to the precinct ‘gateway’ character | • Short Term - Medium Term  
• Could be developed prior to Paramount Road Hub and Paramount Road Upgrade/Alignment  
• Sunshine Road interface/ streetscape and amenity improvements  
• Medium - Long Term  
• Paramount Road Upgrade/Alignment projects - particularly relationship with associated streetscape and landscape works  
• A Plan for Stony Creek (1999), PBN along Stony Creek (links to Federation Trail), and other recommended objectives for Stony Creek from this Framework Plan such as an improved interface to the creek, pedestrian/cycle links and public access, and revegetation and rehabilitation |
### Paramount Road Hub
- Paramount Road, Indwe Street, Stony Creek, Proposed East-West link

- Ideally situated to become the ‘heart’ of the Tottenham Precinct comprising high employment density and activity with strong pedestrian, cycling and vehicle connections
- Proposed office/warehouse use promotes a transition to higher employment density, ultimately aiming for 25 jobs per ha
- A limited number of integrated convenience retail and food and beverage premises is also supported, adjoining Paramount Road with a preference for areas adjoining Stony Creek to take advantage of pedestrian/cycling connections, open space amenity and passive recreation areas
- Land use provides a transition to more intense industrial uses to the west and south, and protects existing operations - a buffer role to the protect operations in the western portion of the site
- Supported by analysis including location outside major hazards facility buffer, larger land holdings, low built form coverage, high level of accessibility from Paramount Road, East West Link and Indwe Street Extension, and proximity to public transport and pedestrian/cycling links, proximity to exiting open space (Stony Creek) and connections to West Footscray Employment Precinct
- Development should positively/actively address and support the proposed role for the Stony Creek Reserve, including (where appropriate) public roads adjoining the reserve, expanding the reserve to include walking and cycling paths, and passive surveillance from buildings
- Development should positively/actively address Paramount Road and Indwe Street, in a way that supports the role of the Paramount Road Hub as the new ‘heart’ of the Tottenham Precinct, including high quality public realm, landscaping, active building facades, and a consistent street address for buildings/setbacks
- Development should positively/actively address any open space and landscaping established as part of the East-West Link project, including (where appropriate) public roads adjoining open space, passive surveillance from buildings, and recreation/amenity for workers (e.g. tables for lunch)
- Key built form opportunities at the Paramount Road/Indwe Street intersection, and the Paramount Road/ East West Link, contributing to the precinct gateway character
- Key open space/landscape opportunity at the Paramount Road/Stony Creek intersection contributing to the precinct gateway character
- Setbacks and landscaping to Indwe Street interface to ensure sensitive transition to established residential area

### Proposed East-West link, Cala Street, Stony Creek

- Proposed residential use; may be suitable for medium/higher densities at Stony Creek and East West Link interface, similar to development on the other side of the Creek - the highest densities are encouraged in close proximity to the station and public transport options
- Separated from employment areas by East West Link and Stony Creek - use will impede existing operations or restrict future employment opportunities for the Tottenham Precinct
- Development should positively/actively address and support the proposed role for the Stony Creek Reserve, including (where appropriate) public roads adjoining the reserve, expanding the reserve to include walking and cycling paths, and passive surveillance from buildings
- Development should positively/actively address any open space and landscaping established as part of the East-West Link project, including (where appropriate) public roads adjoining open space and passive surveillance from buildings
- Development should contribute to the role of Cala Street as a pedestrian and cycling link to Tottenham Station, including support for a pedestrian and cycling link across Stony Creek in this location

### Triggers/ Timing & Links to Other Projects

- Medium - Long Term
- East-West Link and Paramount Road Upgrade/Alignment projects - particularly relationship with associated streetscape and landscape (or open space) works
- A Plan for Stony Creek (1999), PBN along Stony Creek (links to Federation Trail), and other recommended objectives for Stony Creek from this Framework Plan such as an improved interface to the creek, pedestrian/cycle links and public access, and revegetation and rehabilitation
### CATALYST PROJECT AREAS

<table>
<thead>
<tr>
<th>Project Area</th>
<th>Proposed Use &amp; Role</th>
<th>Triggers/ Timing &amp; Links to Other Projects</th>
</tr>
</thead>
</table>
| **5** | - Proposed office/warehouse and office/light industrial use promotes a transition to higher employment density, ideally situated to take full advantage of increased access to major transport and freight routes  
  - Lower order uses such as container storage along key frontages such as Paramount Rd and Somerville Rd are considered an underutilisation of high quality business and industrial land - these uses should be relocated away from these key road frontages and the Paramount Road Hub  
  - Land uses provide a transition to a more intense industrial uses to the west and south, and protects the existing operations of the precinct  
  - Supported by analysis including location outside major hazards facility buffer, larger land holding, areas, high level of accessibility to East West Link, Paramount Road (and Geelong Road) and Somerville Road - direct links to Brooklyn Employment Precinct and Central West Business Park  
  - Development should deliver high amenity outcomes and active facades to Somerville Road, Paramount Road and Victoria Drive  
  - Key built form opportunities at the Paramount Road/Somerville Road, and the Paramount Road/East West Link contributing to the precinct ‘gateway’ character  
  - Development should positively/actively address any open space and landscaping established as part of the East-West Link project, including (where appropriate) public roads adjoining open space and passive surveillance from buildings  |
| **6** | - Proposed office/warehouse and office/light industrial use promotes a transition to higher employment density, ideally situated to take full advantage of increased access to major transport and freight routes  
  - Land use promotes a sensitive transition to adjoining residential area on the east side of whilst protecting the viability and operation of more intense industrial uses to the west and south - a buffer role to the protect sensitive uses in the in the eastern portion of the site  
  - Development should appropriately transition in scale of building and intensity of use towards the sensitive interface with existing residential uses, along the eastern boundary  
  - Supported by analysis including, location outside major hazards facility buffer, large land holding, high level of accessibility to East West Link, Paramount Road (and Geelong Road) and Somerville Road - direct links to Brooklyn Employment Precinct and Central West Business Park  
  - Development should deliver high amenity outcomes and active facades to Somerville Road and Paramount Road  
  - Development should positively/actively address any open space and landscaping established as part of the East-West Link project, including (where appropriate) public roads adjoining open space and passive surveillance from buildings  
  - Key built form opportunities at the Paramount Road/Somerville Road, and the Paramount Road/East West Link contributing to the precinct ‘gateway’ character  
  - Key open space/landscape opportunity Cala Street/Stony Creek intersection Development should support a pedestrian and cycling link across Stony Creek in this location - vehicle movements should be restricted to ensure the creek acts as a natural transition to residential use, ensuring commercial vehicles do not enter residential area  |

- **Medium - Long Term**  
- East-West Link and Paramount Road Upgrade/ Alignment projects - particularly relationship with associated streetscape and landscape works  
- A Plan for Stony Creek (1999), PBN along Stony Creek (links to Federation Trail), and other recommended objectives for Stony Creek from this Framework Plan such as an improved interface to the creek, pedestrian/cycle links and public access, and revegetation and rehabilitation
<table>
<thead>
<tr>
<th>Project Area</th>
<th>Proposed Use &amp; Role</th>
<th>Triggers/ Timing &amp; Links to Other Projects</th>
</tr>
</thead>
</table>
| 7a Somerville Road, Geelong Road, Holmwood Road, Freight Railway | - Proposed industrial/logistics and office/warehouse use protects existing operations whilst promoting some areas for transition to higher employment density, ideally situated to take full advantage of increased access to major transport and freight routes  
- Supported by analysis including location outside major hazards facility buffer, larger land holding, areas, high level of accessibility and exposure to East West Link, Paramount Road, Geelong Road and Somerville Road - direct links to Brooklyn Employment Precinct  
- Development should deliver high amenity outcomes and active facades to Geelong Road, Somerville Road and Holmwood Road | - Short Term - Medium Term  
- Individual development should support the ‘Greening the West Project’ project and any future VicRoads plans for improving the public transport, pedestrian and cycling capacity, and amenity of Geelong Road                                                                 |
| 7b Proposed Paramount Road alignment, Somerville Road, Geelong Road | - Proposed office/business/support retail uses protects existing operations whilst promoting a transition to higher employment density, ideally situated to take full advantage of increased access and exposure to major transport and freight routes and existing commercial exposure to Geelong Road  
- Role and function of commercial uses on Geelong Road expanded to include other retail functions that support the industrial and commercial role of the Tottenham Precinct  
- Support the consolidation of smaller land holdings for commercial office/office warehouse development opportunities  
- Supported by analysis including location outside major hazards facility buffer, high level of accessibility (and exposure) to East West Link, Paramount Road, Geelong Road and Somerville Road - direct links to Brooklyn Employment Precinct  
- Deliver high amenity outcomes to proposed Paramount Road alignment, Somerville Road and Geelong Road to capitalise on the increased exposure and upgrades to Paramount Road  
- Redevelopment should include setbacks and landscaping to Somerville Road, opposite residential area, to ensure positive transition to established residential area | - Short Term - Medium Term  
- Paramount Road Upgrade/Alignment projects - particularly relationship with associated streetscape and landscape work  
- Future commercial viability of this precinct would be enhanced by works proposed for Geelong Road, as part of the ‘Greening the West Project’. The proposal is to ‘green up’ approximately 7km, from the Princes Highway junction to Ballarat Road  
- Individual development should support the ‘Greening the West Project’ and any future VicRoads plans for improving the public transport, pedestrian and cycling capacity, and amenity of Geelong Road |
**Tottenham Framework Plan**

**SCALE: 1:10,000**

**LAND USE & ECONOMIC DEVELOPMENT**

- **Precinct Boundary**
- **Catalyst Project Area**
- **Stony Creek**
- **Approximate Road Reserve** (Major Roads Projects)
- **Existing Open Space**
- **Existing Residential Use**
- **Proposed Residential Use**
- **Office/ Business/ Support Retail Use**
- **Office/ Warehouse Use**
- **Office/ Light Industrial Use**
- **Industrial/ Logistics Use**

**Key Development Sites - 'Paramount Road Hub'**

**Major Hazards Facility (& 500m Buffer)**

*Restricts land use opportunities within the buffer*

**NOTE:**

*East-West Link and Paramount Road Upgrade/ Alignment Projects - Taken from public plans at the time this report was prepared. Future planning and design to determine exact extents and configuration.*

**Central West Business Park**

**Tottenham**

**West Footscray Precinct**
Guiding Principles

- Higher intensity key employment land uses should be supported to strengthen the Tottenham Precinct as a Core Employment Area, with a new activated central core on Paramount Road.
- Attract new development and investment by promoting a transition to higher employment density uses such as office and office warehouse in Catalyst Project areas, particularly in the Paramount Road Hub/ and other key road frontage (e.g. Paramount Road, Sunshine Road, Somerville Road and Geelong Road).
- Leverage off the increased accessibility and amenity (road upgrades and landscape) created by the proposed East West Link and Paramount Road Upgrade/Alignment to retain existing major employers and attract new businesses.
- Land uses that interface with the PFN require careful management / buffers as 24 hour freight operations, noise and vibration conflict with some land uses - whilst the PFPPs take this into consideration through land use designation, interfaces with the PFN will need to be addressed and managed as part of detailed planning for each site.
- Protect exiting and future operations/employment generators by utilizing major infrastructure and natural elements to define edges and transition to sensitive uses, such as residential.
- Development sites that interface directly with existing and future residential uses should appropriately transition in scale of building and intensity of use towards the sensitive residential interfaces.
- Create important catalyst sites for development and investment by supporting the transition of storage uses within the Catalyst Project Areas (particularly along key road frontages) to more appropriate sites. Such as, within the major hazards facility buffer zone, but not fronting Sunshine Road, or to the Brooklyn Central core on Paramount Road.
- To protect exiting and future operations/employment generators by utilizing major infrastructure and natural elements to define edges and transition to sensitive uses, such as residential.
- New development should be encouraged to contribute to streetscape improvements along key streets (Sunshine Road, Paramount Road, Geelong Road, Indve Street & Somerville Road), and where adjoining Stony Creek contribute to increased public access and an positive interface.
- New uses will be limited by the Major Hazards Facility and will be assessed on a case by case basis.

Objectives

- To revitalise and strengthen the economic role of the precinct as a Core Employment Area.
- To support and protect the long term operational requirements and upgrades of existing industrial businesses, particularly from residential encroachment.
- To attract and facilitate redevelopment of underutilised land.
- To provide opportunities for regeneration.
- To provide opportunities for land uses that support the role of the precinct as a Core Employment Area.
- To carefully manage the interface between industrial, business uses and adjoining sensitive land uses such as residential and open space.
- To increase the employment density to 25 jobs/ ha throughout the precinct but particularly in the Catalyst Project Areas.

Strategies

- Direct light commercial uses into an activity hub along Paramount Road and Somerville Road to provide a central activity node with catalyst areas that stimulate development across both precincts.
- Consider potential contamination and impacts on new uses in accordance with Council's Potentially Contaminated Land Policy (proposed Clause 22.03).
- Direct uses with potential adverse amenity impacts to cluster within the vicinity of the Major Hazard Facility and utilised shared buffers in consultation with Work Safe Victoria.
- Protect employment areas from residential encroachment by enforcing land use designations - the East- West Link and Stony Creek should act as natural transition zones.
- Allow for an area on Cala Street, separated from employment areas by East West Link and Stony Creek to be considered for residential purposes (will not impede existing operations or restrict future employment opportunities for the Tottenham Precinct), this area may be suitable for medium/ higher densities at the Stony Creek and East West Link interfaces. The potential for residential use in this area should not be considered further until there is greater certainty regarding the design and timing of the East West Link.
- Encourage the development of freight and logistics uses with direct access to the East West Link.
- Support office warehouse and office/support retail uses along Paramount Road, Somerville Road, Geelong Road and Sunshine Road and encourage contemporary office/warehouse and showroom (business park style) development promoting a transition to higher employment densities.
- Encourage the intensification of land use, development and employment densities, particularly in the Catalyst Project Areas in accordance with the identified role and preferred use.
- Support office warehouse and office/support retail uses along Paramount Road, Somerville Road, Geelong Road and Sunshine Road and encourage contemporary office/warehouse and showroom (business park style) development promoting a transition to higher employment densities.
- Promote land within the Paramount Road Hub as the core catalyst areas - ideally situated to become the heart of the Tottenham Precinct with high employment density and strong pedestrian, cycling and vehicle connections.
- Uses that support the operation of commercial business in the precinct e.g. child care, community facilities, recreation facilities, aged care, will be considered and located through design of the Catalyst Projects Areas.
- A limited amount of integrated convenience retail and food and beverage premises is also supported in the Paramount Road Hub with a preference for areas adjoining Stony Creek to take advantage of pedestrian/ cycling connections, open space amenity and passive recreation areas.
- Support the relocation of storage containers away from the Paramount Road street frontage to sites within the major hazards facility buffer zone (but not fronting Sunshine Road) or to the Brooklyn Industrial Precinct where they are encouraged.
- Identify measures to maximise opportunity of exposure for industrial land fronting Sunshine Road, Paramount Road, Somerville Road and Geelong Road.
- Ensure that industrial and commercial uses within the precinct don't create unreasonable impacts on the safety and amenity of adjoining residential areas (eg traffic, noise, dust and odour).
- Redevelopment sites that interface with existing areas or streets should include suitable setbacks and landscaping to ensure positive transition and improved amenity to/with established residential areas.
- Ensure adequate visual and sound buffers are provided to adjoining residential areas where possible.
Precinct Boundary
1 Catalyst Project Area
6 Stony Creek
1 Existing Open Space
3 Key Pedestrian Node
6 (and Links to Stony Creek)
5 Gateway Project Zone
5 Key Amenity Improvements
6 Residential Interface/Transition Zone
6 Sunshine Road Interface
3 Geelong Road Road Interface
3 Supports ‘Greening the West’ project
1 Paramount Road Hub - Priority Zone
3 Boulevard Treatment
3 Paramount Road Hub - Priority Zone
6 Links to landscape works in Stony Creek reserve, and
4 upgrades along Paramount Road and Indwe Street are
4 a priority
3 East-West Link - Landscape & Open Space
4 Strip of land created by East-West link, adjoining Stony
3 Creek and Paramount Road. Opportunity to create
4 open space that contributes to gateway character and
3 amenity for the ‘Paramount Road Hub’ and enhances
3 accessibility to Stony Creek.

Pedestrian and Cycle Node
Key opportunity to create a high quality pedestrian and cycle crossing/access to Stony Creek and a core character element that contributes to the proposed commercial redevelopment opportunities in this area (Paramount Road Hub).

Gateway Projects Zone
Wayfinding elements and high quality landscaping. Investigate development outcomes at this intersection that contribute to the ‘gateway’ character and the identity of the precinct (landmark buildings and architectural elements). Facilitate pedestrian and cycling links with West Footscray.

Gateway Projects Zone
Develop key gateway into the precinct. Triggered by Paramount Road upgrades. Includes wayfinding elements and high quality landscaping that contributes to enhancing the precinct character.

Gateway Projects Zone
Develop key gateway into the precinct. Triggered by East West link. Feature landscaping elements (including public art) at and around tunnel entry and other connection points.
CHARACTER & IDENTITY

Guiding Principles

- The rehabilitation and upgrade of Stony Creek presents a key opportunity for enhancing the overall amenity and character of the precinct. New development should positively/actively address and support the proposed role for the Stony Creek Reserve.
- The industrial character of the precinct should be retained and enhanced whilst lifting the overall amenity and landscape quality of the public realm.
- The interface with major transport routes and identified gateways areas should contribute to the precinct character and prioritised for high quality way finding, streetscape and landscaping elements including built form, landscaping and open space as part of redevelopment on private land.
- Development should positively/actively address Paramount Road and Stony Creek in a way that supports the role of the 'Paramount Road Hub' as the new 'heart' of the Tottenham Precinct.
- The major roads projects present a unique opportunity to capitalise on amenity improvements, development should positively/actively address any open space and landscaping established as part of the East-West Link project.
- The PFN is a major contributing factor to the overall amenity and character of the precinct, it is a long term strategy and will evolve with the land use changes and major infrastructure projects.

Objectives

- To improve the overall amenity of the precinct to attract businesses with higher employment densities through the creation of a pleasant and attractive public realm.
- To develop key gateways into the precinct, urban design should include wayfinding elements and high quality landscaping (including public art) that contributes to enhancing the precinct character and lifting the perception of Tottenham.
- To improve the quality and access to existing open space reserves and any new open spaces provided through redevelopment or major roads projects.
- To support use and re-development of high quality heritage buildings in a way that maintains and enhances the building quality and character of the precinct.
- To build on the character and amenity of Stony Creek.
- To improve the performance and quality of stormwater runoff.

Strategies

- Deliver a high level of amenity along Paramount Road (particularly within the Paramount Road Hub), including high quality public art, landscaping, and active building facades in a way that attracts modern commercial and office/warehouse uses.
- Encourage new development along Stony Creek to provide surveillance and visual interest towards the creek and where possible co-locate future open spaces to adjoin the Stony Creek reserve.
- Encourage a high quality landscape edge at the interface with the East-West link, to be actively addressed by future developments.
- Undertake streetscape improvements including landscaping and verge widening to improve views and amenity, particularly within the Paramount Road Hub, Sunshine Road, Geelong Road, Indive Street and Somerville Road.
- Individual development along Geelong Road and Sunshine Road should support the 'Greening the West Project' and any future VicRoads plans for improving the public transport, pedestrian and cycling capacity, and amenity - contribute to the 'Boulevard Treatment' of the roads as traffic volumes and demand decreases.
- Regular street cleaning should be undertaken.
- Ensure streetscapes are durable and require minimal maintenance (reducing dust and measures to protect nature strip from truck damage).
- Encourage heritage buildings to be appropriately redeveloped for employment/business/commercial/industrial use or creative/shared work spaces for small business/shared workshop spaces.
- Create a high quality pedestrian and cycle crossing/access to Stony Creek at the intersection with Paramount Road as a core character element that contributes to the proposed commercial redevelopment opportunities in this area (Paramount Road Hub).
- Create wayfinding elements, high quality landscaping and built elements (structures and public art) at the intersection of Stony Creek and Paramount Road that contribute to the gateway character and the identity of the precinct.
- Develop key gateways into the precinct triggered by West East link, particularly where it meets Paramount Road.
- Develop key gateways into the precinct triggered by Paramount Road upgrades, particularly where it meets Geelong Road.
- Revitalise Stony Creek and existing established vegetation - continue indigenous revegetation planting and rehabilitate the creek and parkland.
- Ensure that the boundaries between Melbourne Water land and adjacent industrial sites are clearly demarcated and fenced (where a public interface can not be achieved).
- Maximise access to Stony Creek through redevelopment of key sites, works associated with East-West Link, and any new road connections.
- Provide activation and passive surveillance of existing and new open spaces.
- Development should positively/actively address and support the proposed role for the Stony Creek Reserve, including (where appropriate) public roads adjoining the reserve, expanding the reserve to include walking and cycling paths, and passive surveillance from buildings.
- Work with developers to create positive interfaces with the creek and parkland by establishing additional open spaces along the creek, address buildings to the creek, construct sections of shared pedestrian pathways, and provide recreation/amenity for workers (e.g. tables for lunch).
- Encourage new business and commercial development to include adequate provision of open space for employee recreation.
- Development should positively/actively address any open space and landscaping established as part of the East-West Link project, including (where appropriate) public roads adjoining open space and passive surveillance from buildings.
- Ensure streets and drainage perform adequately during storm events.
- Minimise any increase in stormwater run-off and protect receiving waters from environmental degradation.
- Capture, retain, treat and re-use stormwater before it is discharged into natural system.
- New street and open space designs should consider incorporation of infill measures.
Pedestrian and Cycle Node
Key opportunity to create a high quality pedestrian and cycle crossing/access to Stony Creek. Potential to link Paramount Road and Tottenham Station to Federation Trail/commuter network.

Proposed links across Stony Creek
Investigate suitable locations to improve connections across Stony Creek and allow for efficient freight transport movement. Consider implications for increased public access and improved interface to Stony Creek.

Key Pedestrian Node
(and links to Stony Creek)

NOTE:
Existing bus routes include Roberts Street and Geelong Road, Indwe Street, and Dempster Street, north of Indwe Street, should be considered for future bus routes.

*Taken from public plans at the time this report was prepared; future planning and detail design to determine exact extents and configuration.

** All major roads are considered secondary pedestrian/cycling links; PFN routes should have a shared pedestrian/cycling path off road with landscape buffer separation from the freight route.
**MOVEMENT & ACCESSIBILITY**

**Guiding Principles**
- Capitalise on works associated with major transport infrastructure projects, including the East-West Link and Paramount Road Upgrade to improve access to freight and public transport networks, increasing the attractiveness of the precinct to new employers and employees.
- Improve connections to the Tottenham train station.
- Improve internal road networks by clearly defining preferred routes for freight and commercial traffic, and promoting sites with direct access to freight networks for high-volume traffic users.
- Establish preferred networks for all transport modes, ensuring pedestrians and cyclists are separated as much as possible from the freight network.
- Improve east-west connections linking the Tottenham Precinct with the West Footscray Precinct.
- Capitalise on opportunities to link into regional cycling connections such as the Federation Trail, via Stony Creek, including new pedestrian connections over Stony Creek.
- Improve the connectivity and legibility of the precinct by investigating potential new vehicle crossings of Stony Creek.
- Increase pedestrian/cycling access to Stony Creek, including wayfinding signage and measures to make the pathways a safe and attractive option.
- Provide key freight connections from East-West Link Road to Ravenscourt Road, Alick Road and Olympia Street as appropriate.

**Objectives**
- To capitalise on the improved access to/from the Tottenham Precinct that will be provided by the new East-West Link and Paramount Road upgrades.
- To provide for an interconnected street network that integrates appropriately with surrounding urban areas, including improved connection across Stony Creek and allow for efficient freight transport movement and links to the East-West Link and Paramount Road.
- To improve the safety and efficiency of the road and rail freight transport within and through the precinct.
- To improve the safety and connectivity of the pedestrian and cycling networks within and through the precinct.
- To promote walking, cycling, and public transport as suitable transport alternatives for workers.

**Strategies**
- Prioritise Paramount Road Upgrade/Alignment projects, improving connections with Central West Business Park and Tottenham train station to the north, and connection to Geelong Road (Principal Freight Network) to the south.
- Investigate feasibility of preferred links across Stony Creek to improve connection and allow for an efficient freight transport network (including provision for pedestrian and cycle access).
- Create a preferred freight network/plan for the short and long term.
- Provide sufficient capacity within the road network to cater for the needs of industrial and business uses, and emergency vehicles.
- Separate freight networks from local vehicle, pedestrian and cycle networks. Where conflicts occur prioritise pedestrian and cycle safety and amenity by incorporating shared off road paths with adequate dust screening.
- Clearly identify key entry points for freight traffic along Geelong Road and from Paramount Road.
- Improve the amenity and safety of Stony Creek as public open space and a pedestrian and cycling connection.
- Extend pedestrian and cycling pathways along Stony Creek connecting to wider networks (commuter), particularly, north of Sunshine Road and the Federation Trail.
- Establish welcoming and legible entrances to the Stony Creek parkland - utilise a low bollard sign, or similar, alerting users to the ‘Stony Creek Path’.
- Investigate the feasibility and possibility of purchasing Stony Creek into public ownership and the construction of shared pathways adjacent to the creek.
- Create a high quality pedestrian and cycle crossings/access to Stony Creek at the intersection at Cala Street, improve crossing point at Paramount Road for pedestrian and cyclists.
- Create a clear pedestrian network with connections to key land uses and destinations, such as key employment generators and the Tottenham and West Footscray train stations.
- Improve the safety and amenity of links to, and environments around train stations and bus routes.
- Better integrate bus services with key land use clusters within the site and connections with Tottenham train station, advocate for bus services along Indwe Street and provide bus stops either side of Geelong Road to improve connectivity and safety.
Potential Residential Transition Site (subject to suitability for sensitive use)

Proposed Residential Use
- Office/ Business/ Support Retail Use
- Office/ Warehouse Use
- Office/ Light Industrial Use

Principal Freight Network (PFN) - Rail
- Future Principal Freight Network (PFN) - Road
- Future Principal Freight Network (PFN) - Road
- Preferred Airport rail link
- Principal Freight Network (PFN) - Road
- Future Principal Freight Network (PFN) - Road
- Proposed Local Freight Network - Road
- Future Principal Freight Network (PFN) - Road
- Proposed Local Freight Network - Road

Existing Open Space
- Office/ Warehouse Use
- Office/ Light Industrial Use

Key Development Site
- Key Development Opportunity
- Key Pedestrian Node
- Gateway Project Zone
- Key Amenity Improvements
- Residential or Open Space Interface/ Transition Zone
- Sunshine Road Interface
- Geelong Road Road Interface
- Supports 'Greening the West' project
- Roberts Street and Geelong Street - Priority Zones

NOTE:
- East-West Link and Paramount Road Upgrade/ Alignment Projects - Taken from public plans at the time this report was prepared. Future planning and detail design to determine exact extents and configuration.
- All major roads are considered secondary pedestrian / cycling links. PFN routes should have a shared pedestrian / cycling path off road with landscape buffer separation from the freight route.
1.1 WEST FOOTSCRAY FRAMEWORK PLAN

**Vision**

The West Footscray Precinct will be strengthened as a Core Employment Area by protecting existing major employers and delivering improved amenity and opportunities to attract new businesses.

Businesses will be attracted to the precinct to capitalise on its key strategic location near the City and Port and utilise major transport infrastructure connections. This will increase the diversity of uses and employment density in the precinct with a goal of achieving 25 jobs per hectare.

New development will make the most of the Sunshine Road interface, and open up to Hansen Reserve, improving interfaces with adjoining public and residential areas.

Protection of the on-going operational requirements and truck access for existing uses from encroachment by conflicting land uses such as residential will be prioritised.

Change in the precinct may be limited by existing building fabric, existing buffer zones and ongoing major occupiers.

**The Principles, Objectives and Strategies**

- The following principles, objectives and strategies are specific directions and desired outcomes being sought, and how they should be delivered.
- Any application or development within the precinct must meet the principles and objectives.
- The strategies identify the preferred outcomes within the precinct and should be considered in any application, however it is acknowledged that there may be alternate way to meet the principles and objectives being sought.
- The precinct objectives and strategies should be read in conjunction with the background and site analysis sections of this report to assist in understanding the complexity and relationships between issues and uses.
- This Framework Plan demonstrates support for the current design for the East West Link - specifically, the tunnel returning to grade within the Tottenham Precinct and linking with Paramount Road, without disturbing the currently, well functioning uses with the West Future Precinct.

The Framework Plan and associated principle, objective and strategies have been created around a number of various elements, and for ease of understanding have been organised into the following three categories:

- Land Use and Economic Development
- Character and Identity
- Movement and Accessibility
Key Development Opportunity
Underutilised site, adjacent to Sunshine Road, outside key buffers - Proposed office/warehouse use promotes a transition to more employment dense operations, ideally situated to take full advantage of access to major transport (and freight) routes, as well as providing a soft transition to existing residential (also opportunity to improve amenity of Cala Street through redevelopment and reduction in truck movements).

Industrial Heritage Character
Encourage heritage buildings to be redeveloped for employment / business / commercial / industrial use - suitable for creative / shared work spaces for small business or shared workshop spaces.

Strategic Site - Long Term Development
Strategic location, at the intersection of two major road networks, opposite the new West Footscray Station - consider long term residential and employment opportunities suitable in this strategic location.

Key Development Opportunity
Potential redevelopment opportunities on parcels, adjacent to Sunshine Road and West Footscray Station with 'void' areas or minimal built form footprints - uses that require higher volumes of freight access should be encouraged along Sunshine Road and Geelong Road.

Key Development Opportunity - Residential
Opportunity to improve the interface with Hansen Reserve and, for ongoing operations of the CEA, creating a catalyst project for precinct wide amenity improvements (without impacting on surrounding operations).

Key Development Opportunity
Underutilised site - Proposed small format office / business / support retail use protects existing operations and use whilst promoting a transition to more employment dense operations, ideally situated to take full advantage of increased access (and exposure) to major transport (and freight) routes and exiting commercial exposure to Geelong Road. Redevelopment should include setbacks and landscaping to Robs Road, to ensure positive transition to established residential area.

Key Development Opportunity
Underutilised site with high level access and proximity to amenity - Redevelopment opportunities linked to major roads projects and the development of the Paramount Road Hub. Employment dense uses such as commercial offices are encouraged.

Key Development Opportunity
Opportunity to improve the interface with Hansen Reserve and, for ongoing operations of the CEA, creating a catalyst project for precinct wide amenity improvements (without impacting on surrounding operations).
LAND USE & ECONOMIC DEVELOPMENT

Guiding Principles

- Key employment land uses should be supported to strengthen the West Footscray Precinct as a Core Employment Area, with a focus on activity around the new West Footscray train station and stronger links to the future amenity and assets of the Tottenham Precinct.
- Land uses that interface with the PFN require careful management / buffers as 24 hour freight operations, noise and vibration conflict with some land uses – whilst the PFPs take this into consideration through land use designation, interfaces with the PFN will need to be addressed and managed as part of detailed planning for each site.
- New development should retain and protect the existing long term major employers, including managing expectations with regards to existing buffers associated with Wattle Paints and Goodman Fielder.
- Attract new development and investment by promoting a transition to higher employment density uses such as office and office warehouse, with a focus on Sunshine Road and Geelong Road, increasing the employment density to 25 jobs/ha throughout the precinct.
- Protect existing and future operations/ employment generators by utilizing major road infrastructure to define edges and transition to sensitive uses, such as adjoining residential areas.
- Create important catalyst sites for development and investment by supporting the transition of storage uses within the precinct (particularly along key road frontages) to more appropriate locations such as, the Brooklyn Industrial Precinct where they are encouraged.
- Leverage off the increased accessibility created by the proposed East West Link and Paramount Road Upgrade/ Alignment, by strengthening connections with the Tottenham Precinct, in order to retain existing major employers and attract businesses.
- New development should be encouraged to contribute to streetscape improvements along key streets (Sunshine Road, Geelong Road, Indwe Street & Geelong Street), and for those sites adjoining Hansen Reserve, improve public accessibility and create a positive interface to the Reserve.
- Site redevelopment should seek to improve interfaces with residential areas through landscaped setbacks and the management of truck movements.

Objectives

- To revitalise and strengthen the economic role of the precinct as a Core Employment Area.
- To attract and facilitate redevelopment of underutilised land.
- To support the long term operations and upgrades of existing businesses.
- To capitalise on the proximity to existing train stations and improved access that will be provided by the future East West Link.
- To provide opportunities for land uses that support the role of the precinct as a Core Employment Area.
- To carefully manage the interface between industrial and business uses and adjoining sensitive land uses such as residential and open space.
- To support the redevelopment of the heritage buildings for business/ employment uses and increase the employment density to 25 jobs/ha throughout the precinct.
- To capitalise on the exposure and access of Sunshine Road.

Strategies

- Encourage the redevelopment of land along Sunshine Road, Geelong Road and Indwe Street for uses with higher employment densities.
- Encourage uses that require a higher level of freight access to be located on Sunshine Road and Geelong Road, reducing the need for freight movements on lower order internal streets (where conflicts with residential users may occur).
- Consider potential contamination and its impact on new uses in accordance with Council’s Potentially Contaminated Land Policy (proposed Clause 22.03).
- Encourage new development/redevelopment abutting Hansen Reserve to provide surveillance and visual interest towards the public realm and open space, including active building facades.
- Improve integration with Hansen Reserve to enhance the amenity of the both the Reserve and the Industrial Precinct. Investigate catalyst sites adjoining Hansen Reserve that could lift the overall amenity of the site and improve the function of the Reserve.
- Incentivise the relocation of storage containers (and other underutilised sites) away from the precinct and encourage the redevelopment of this land as ‘key development opportunities’ for future investment in the precinct.
- Protect employment areas from encroaching residential uses by enforcing land use designations. Sunshine Road and Geelong Road act as natural transition zones, Cala Street, Robbs Road and Indwe Street should also be treated as transition zones. Redevelopment in these transition zones should include setbacks and landscaping to the street and consider measures to mitigate future noise and amenity impacts of employment operations.
- Uses that support the operation of commercial business in the precinct e.g. child care, community facilities, recreation facilities, will be considered in ‘Office/ Business/ Support Retail Use’ areas, however applications should be considered individually as these are sensitive uses and may be impacted by buffers and contamination issues.
- Ensure that industrial and commercial uses within the precinct do not create unreasonable impacts on the safety and amenity of adjoining residential areas (e.g. traffic, noise, dust and odour).
- Ensure adequate visual and sound buffers are provided to adjoining residential areas.
**Key Pedestrian Link**
Link to major recreation precinct and Whitten Oval

**Key Amenity Improvements**
Primarily triggered by East-West link and Paramount Road upgrades - enhance links with proposed employment hub in Tottenham, linking with existing community hub at Indwe and Roberts Street intersection, and Hansen Reserve
Development should create a high quality landscape and positive pedestrian environment to Indwe Street, linking the two precincts and open space areas.

**Open Space Improvements**
Opportunity to provide recreation for local workforce, including lunchtime activities such as fitness equipment, walking track, picnic facilities, etc.

**Industrial Heritage Character**
These woolstore buildings are significant landmarks and character feature of the precinct, they present a unique opportunity to build on the industrial heritage character - Encourage heritage buildings to be redeveloped for employment/business/commercial/industrial use, to give them a new life and role in the precinct

**Character & Identity**

**Gateway Projects Zone**
Develop a key gateway into the precinct. Introduce wayfinding elements and high quality landscaping that contributes to enhancing the precinct character and lifting the perception. Investigate long term development outcomes that contribute to the ‘gateway’ character and the identity of the precinct (eg. architectural elements)

**Key Pedestrian Node**
Leverage off the works associated with the new West Footscray Station at this key intersection of pedestrian/cycling links (including arrival by train) to create a gateway/arrival node for pedestrians. Emphasis should be on wayfinding, signage and shelter at this location

**Key Amenity Improvements**
Encourage new development/redevelopment abutting Hansen Reserve to provide surveillance and visual interest towards the public open space and active edges

**Residential Interface/Transition Zone**
Supports ‘Greening the West’ project

**Existing Open Space**

**Gateway Project Zone**

**Key Heritage Character (Buildings)**
Opportunity to increase employment opportunities and build on the industrial heritage character
CHARACTER & IDENTITY

Guiding Principles

- The interface with major transport routes (Sunshine Road and Geelong Road) and identified gateways areas should contribute to the precinct character. These areas should be prioritised for high quality architecture/landmark built form, way-finding, streetscape and landscaping elements, including redevelopment on private land.
- Hansen Reserve presents a key opportunity for enhancing the overall amenity and character of the precinct. New development should positively/actively address the reserve, including active frontages and passive surveillance where possible.
- The new West Footscray train station and associated works presents a key opportunity for enhancing the overall amenity of the precinct. New development should be focused around this catalyst project, and provide strong, safe links to and from it.
- The two woolstore buildings are key landmark and character features of the precinct and present a unique opportunity to build on the industrial heritage character. Redevelopment opportunities should be encouraged to give them a new life and role in the precinct.
- The industrial character of the precinct should be retained and enhanced whilst lifting the overall amenity and landscape quality of the public realm.
- Development should positively/actively address Sunshine Road and Geelong Road in a way that supports the role these areas as the ‘face’ of the precinct.
- The PFN is a major contributing factor to the overall amenity and character of the precinct, it is a long term strategy and will evolve with the land use changes and major infrastructure projects.

Objectives

- To improve the overall amenity of the precinct, with a focus on attracting new businesses and higher employment densities through the creation of a pleasant and attractive public realm.
- To develop key gateways into the precinct, urban design should include way-finding elements and high quality landscaping (including public art) that contributes to enhancing the precinct character and lifting the perception of West Footscray.
- To improve the quality and access to existing open space reserves and any new open spaces through redevelopment.

Strategies

- Identify and plan for key development sites that will have a key influence on the precinct character and identity including the heritage woolstores (industrial heritage character) and “Bunnings Site” (potential for more intense/integrated development in the long term, that leverages off proximity to West Footscray Station and the Gateway Location).
- Individual development should support the ‘Greening the West Project’ and any future VicRoads plans for improving the public transport, pedestrian and cycling capacity, and amenity of Geelong Road.
- Limit the impacts of heavy vehicles on adjoining residential areas by utilising road upgrades (East West Link and Paramount Road Projects) and directing truck movements to link with these major roads.
- Encourage uses that require a higher level of freight access to be located on Sunshine Road and Geelong Road, reducing the need for freight movements on lower order internal streets (where conflicts with residential uses may occur).
- Undertake streetscape improvements including landscaping and verge widening to improve views and amenity, particularly along the Precinct’s residential interfaces.
- Ensure streetscapes are durable and require minimal maintenance (reducing dust and measures to protect nature strips from truck damage).
- Ensure streetscapes respond to the particular characteristics of the area and provide suitable shade and amenity for pedestrians and employees.
- Improve the interface and connections with Hansen Reserve to ensure it is a pleasant and safe public open space.
- Encourage new business and commercial development to include adequate provision of open space for employee recreation.
- Ensure streets and drainage perform adequately during storm events.
- Minimise any increase in stormwater run-off and protect receiving waters from environmental degradation.
- Capture, retain, treat and re-use stormwater before it is discharged into natural systems.
**MOVEMENT & ACCESSIBILITY**

- **Key Pedestrian Link**: Link to major recreation precinct and Whitten Oval

- **Principal Freight Network (PFN)** - Rail
- **Principal Freight Network (PFN)** - Road
- **Future Principal Freight Network (PFN)** - Road
- **Proposed (Local) Freight Network - Road** (and Streetscape improvements)
- **Existing Open Space**
  - Shared Pedestrian/ Cycling path
    - Off Road - with landscape buffer separation from Freight Route
- **Secondary Pedestrian/ Cycling Link**
- **Proposed Pedestrian/ Cycling Connection** (Bridge)
- **Key Pedestrian Node** (and Links to Stony Creek)

**Note:**
- Existing bus routes include Roberts Street and Geelong Road, Indwe Street, and Dempster Street, north of Indwe Street, should be considered for future bus routes.
- All major roads are considered secondary pedestrian / cycling links. PFN routes should have a shared pedestrian / cycling path off road with landscape buffer separation from the freight route.

- **Precinct Boundary**
- **Stony Creek** (and Off Road Shared Pedestrian/ Cycling path)
- **Existing Train Station**
- **Proposed Train Station**
- **Proposed Rail Line Upgrades**
  - Future Metro Rail route
  - Regional Rail line upgrades
  - Preferred Airport rail link
- **Principal Freight Network (PFN) - Rail**
- **Principal Freight Network (PFN) - Road**
- **Future Principal Freight Network (PFN) - Road**
- **Proposed (Local) Freight Network - Road**

**NOTE:**
- Existing bus routes include Roberts Street and Geelong Road, Indwe Street, and Dempster Street, north of Indwe Street, should be considered for future bus routes.
- All major roads are considered secondary pedestrian / cycling links. PFN routes should have a shared pedestrian / cycling path off road with landscape buffer separation from the freight route.

- **TOTTENHAM PRECINCT**
- **WEST FOOTSCRAY**

**Scale:** 1:8,000

- **A3**
- **MCARTHUR STREET**
- **CALA STREET**
- **INDWE STREET**
- **CLARENDON PARADE**
- **BEAUMONT PARADE**
- **ROBBS ROAD**
- **BRAID STREET**
- **ROBERTS STREET**
- **PARAMOUNT ROAD**
- **GRAINGERS ROAD**
- **AITKEN STREET**
- **STRADBROKE ROAD**
- **CURRAJONG STREET**
- **GLAMIS ROAD**
- **GEELONG ST**
- **SUNSHINE ROAD**
- **DARWIN ST**
- **SOMERVILLE ROAD**
- **WEST FOOTSCRAY**
- **TOTTENHAM**

**0313-0039_R.04 Tottenham & West Footscray_Precinct Framework Plan**
MOVEMENT & ACCESSIBILITY

Guiding Principles

- Capitalise on works associated with major transport infrastructure projects, including the East West Links, Paramount Road Upgrades, and the new West Footscray train station to improve access to freight and public transport networks, increasing the attractiveness of the precinct to new employers and employees.
- Improve internal road networks by clearly defining preferred routes for freight and commercial traffic, and promoting sites with direct access to freight networks for high-volume traffic uses.
- Establish preferred networks for all transport modes, ensuring pedestrians and cyclists are separated as much as possible from the freight network.
- Improve east-west connections linking with the Tottenham Precinct.
- Capitalise on opportunities to link into regional cycling connections such as the Federation Trail, via Stony Creek.

Objectives

- To improve the safety and efficiency of road and rail freight transport within and through the precinct and improve the long-term role of the precinct.
- To improve the safety and connectivity of the pedestrian and cycling networks within and through the precinct.
- To promote walking and cycling, and public transport as suitable transport alternatives.
- To capitalise on access to existing and planned major transport infrastructure.

Strategies

- Introduce disincentives for freight along local roads, such as traffic calming treatments.
- Create a preferred freight network plan for both the short and long term.
- Provide sufficient capacity within the road network to cater for the needs of industrial and business uses, as well as emergency vehicles – separate from local vehicle, pedestrian, and cycle networks. Where conflicts occur, prioritise pedestrian and cycle safety and amenity by incorporating shared off-road paths with adequate dust screening (e.g., Roberts Street, Geelong Street, and part of Indwe Street).
- Clearly identify key entry points for freight traffic along Geelong Road and Sunshine Road.
- Improve north-south links, particularly connecting Hansen Reserve with Sunshine Road (and public transport).
- Create a clear, safe and connected pedestrian network, including improvements to street lighting and signage.
- Improve pedestrian and cycling environment along Sunshine Road, including landscaping, footpaths, and lighting.
- Investigate upgrades to Geelong Street to cater to both the increase in traffic and pedestrian movements with links to West Footscray train stations.
- Create a clear pedestrian network with connections to key land uses and destinations, such as key employment generators and the Tottenham and West Footscray train stations.
- Improve the amenity of Stony Creek as public open space and a pedestrian and cycling connection.
- Improve the safety and amenity of links to, and environments around train stations and bus routes.
- Better integrate bus services with key land use clusters within the site.
12 USE, DEVELOPMENT AND DESIGN GUIDELINES

TOTTENHAM PRECINCT

Land use and economic development

Objectives
- To ensure industrial and office buildings make a positive contribution to the amenity of adjoining streets and residential areas, enhance street activity and enhance the visual appeal of the precinct to attract new investment and employment opportunities.
- To avoid new interface and transition impacts through appropriate land use planning at a precinct level and siting, building design, landscaping or other mitigation measures at individual site level.
- To ensure that the design and layout of new sites provides cost effective and attractive sites for employment generating uses and activities.
- To ensure that activities with high amenity impacts are developed away from residential areas.
- To minimise the impact of car parking and loading areas on the streetscape through the orientation, siting of buildings, landscape design and shared services between sites.
- To protect the amenity of residential, open space areas and other sensitive land uses.
- To protect and enhance heritage elements in the precinct.
- To minimise the visual amenity impact of storage containers on areas of sensitive use, adjacent to key street frontages or areas identified for key amenity improvements.

Guidelines

Transition Zones/ Residential Interface areas
- All buildings should reflect an appropriate design response and demonstrate high quality architecture.
- Buildings should incorporate noise attenuation measures where necessary.
- The interface between industrial/business uses and adjoining sensitive land uses (residential and open space, particularly interfacing Cala, Indive and Sredna Streets) should be managed through the use of transitional building scale and intensity of use, including sensitive building siting, heights and setbacks to mitigate overshadowing, overlooking, visual bulk and any other potential amenity impacts.
- Sites should include a landscaped buffer, comprising planting and other landscape treatments as appropriate, including screening and noise attenuation techniques where necessary.

Character and Identity

Objectives
- To ensure development responds to the local characteristics of the site and its current and proposed context within the Precinct.
- To provide landscape design that responds to the characteristics and qualities of the precinct, particularly fronting major roads and open spaces.
- To provide high quality landscaping within the front setback that enhances the setting of buildings in the street, particularly on streets that interface with residential or open space areas.
- To provide low maintenance and drought tolerant landscaping.
- To ensure lighting is adequate for the purposes of navigation for pedestrians and security, particularly adjoining open space.
- To demonstrate that development, landscaping and signage contribute to and enhance the amenity and character of the area.

Future built form outcomes
- Development fronting Paramount Road, Somerville Road and Sunshine Road should deliver high amenity outcomes through variable built form and high quality building facades that provide a strong, consistent street edge.
- New development should make efficient use of land, including increasing site coverage where appropriate.
- Buildings with long facades should be broken up with variation in wall articulation, building materials, colours and windows.
- The re-development of sites which include identified heritage buildings should facilitate their adaptive re-use and should be designed to have minimal impact on the heritage significance of the building and its setting. Building fabric and remnant industrial machinery should be retained where possible.
- Building entry (or entries) should be easily identified and oriented to the street rather than to internal parking areas to provide visual connection to the street.
- Building siting and setbacks should be appropriate to the site location and role of the street frontages to enhance local character and create an engaging street interface.
- New development and landscaping should adopt best practice Environmentally Sustainable Design (ESD) Principles.
- Development should provide end of trip facilities for cyclists.
- Services, storage areas, plant and roof-top equipment should be located to minimise its impact on the public realm and be designed as an integral part of the building.
- Where convenience retail and food and beverage use is supported, it should be located in areas of high amenity with close proximity to open space and/or public transport interfaces (such as alongside Paramount Road intersecting with Stony Creek), within the Paramount Road Hub or on Somerville Road.
- Uses with high employment ratios (employee to site area, i.e. >20 jobs/ha) should be located within or close to the Paramount Rd Hub or fronting Sunshine Rd.

Use and development should mitigate noise and dust emissions through the appropriate location of heavy machinery, vehicle movements and industrial activity.
- Stony Creek is a key feature of the Precinct. Development should address the Creek through use of articulated built form, the orientation of habitable rooms or spaces towards the Creek, and the location of activities such as staff amenity areas at the site interface.
- To provide gateway treatments that reinforce the role of Paramount Road, particularly when entering the Precinct from Geelong or Sunshine Roads.
- To ensure development of heritage buildings incorporates interpretation as an integral part of the project wherever possible.

Parking
- Development should provide built form that addresses the primary street frontage as well as any internal access lanes.
- The extent of car parking in front street setback areas should be minimised.

Subdivision
- Subdivision and lot design should address potential interface issues through the careful design and use of shared driveways and access roads, parking and service areas and any common property.
- Lots should be regular in shape to provide for the efficient use of land and enable a range of industrial and business uses to be accommodated on the lot.
- Subdivision should provide a diversity of lot sizes to allow for a range of industrial and business uses within the Precinct.

- To provide low maintenance and drought tolerant landscaping.
- To ensure lighting is adequate for the purposes of navigation for pedestrians and security, particularly adjoining open space.
- To demonstrate that development, landscaping and signage contribute to and enhance the amenity and character of the area.

- To provide gateway treatments that reinforce the role of Paramount Road, particularly when entering the Precinct from Geelong or Sunshine Roads.
- To ensure development of heritage buildings incorporates interpretation as an integral part of the project wherever possible.

Guidelines

Future built form outcomes
- Development fronting Paramount Road, Somerville Road and Sunshine Road should deliver high amenity outcomes through variable built form and high quality building facades that provide a strong, consistent street edge.
- New development should make efficient use of land, including increasing site coverage where appropriate.
- Buildings with long facades should be broken up with variation in wall articulation, building materials, colours and windows.
- The re-development of sites which include identified heritage buildings should facilitate their adaptive re-use and should be designed to have minimal impact on the heritage significance of the building and its setting. Building fabric and remnant industrial machinery should be retained where possible.
- Building entry (or entries) should be easily identified and oriented to the street rather than to internal parking areas to provide visual connection to the street.
- Building siting and setbacks should be appropriate to the site location and role of the street frontages to enhance local character and create an engaging street interface.
- New development and landscaping should adopt best practice Environmentally Sustainable Design (ESD) Principles.
- Development should provide end of trip facilities for cyclists.
- Services, storage areas, plant and roof-top equipment should be located to minimise its impact on the public realm and be designed as an integral part of the building.
- Where convenience retail and food and beverage use is supported, it should be located in areas of high amenity with close proximity to open space and/or public transport interfaces (such as alongside Paramount Road intersecting with Stony Creek), within the Paramount Road Hub or on Somerville Road.
- Uses with high employment ratios (employee to site area, i.e. >20 jobs/ha) should be located within or close to the Paramount Rd Hub or fronting Sunshine Rd.

Use and development should mitigate noise and dust emissions through the appropriate location of heavy machinery, vehicle movements and industrial activity.
- Stony Creek is a key feature of the Precinct. Development should address the Creek through use of articulated built form, the orientation of habitable rooms or spaces towards the Creek, and the location of activities such as staff amenity areas at the site interface.
- To provide gateway treatments that reinforce the role of Paramount Road, particularly when entering the Precinct from Geelong or Sunshine Roads.
- To ensure development of heritage buildings incorporates interpretation as an integral part of the project wherever possible.

Parking
- Development should provide built form that addresses the primary street frontage as well as any internal access lanes.
- The extent of car parking in front street setback areas should be minimised.

Subdivision
- Subdivision and lot design should address potential interface issues through the careful design and use of shared driveways and access roads, parking and service areas and any common property.
- Lots should be regular in shape to provide for the efficient use of land and enable a range of industrial and business uses to be accommodated on the lot.
- Subdivision should provide a diversity of lot sizes to allow for a range of industrial and business uses within the Precinct.

- To provide low maintenance and drought tolerant landscaping.
- To ensure lighting is adequate for the purposes of navigation for pedestrians and security, particularly adjoining open space.
- To demonstrate that development, landscaping and signage contribute to and enhance the amenity and character of the area.

- To provide gateway treatments that reinforce the role of Paramount Road, particularly when entering the Precinct from Geelong or Sunshine Roads.
- To ensure development of heritage buildings incorporates interpretation as an integral part of the project wherever possible.

Guidelines

Future built form outcomes
- Development fronting Paramount Road, Somerville Road and Sunshine Road should deliver high amenity outcomes through variable built form and high quality building facades that provide a strong, consistent street edge.
- New development should make efficient use of land, including increasing site coverage where appropriate.
- Buildings with long facades should be broken up with variation in wall articulation, building materials, colours and windows.
- The re-development of sites which include identified heritage buildings should facilitate their adaptive re-use and should be designed to have minimal impact on the heritage significance of the building and its setting. Building fabric and remnant industrial machinery should be retained where possible.
- Building entry (or entries) should be easily identified and oriented to the street rather than to internal parking areas to provide visual connection to the street.
- Building siting and setbacks should be appropriate to the site location and role of the street frontages to enhance local character and create an engaging street interface.
- New development and landscaping should adopt best practice Environmentally Sustainable Design (ESD) Principles.
- Development should provide end of trip facilities for cyclists.
- Services, storage areas, plant and roof-top equipment should be located to minimise its impact on the public realm and be designed as an integral part of the building.
- Where convenience retail and food and beverage use is supported, it should be located in areas of high amenity with close proximity to open space and/or public transport interfaces (such as alongside Paramount Road intersecting with Stony Creek), within the Paramount Road Hub or on Somerville Road.
- Uses with high employment ratios (employee to site area, i.e. >20 jobs/ha) should be located within or close to the Paramount Rd Hub or fronting Sunshine Rd.
Landscaping and Vegetation

- All sites should incorporate attractive areas of landscaping, including landscaping screening to improve the appearance of existing buildings.
- New planting should utilise native or indigenous canopy trees that require minimal irrigation. Exotic species can be used for feature planting or if appropriate to the character of the area provided the trees can be irrigated without reliance on the potable water supply.
- Trees species should be carefully selected in accordance with Council’s Tree Planting Strategy 2013 and sited so that the root systems and canopy do not impact negatively on assets within or users of the road reserve.
- Landscaping treatments should reinforce gateways along Paramount Road, particularly when entering from Geelong and Sunshine Road and should include prominent signage, architecture, landmark element landscaping and public art.
- Front setbacks should include features such as seating and grassed areas which will encourage the use of the space by staff and visitors.
- High quality landscaping in front, side and rear setbacks of 2-4m should be provided where adjoining a public street or where setbacks are visible from key public viewing areas (such as streets and public spaces) or adjoining residential areas.
- Landscaping must not obscure sight lines to business or directional signage throughout the Precinct.
- Water sensitive urban design techniques (such as bioretention swales and sediment basins) should be incorporated in landscaped areas to treat stormwater before it is discharged from site.
- Where parking areas are located in front setback areas landscaping is to be provided that incorporates 1 large canopy tree for every 6 car parking spaces.

Interface Treatments

- Existing and future storage and transport facilities abutting Stony Creek, Paramount Road, Sunshine Road and Somerville Road should be screened through the use of vegetation and mounding or through the location of storage and transport facilities to the rear of buildings.
- Landscaped streets should be used at the interface with open space, creeks or water bodies to provide opportunities for passive surveillance and an attractive setting.
- Landscaping treatments should be used to screen the rear or side of industrial and business sites adjacent to the railway line that are visible from the train or railway stations.

Street Amenity and lighting

- Street lighting should be located and designed to provide for pedestrian safety in accordance with the Australian Standards.
- Lighting should be designed to minimise light spill onto surrounding residential areas.
- Where possible, sites should include outdoor amenity areas for workers that incorporate seating, tables, water supply and rubbish disposal and which are suitably located to provide adequate shade and weather protection and a reasonable level of amenity (e.g. located away from noisy or unpleasant activities).

Signage and Wayfinding

- Wayfinding and directional signage should be used to aid legibility and navigation to bus stops and other key destinations, and improve the overall cohesiveness of the precinct.
- Signs attached to buildings should be integrated into the building design and should not extend above the level of the building parapet. The location and design of signage must not result in visual clutter.
- Each site is limited to one freestanding pole sign on each street frontage no greater than 3m in height. Freestanding hierarchical signs may include multiple panels with one panel per occupancy. Multiple freestanding signs for a single property will be discouraged.
- Hierarchical, gateway and directional signage should complement the streetscape and contribute to the creation of an identifiable character and consistent theme for the Precinct.
- Interpretative signage should be incorporated into the building fabric and/or landscaping.

Movement and Accessibility Guidelines

Objectives

- To provide safe, convenient and efficient access for all vehicles, particularly linking freight vehicles to and from industrial and business sites.
- To provide safe and convenient access for pedestrians and cyclists to and within the Precinct.
- To minimise driveway crossovers on pedestrian and cycle paths where possible.
- To minimise the impacts of freight traffic on surrounding sensitive land uses.

Guidelines

Cycling and pedestrian movement

- Development adjoining Stony Creek should contribute to the off road shared pedestrian / cycling path to provide for continuous and safe access between existing and future allotments. The network will connect into the existing Federation Trail and where possible signage should direct pedestrians and cyclists to these connections.
- Lower order roads should provide for pedestrian and vehicle permeability as well as potential cycling links.
- Street design and upgrades should provide for the adequate separation of pedestrians and cyclists from vehicles, particularly along Sunshine, Paramount and Geelong Roads.
- Pedestrian and cyclist entry points from the footpath / shared path into industrial or business sites should be clearly defined. Pedestrian and cycling entries should be separated (eg. by landscaping) from all vehicle movements.
- Ensure clear sight lines to vehicle crossovers are provided for pedestrians and cyclists.

Vehicle access and road structure

- Primary heavy vehicle access to the Precinct is to be from Paramount Road to reduce traffic impacts on residential areas.
- Internal street networks are to be highly connected, legible and permeable grids that promote safe movements. Cul-de-sacs are considered undesirable and will be accepted only where no other solution is practicable.
- New streets should connect to existing established road networks and enable future connections to adjoining areas where required.
- Loading and servicing should be undertaken internally to each site and be separated from visitor/staff car parking. Loading and servicing should be screened from the street by locating these activities to the side or rear of buildings.
Land use and economic development

Objectives
- To ensure industrial and office buildings make a positive contribution to the amenity of adjoining streets and residential areas, enhance street activity and enhance the visual appeal of the precinct to attract new investment and employment opportunities.
- To avoid new interface and transition impacts through appropriate land use planning at a precinct level and siting, building design, landscaping or other mitigation measures at individual site level.
- To ensure that the design and layout of new sites provides cost effective and attractive sites for employment generating uses and activities.
- To ensure that activities with high amenity impacts are developed away from residential areas.
- To maximise the impact of car parking and loading areas on the streetscape through the orientation, siting of buildings, landscape design and shared services between sites.
- To protect the amenity of residential, open space areas and other sensitive land uses.
- To protect and enhance heritage elements in the precinct.
- To minimise the impact of car parking and loading areas on the streetscape through the orientation and siting of buildings.

Guidelines

Transition Zones/Residential Interface areas
- Development should contribute to streetscape improvements, including landscaping and verge widening to improve views and amenity, particularly along the precinct's residential interfaces (Robbs Road and Indwe Street).
- The interface between industrial/business uses and adjoining sensitive land uses (residential and open space), should be managed through the use of transitional building scale and intensity of use, including sensitive building siting, heights and setbacks to mitigate overshadowing, overlooking, visual bulk and any other potential amenity impacts.
- Sites should include a landscaped buffer, comprising planting and other landscape treatments as appropriate, including screening and noise attenuation techniques where necessary.
- Use and development should mitigate noise and dust emissions through the appropriate location of heavy machinery, vehicle movements and industrial activity.
- On streets identified as key amenity improvements areas (i.e. Sunshine Road, Cals Street, Geelong Road, Geelong Street, Roberts Street and Robbs Road), development should contribute to improving overall amenity through high quality building form that provides a strong, consistent street edge and incorporating attractive landscaping.
- Development on Robbs Road abutting Hansen Reserve should improve the interface between existing business operations on Cunajong Street to ensure ongoing viability of ongoing business operations.

Packing
- Development should provide built form that addresses the primary street frontage as well as any internal access lanes.
- The extent of car parking in front street setback areas should be minimised.

Subdivision
- Subdivision and lot design should address potential interface issues through the careful design and use of shared driveways and access roads, parking and service areas and any common property.
- Lots should be regular in shape to provide for the efficient use of land and enable a range of industrial and business uses to be accommodated on the lot.
- Subdivision should provide a diversity of lot sizes for a range of industrial and business uses within the Precinct.

Character and Identity

Objectives
- To ensure development responds to the local characteristics of the site and its current and proposed context within the Precinct.
- To develop key gateways into the precinct (Gateways include wayfinding elements / iconic architectural elements and high quality landscaping).
- To provide landscape design that responds to the characteristics and qualities of the precinct, particularly fronting major roads and open spaces.
- To provide high quality landscaping within the front setback that enhances the setting of buildings in the street, particularly on streets that interface with residential or open space areas.
- To provide low maintenance and drought tolerant landscaping.
- To ensure lighting is adequate for the purposes of navigation for pedestrians and security, particularly adjoining open space.
- To demonstrate that development, landscaping and signage contribute to and enhance the amenity and character of the area.
- To provide gateway treatments that reinforce the role of Paramount Road, particularly when entering the Precinct from Geelong or Sunshine Roads.
- To ensure development of heritage buildings incorporates interpretation as an integral part of the project wherever possible.

Future built form outcomes
- Intensity of use and scale of built form should generally reduce towards the edge of the area, particularly where adjoining sensitive uses outside the precinct.
- New development/ redevelopments abutting new open space or Hansen Reserve should orientate active edges towards, with transitional heights to reduce overshadowing.
- Land uses fronting Sunshine Rd, Roberts St and Geelong Rd should deliver high amenity outcomes with improved building frontages that provide a strong, consistent street edge and incorporate attractive landscaping.
- Building entry (or entries) should be easily identified and oriented to the street rather than to internal parking areas to provide visual connection to the street.
- Building siting and setbacks should be appropriate to the site location and role of the street frontages to enhance local character and create an engaging street interface.
- New development and landscaping should adopt best practice Environmentally Sustainable Design (ESD) Principles.
- Development should provide end of trip facilities for cyclists.
- Services, storage areas, plant and roof-top equipment should be located to minimise its impact on the public realm and be designed as an integral part of the building.
- Where convenience retail and food and beverage use is supported, it should be located in areas of high amenity with close proximity to open space and/or public transport interfaces (i.e. fronting Sunshine Road/West Footscray station).

Landscaping and vegetation
All sites should incorporate attractive areas of landscaping, including landscaping screening to improve the appearance of existing buildings.
- New planting should utilise native or indigenous canopy trees that require minimal irrigation. Exotic species can be used for feature planting or if appropriate to the character of the area provided the trees can be irrigated without reliance on the potable water supply.
- Trees species should be carefully selected in accordance with Council’s Tree Planting Strategy 2013 and sited so that the root systems and canopy do not impact negatively on assets within or users of the road reserve.
- Landscaping treatments should reinforce gateways along Geelong Road and Sunshine Road and should include prominent signage, architecture, landmark element landscaping and public art.
- Ensure any redevelopment along Indwe Street and Robbs Road provides appropriate setbacks and landscaping that subtly screens industrial use and improve amenity for adjoining uses.
- Front setbacks should include features such as seating and grassed areas which will encourage the use of the space by staff and visitors.
• High quality landscaping in front, side and rear setbacks of 2-4m should be provided where adjoining a public street or where setbacks are visible from key public viewing areas (such as streets and public spaces) or adjoining residential areas.

• Landscaping must not obscure sight lines to business or directional signage throughout the Precinct.

• Water sensitive urban design techniques (such as bioretention swales and sediment basins) should be incorporated in landscaped areas to treat stormwater before it is discharged from site.

• Where parking areas are located in front setback areas landscaping is to be provided that incorporates 1 large canopy tree for every 6 car parking spaces.

**Streetscape, amenity and lighting**

• Street lighting should be located and designed to provide for pedestrian safety in accordance with the Australian Standards.

• Lighting should be designed to minimise light spill onto surrounding residential areas.

• Where possible, sites should include outdoor amenity areas for workers that incorporate seating, tables, water supply and rubbish disposal and which are suitably located to provide adequate shade and weather protection and a reasonable level of amenity (e.g. located away from noisy or unpleasant activities).

**Signage and Wayfinding**

• Wayfinding and directional signage should be used to aid legibility and navigation to bus stops and other key destinations, and improve the overall cohesiveness of the precinct.

• Signs attached to buildings should be integrated into the building design and should not extend above the level of the building parapet. The location and design of signage must not result in visual clutter.

• Each site is limited to one freestanding pole sign on each street frontage no greater than 3m in height. Freestanding hierarchical signs may be multiple panels with one panel per occupancy. Multiple freestanding signs for a single property will be discouraged.

• Hierarchical, gateway and directional signage should complement the streetscape and contribute to the creation of an identifiable character and consistent theme for the Precinct.

• Interpretative signage should be incorporated into the building fabric and/or landscaping.

**Movement and Accessibility**

**Objectives**

• To provide safe, convenient and efficient access for all vehicles, particularly linking freight vehicles to and from industrial and business sites.

• Encourage heavy vehicle movement along Geelong and Sunshine Road.

• To minimise the impacts of freight traffic on surrounding sensitive land uses.

• To provide safe and convenient access for pedestrians and cyclists within the precinct.

• To provide safe and convenient walking and cycling facilities within the precinct, in particular links through to Hansen Reserve and West Footscray Station.

• To improve the interface and access to Hansen Reserve.

• To provide adequate access to public transport upgrades and existing networks within existing industrial areas.

**Guidelines**

**Cycling and pedestrian movement**

• Improve north-south links, particularly along Roberts Street connecting Hansen Reserve through definitive signage, paving and verge treatment to clearly identifying pedestrian routes through to Stony Creek.

• With upgrades to West Footscray station and rail overpass, ensure connections between Sunshine Road and the principle bicycle network located north of the Sydenham Regional and Metro rail corridor are legible and safe for both cyclists and pedestrians.

• Development should contribute to pedestrian and cycling networks along Geelong Street.

• Lower order roads should provide for pedestrian and vehicle permeability as well as potential cycling links.

• Street design and upgrades should provide for the adequate separation of pedestrians and cyclist from vehicles, particularly along Sunshine Road, Geelong Road and Geelong Street.

• Pedestrian and cyclist entry points from the footpath / shared path into industrial or business sites should be clearly defined. Pedestrian and cycling entries should be separated (eg. by landscaping) from all vehicle movements.

• Ensure clear sight lines to vehicle crossovers are provided for pedestrians and cyclists.

**Vehicle Access And Road Structure**

• Encourage industrial use along Sunshine Road and Geelong Road where direct road access can be achieved to reduce freight traffic pressure on residential streets.

• Internal street networks should be highly connected, legible and permeable grids that promote safe movements. Cul-de-sacs are considered undesirable and will be accepted only where no other solution is practicable.

• New streets should connect to existing established road networks and enable future connections to adjoining areas where required.

• Loading and servicing should be undertaken internally to each site and be separated from visitor/staff car parking. Loading and servicing should be screened from the street by locating these activities to the side or rear of buildings.

**Public Transport Upgrades**

• Ensure appropriate carriageway widths and verge treatments are applied to existing and proposed bus stops along Geelong Road and Sunshine Road to ensure safe vehicular and passenger accessibility.

• Provide pedestrian and cycling connections to West Footscray Station and Sunshine Road (potentially via a signalised crossing).
13 IMPLEMENTATION & STAGING

This section outlines key projects and recommendations for implementing the Framework Plans through the Maribyrnong Planning Scheme. It considers various projects that could be implemented and their timing, and outlines recommendations for translating the Framework Plans into the Local Planning Policy Framework (LPPF).

Maribyrnong Planning Scheme

The Precinct Framework Plans set out the strategic framework and directions for the future use and development of the Tottenham and West Footscray Precincts. In accordance with Practice Note 4, it is recommended that the vision, objectives and strategies of the Framework Plans are implemented through the Planning Scheme as local area plans within the Municipal Strategic Statement (MSS). The Framework Plans should be identified as reference documents in their respective clauses.
## Land Use & Economic Development

<table>
<thead>
<tr>
<th>Sub-Category</th>
<th>Action</th>
<th>Applicable Area/ Key Project</th>
<th>Project Priority</th>
<th>Implementation/ Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Use</td>
<td>Progress Amendment C108 to Planning Scheme which proposes to introduce the MEIDS provisions that recognise Tottenham and West Footscray as Core Employment Areas and associated policy changes</td>
<td>Precinct Wide</td>
<td>• Short-term</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Introduce a Local Policy for Tottenham and West Footscray that translates the Framework Plans into policy objectives and strategies</td>
<td>Precinct Wide</td>
<td>• Short-term</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Enforce the Framework Plan and Tottenham Core Employment Area Local Policy to ensure residential land rezoning is not supported within the precinct (excluding the small area designated for residential potential on Cala St adjacent to Stony Creek)</td>
<td>Precinct Wide</td>
<td>• On-going</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Support rezoning to Commercial 2 Zone where designated appropriate in the Framework Plan and Tottenham and West Footscray Core Employment Area Local Policies and when considered necessary to facilitate intense employment generating development</td>
<td>Paramount Rd Priority Zone, Sunshine Rd</td>
<td>• On-going</td>
<td>• Land Owners</td>
</tr>
<tr>
<td>Economic Development</td>
<td>Work with the existing businesses, DSDBI, the Port of Melbourne and Brimbank City Council to establish appropriate locations for the use of storage containers away from key road frontages including Paramount Road, Sunshine Road and Sommerville Rd to encourage the redevelopment of this land for higher intensity employment generating uses</td>
<td>Paramount Road, Sunshine Road and Sommerville Rd</td>
<td>• On-going</td>
<td>• Council</td>
</tr>
<tr>
<td>(Employment Opportunities)</td>
<td>Advocate for Tottenham and West Footscray to be included within the State Significant Industrial Precinct as outlined within the Draft Metro Strategy 2013</td>
<td>Precinct Wide</td>
<td>• Short-term</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Continue to monitor changes in land use and employment in Tottenham and West Footscray using the VicCLUE data</td>
<td>Precinct Wide</td>
<td>• On-going</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Promote the areas with direct access the to the new East-West Link as potential development sites for freight and logistics</td>
<td>Precinct Wide</td>
<td>• On-going</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Advocate for the development of the East-West Link tunnel from the Port to Tottenham CEA on the preferred alignment as shown within this plan</td>
<td>Precinct Wide</td>
<td>• Short-term</td>
<td>• Council</td>
</tr>
<tr>
<td>Character and Identity</td>
<td>Work with the businesses, DSDBI to identify opportunities for the relocation of displaced industrial and commercial uses from other areas (eg. Fishermans Bend) to the precinct, focusing on businesses that will increase the employment density of the precinct.</td>
<td>Precinct Wide</td>
<td>• Medium-term</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Advocate for the development of a generous high quality landscape buffer/ edge along the interface with the East-West Link and Gateway treatments to tunnel entrance</td>
<td>East-West Link project area</td>
<td>• Short and Long Term</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td>Work with land owners and developers to ensure appropriate adaptive reuse and interpretation of heritage values are protected and communicated through the development of the Precincts</td>
<td>Heritage Buildings</td>
<td>• Long Term</td>
<td>• Council</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Port of Melbourne</td>
<td>• DSDBI</td>
</tr>
<tr>
<td>Sub-Category</td>
<td>Action</td>
<td>Applicable Area/ Key Project</td>
<td>Project Priority</td>
<td>Implementation/ Responsibility</td>
</tr>
<tr>
<td>---------------------------</td>
<td>------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Streetscapes</td>
<td>• Undertake streetscape improvements including landscaping and verge widening to improve views and amenity at the Paramount Road Hub, Sunshine Road, Geelong Road, Roberts St, Indwe Street and Somerville Road. • Support the 'Greening the West Project' and any future VicRoads plans for improving the public transport, pedestrian and cycling capacity, and amenity of Geelong Road</td>
<td>Key Amenity Improvement Areas and Residential Interfaces</td>
<td>• Short and Long Term • High Priority</td>
<td>• Council • VicRoads</td>
</tr>
<tr>
<td>Gateway Sites</td>
<td>• Create a high quality pedestrian and cycle crossing/ access to Stony Creek at the intersection with Paramount Road that becomes a core character element contributes to the proposed commercial redevelopment opportunities in this area ('Paramount Road Hub'). • Develop a Gateway treatments/Public Art/Wayfinding Strategy for the Tottenham and West Footscray Precincts that provides guidance on the provision of consistent wayfinding elements, high quality landscaping and built elements (structures and public art) that contribute to the 'gateway' character and the identity of the precinct</td>
<td>Pedestrian Node (gateway) - Intersection of Stony Creek and Paramount Road Gateway Project Zones and Precinct Wide</td>
<td>• Short and Long Term • High Priority</td>
<td>• Council • Melbourne Water • VicRoads • PTV</td>
</tr>
<tr>
<td></td>
<td>• Encourage development and landscape works at the intersection of Geelong Road and the railway line. Investigate long term development outcomes that contribute to the 'gateway' character and the identity of the precinct (architectural elements).</td>
<td>Intersection of Princes Highway and the Railway Reserve</td>
<td>• Short and Long Term • High Priority</td>
<td>• Council • Land Owner</td>
</tr>
<tr>
<td>Open Space</td>
<td>• Revitalise Stony Creek and existing established vegetation- continue indigenous revegetation planting and rehabilitate the creek and parkland. • Ensure that the boundaries between Melbourne Water land and adjacent industrial sites are clearly demarcated and fenced. • Advocate for excess land acquired for the project to be handed over as open space at conclusion of E-W Link project, in particular on the Cala Street/Indwe Street site.</td>
<td>Stony Creek East-West Link project area</td>
<td>• Short and Long Term • Medium to Low Priority</td>
<td>• Council • Melbourne Water • Land owners • VicRoads • Linking Melbourne</td>
</tr>
</tbody>
</table>
### Land Use & Economic Development

<table>
<thead>
<tr>
<th>Sub-Category</th>
<th>Action</th>
<th>Applicable Area/ Key Project</th>
<th>Project Priority</th>
<th>Implementation/ Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Major Road Projects</strong></td>
<td>Sunnyside Rd, Paramount Road Hub and Somerville Road (see catalyst projects area on plan)</td>
<td>Medium (Sunshine Rd)</td>
<td>Council, VicRoads</td>
</tr>
<tr>
<td></td>
<td>• Deliver a high level of amenity along Sunshine Road, Paramount Road</td>
<td></td>
<td>Long term - triggered by East-West link (Paramount Road Hub and Somerville Road)</td>
<td>VicRoads</td>
</tr>
<tr>
<td></td>
<td>and Somerville Roads (particularly between Somerville Road and Indwe</td>
<td></td>
<td>High Priority</td>
<td>Linking Melbourne Authority</td>
</tr>
<tr>
<td></td>
<td>Street - Paramount Road Hub) with major roads works, to attract modern</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>commercial office warehouse business to Sunshine Road, Paramount Road</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>and Sommerville Road</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Prioritise Paramount Road upgrades that link the precinct with</td>
<td>Paramout Road Upgrades and Connections</td>
<td>Long term</td>
<td>Council, VicRoads, Linking Melbourne Authority</td>
</tr>
<tr>
<td></td>
<td>Central West Core Employment Area and Tottenham Station to the North,</td>
<td></td>
<td>High Priority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>and connection to the Princes Highway (Principle Freight Network) to</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>the south</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Advocate for the timely provision of the E-W Link and Paramount Rd</td>
<td>E-W Link and Paramount Rd Upgrades and Connections</td>
<td>Ongoing</td>
<td>Council</td>
</tr>
<tr>
<td></td>
<td>upgrades</td>
<td></td>
<td>High Priority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Investigate the feasibility of the development of the proposed new</td>
<td>James Crt to Fredrick Rd, Quarry Rd to Sara Cv, Justin St connection, Olympia St to Victoria</td>
<td>Short - Long Term</td>
<td>Land Owners Adjoining Stony Creek</td>
</tr>
<tr>
<td></td>
<td>road links to improve connection across Stony Creek and allow for</td>
<td>Dve &amp; Olympia Street to Dempster St</td>
<td>Medium Priority</td>
<td>Council</td>
</tr>
<tr>
<td></td>
<td>efficient freight transport movement (including provision for</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>pedestrian and cycle access to, and across Stony Creek</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Create a local preferred local freight network/ plan for the short</td>
<td>Major Road Network - long term plan triggered by East-West link</td>
<td>Short and Long Term</td>
<td>Council, VicRoads, DSDBI</td>
</tr>
<tr>
<td></td>
<td>and long term, limit the impacts of heavy vehicles on adjoining</td>
<td></td>
<td>Medium Priority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>residential areas, complimenting the existing PFN and the viability of</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>freight operations on PFN routes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Clearly identify key entry points for freight traffic along Princes</td>
<td>Major Road Network/ Freight Network</td>
<td>Short and Long Term</td>
<td>Council</td>
</tr>
<tr>
<td></td>
<td>Highway and Sunshine Road</td>
<td></td>
<td>Medium Priority</td>
<td>VicRoads</td>
</tr>
<tr>
<td></td>
<td>• Investigate the options for introducing disincentives for freight</td>
<td>Precinct Wide</td>
<td>Short Term</td>
<td>Council</td>
</tr>
<tr>
<td></td>
<td>along local roads, through traffic calming treatments and other</td>
<td></td>
<td>Medium Priority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>measures</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Protect the ongoing operation of the Principal Freight Network</td>
<td>In accordance with PFN</td>
<td>Short and Long Term</td>
<td>Council, VicRoads</td>
</tr>
<tr>
<td></td>
<td>(road and rail) within and adjacent to the precincts</td>
<td></td>
<td>High Priority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Investigate the option for introducing disincentives for freight</td>
<td>Precinct Wide</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>along local roads, through traffic calming treatments and other</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>measures</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Land Use & Economic Development

<table>
<thead>
<tr>
<th>Sub-Category</th>
<th>Action</th>
<th>Applicable Area/ Key Project</th>
<th>Project Priority</th>
<th>Implementation/ Responsibility</th>
</tr>
</thead>
</table>
| **Walking & Cycling** | • Extend pedestrian and cycling pathways along Stony Creek connecting to the pedestrian and cycling links, north of Sunshine Road and the Federation Trail, including improvements to environment/ amenity to make the route safe and attractive  
  • Establish welcoming and legible entrances to the creek parkland - utilise a low bollard sign, or similar, alerting users to the ‘Stony Creek Path’  
  • Investigate the feasibility of and possibility of purchasing Stony Creek into public ownership and the construction of shared pathways adjacent to the creek  
  • Create a pedestrian and cycle link across Stony Creek, at Cala Street  
  • Create a high quality pedestrian and cycle crossing/ access to Stony Creek at the intersection with Paramount Road  
  • Create a clear pedestrian network with connections to key land uses and destinations, such as key employment generators and the Tottenham and West Footscray train stations  
  • Improve the amenity and safety of Stony Creek as public open space and a pedestrian and cycling connection  
  • Improve the safety and amenity of inks to, and environments around Train Stations and Bus Routes  
  • To provide for adequate separation of pedestrian, cyclists movements from heavy vehicles in street design and upgrades to major roads | Stony Creek and Links  
Stony Creek and Paramount Road intersection  
Key (commuter) Routes along Sunshine Road, Stony Creek, Paramount Rd, Geelong St and East West Link - links to Federation Trail and CBD | • Short and Long Term  
• Medium Priority  
• Short and Long Term  
• High Priority  
• Short and Long Term  
• High Priority  
• Short and Long Term  
• High Priority  
• Short and Long Term  
• High Priority  
• Short and Long Term  
• High Priority | • Council  
• Melbourne Water  
• Council  
• VicRoads  
• Council  
• Melbourne Water  
• Council  
• VicRoads  
• VicRoads  
• VicRoads  |
| **Public Transport**  | • Work with PTV to improve integration of bus services with key land use clusters within the site and connections with Tottenham and West Footscray train stations, with a preference for a new route along Indwe Street | Indwe Street, Paramount Road upgrades, Sunshine Road improvements and links to Tottenham and West Footscray Stations | • Short and Long Term  
• High Priority | • Council  
• VicRoads  
• Public Transport Victoria |