

# Central West Major Activity Centre

## Structure Plan

Prepared for Maribyrnong City Council  
by Tract Consultants Pty Ltd

In association with:  
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## Executive Summary

### Introduction

This Structure Plan has been prepared to guide the future use and development of Central West Major Activity Centre (MAC) in accordance with state and local planning policy directives.

A Structure Plan is a document which guides the major changes to land use, built form and public spaces that together can achieve economic, social and environmental objectives for an activity centre.

This Structure Plan sets out the future role and function of the Central West MAC, and provides clear direction to Council, businesses, the community and other stakeholders regarding the nature and extent of future development in the Activity Centre. The Structure Plan also contains key actions to be carried out by Council and key stakeholders to improve the viability, accessibility, image and user-friendliness of the Activity Centre.

### Study Process

The Structure Plan is to be developed over a period of 6-12 months under the guidance of a steering committee. To date, the process for preparing the Structure Plan has included the following key stages:

February 2007	Project Commencement
March 2007	Research, site survey, discussions with Council and key landowners
April 2007	Preparation of Issues Paper examining the key issues and opportunities affecting the Activity Centre
May-June 2007	Refinement of Issues Paper
June-September 2007	Preparation of Draft Structure Plan
September-October 2007	Public Exhibition
October-November 2007	Refinement of Final Structure Plan

### Vision for Central West MAC

The Structure Plan aims to achieve the following vision for Central West MAC:

*The Central West MAC is a vibrant and prosperous centre where people come to work, shop and meet, in a safe, pleasant and high amenity environment. The Activity Centre's key role as an employment node is supported by complementary uses including shops, commercial, and community facilities which meet the needs of local residents and employees and adds to the vitality of the centre.*

*The streets and public spaces of the Activity Centre are lined with a variety of buildings and activities, and are extensively landscaped with trees, plantings and street furniture. The Activity Centre is easy to access and move around, with most people reaching the centre by walking and cycling or catching one of the regular bus or train services.*

### Objectives of the Structure Plan

The key objectives of the Structure Plan are to:

Develop a clear vision for the Central West MAC that reflects the community's values and aspirations for the area.

Define the existing and likely future role of the Activity Centre, including its capacity to fulfil the objectives and directions of Melbourne 2030.

Identify ways to build on the strength of the Activity Centre to maintain and enhance its role in the regional activity centre hierarchy.

Determine preferred future uses and development directions within the key precincts of the Activity Centre.

Explore the potential and capacity for expansion and redevelopment within the Activity Centre.

Set out how the Structure Plan should be implemented.

### Themes

#### Theme 1: Promoting a vibrant and prosperous Activity Centre

The Central West MAC has a key role to play as a regional centre of employment by building on the strengths of Central West Retail Centre and Business Park and Braybrook Industrial Area, and playing a supporting role to the industry south of the railway line.

This role can be strengthened by establishing a diversity of complimentary uses in the centre such as retail, commercial and community services. Creating more destinations and reasons to visit the Activity Centre will broaden the scope and long-term viability of the employment sector, and add to its vibrancy and prosperity.

The Activity Centre also has an important function as a retail node for local residents and employees. The retail role of the Activity Centre can be strengthened by consolidating retail uses within a central core, and highlighting convenience and affordability as the Activity Centre's major point of difference from larger nearby centres such as Sunshine, Footscray and Highpoint.

Key Objectives include:

Promote and strengthen the role of the MAC as an activity centre with a strong employment focus.

Promote the integration of commercial services in the Activity Centre to broaden the range of employment opportunities.

Facilitate the intensification of employment uses in locations proximate to public transport services.

Reinforce and improve the role of the Activity Centre as a retail hub serving a smaller catchment area than larger Principal Activity Centres such as Highpoint and Footscray.

Promote the role of Central West Plaza as the retail core for the Activity Centre by consolidating retail uses within the Plaza.

Promote a diversity of residential redevelopment opportunities in appropriate locations.

Improve access to community services and facilities in the Activity Centre and broader study area.

Improve the quality and accessibility of public open space within and around the Activity Centre.

### Theme 2: Creating an accessible place

Promoting accessibility by a range of transport modes is essential to improving the vitality, user-friendliness and sustainability of an activity centre. There are many elements that make a place accessible.

Pedestrians and cyclists must be provided with designated paths and lanes that are safe, have high amenity, and provide good connections to key locations such as retail and employment nodes, public transport and public open space. Key destinations need to be well served by regular public transport services and facilities that are well coordinated and are of a high standard. Motorists need access to safe roads in a permeable network and convenient parking areas.

Key Objectives include:

- Create a high-quality and safe environment for pedestrians and cyclists with appropriate supporting infrastructure.

- Improve the way pedestrians and cyclists move to key destinations within and around the Activity Centre.

- Support, promote and improve the frequency and quality of transport services and facilities available in the Activity Centre.

- Improve the integration of public transport with other transport modes by ensuring connection with key pedestrian routes.

- Improve the quality and accessibility of the road system for all users, pedestrians and cyclists.

- Decrease the visual dominance of car parking areas and entrances within the Activity Centre.

- Consolidate service vehicle access points.

### Theme 3: Designing a High Quality Environment

The quality and amenity of the physical environment has a direct bearing on the attractiveness and accessibility of the Central West MAC to the community, businesses and potential employees. People are more likely to want to shop, work and meet in an environment that is attractive, safe and inviting, and that has a distinct sense of place. The Activity Centre needs to build on its current strengths in order to support its long term viability.

Key Objectives include:

- Enhance the image, appearance and accessibility of the public realm to make it a more amenable environment and stimulate activity.

- Encourage the activation of frontages at key interfaces with the public realm.

- Enhance the appearance and layout of built form in the Activity Centre.

### Public Realm and Precincts

Central West MAC has been divided into the Public Realm and three Precincts to allow for more detailed analysis and recommendations for areas of the Activity Centre that have distinct roles and functions. Distinct areas of the Public Realm have been identified for more detailed analysis. The Vision for the Public Realm and each Precinct is contained below.

#### Public Realm

Create a high quality, 'green' and safe environment for pedestrians and cyclists within the Activity Centre and to surrounding areas. Increase the amenity and connectivity of public spaces in the Activity Centre, to stimulate activity and improve public perception and pride.

#### Area 1: Tottenham Train Station

Improve connections between the station and the activity centre, and ensure that the station is a safe and attractive transport option.

#### Area 2: Ashley Street

Reinforce the primarily business address along Ashley Street while improving north-south connections for pedestrians and cyclists along Ashley Street to Tottenham Railway Station.

#### Area 3: South Road

Unite the various land uses along South Road by improved treatment of the streetscape. Provide improved linkages with the community facilities and residential area to the north with the Central West MAC.

#### Precinct 1: Central West Business Park

Strengthen Central West Business Park as a vibrant, easily accessible and attractive employment precinct with a concentration of commercial and light industrial use.

#### Precinct 2: Central West Retail Plaza

Enhance Central West Retail Plaza as a vibrant and accessible retail precinct, while encouraging diversity of uses within the precinct.

#### Precinct 3: Braybrook Industrial Area

Encourage an economically self sufficient and viable employment node which integrates well with the surrounding precincts.

# Central West Major Activity Centre

## **Part 1**

Part 1 of the Structure Plan is comprised of Chapters 1 and 2. These chapters provide a discussion of the background, key issues and directions of the Structure Plan at a macro-level.



# 1 INTRODUCTION

This Structure Plan has been prepared to guide the future use and development of the Central West Major Activity Centre (MAC) in the City of Maribyrnong in accordance with Victorian state and local planning policy directives.

## 1.1 How the Structure Plan is Organised

The Structure Plan is arranged into two main parts, as outlined below:

**Part 1** of the Structure Plan is comprised of Chapters 1 and 2, and provides a discussion of the background and key issues and directions of the Structure Plan at a macro-level.

**Chapter 1: Introduction** includes a background to the structure plan, a description of the key aspects of the study area, the policy context for the study and relevant previous work. It also details how the Structure Plan was developed and organised.

**Chapter 2: Overall Directions** explores the vision for the Central West MAC, and details the project objectives in relation to the following themes:

Theme 1: Promoting a vibrant and prosperous Activity Centre;

Theme 2: Creating an accessible place;

Theme 3: Designing a high quality environment.

Each of the themes reflects a key aspect of the overall vision for the Activity Centre. Discussion in relation to each theme identifies the principles underlying the theme, the key challenges facing the centre and the objectives to be pursued by the Structure Plan.

**Part 2** of the Structure Plan is comprised of Chapters 3-5. Together, these chapters contain the detailed vision, directions and implementation measures for the Structure Plan at a micro-level.

**Chapter 3: Public Spaces Directions.** Sets out directions for the three key areas of the public realm; Area 1: Tottenham Station; Area 2: Ashley Street; Area 3: South Road. This section contains visions, objectives and recommended actions for each area aimed at achieving the overall directions for the Structure Plan.

**Chapter 4: Precinct Directions.** Sets out directions for the three precinct areas; 'Central West Business Park', 'Central West Retail Plaza' and 'Braybrook Industrial Area'. The precincts have been identified on the basis of existing uses, the preferred direction of use and development, and their ability to facilitate change during the life of the Structure Plan each precinct contains visions, objectives and recommended actions aimed at achieving the overall direction and objectives of the Structure Plan.

**Chapter 5: Implementation Plan** outlines the specific actions recommended by the Structure Plan detailing the priority of the actions and agencies responsible for implementation.

### 1.2 About the Study

#### 1.2.1 Why was the Structure Plan initiated?

In early 2007, Maribyrnong City Council commissioned Tract Consultants and a team comprising Essential Economics and Traffix Group to work with Council to prepare a Structure Plan and an Integrated Transport Plan for the Central West MAC.

The Structure Plan is to be developed under the guidance of a Steering Committee with the following membership:

Department of Sustainability and Environment.

Maribyrnong Council.

The owner and developer of Central West Plaza and Business Park.

Tract Consultants.

The preparation of a Structure Plan to guide the future use and development of the Activity Centre constitutes an important step in implementing state and local strategies for the City of Maribyrnong. Central West is the only designated MAC in the municipality, and as such has an important role to play in the regional activity centre hierarchy.

In particular, Council initiated the Structure Plan to address the following key issues affecting the Activity Centre:

The lack of an agreed long term development plan to guide planning decisions affecting the Activity Centre, leading to planning and design uncertainties and potential issues about the integration of development and uses.

Poor integration and links with public transport and the surrounding Braybrook neighbourhood and community.

The need for better understanding about the optimal role, function, composition and size of the MAC within the activity centre network, and hierarchy in the municipality and wider region.

The need to review planning controls affecting the Activity Centre to better reflect its current and likely future form and function, and ensure appropriate response to the requirements and directions of Melbourne 2030.

The performance of the Retail Plaza which has seen an improvement since the establishment of the new anchor tenant Coles.

The need to explore the future development potential of the Activity Centre.

The ongoing requirement for the development of an interpretation strategy for the local heritage significance of the site.

Issues created by the proximity to the Tottenham rail corridor and its potential use for increased passenger and freight services, including possible noise and vibration impacts on sensitive land uses.

Quality of pedestrian links to the Activity Centre from the surrounding residential areas and to the Tottenham Railway Station.

The need to consider the implications of proposed road network improvements in planning for the Activity Centre.

The need to consider whether the growth of the Activity Centre will affect the functioning of the local road network and the adequacy of car parking.

The need to establish the capacity of services and infrastructure (including road access) to ascertain whether there are constraints on the future development of the Activity Centre.

The need to improve the design and form of the Activity Centre to make it more attractive, functional and prosperous.

### 1.2.2 The Study Area

The Study Area of the Central West MAC as shown in **Figure 1**, is defined by an 800 metre radius projecting from Central West Plaza and Business Park, as per the Department of Planning and Community Development (DPCD) convention for activity centres.

A more precise boundary for the Central West MAC has been established as part of this study, and is illustrated in **Figure 1**. References to the 'Activity Centre' throughout the Structure Plan relate to this area.

The residential areas to the east of Ashley Street and to the west of the retail Plaza and business park have not been included in the Structure Plan boundary. as they do not offer significant potential for change within the life of the Structure Plan. The boundary of the 'Activity Centre' was guided by the land parcels and facilities which offer the most potential for change over the life of the Structure Plan.

### 1.2.3 What is a Structure Plan?

The aim of preparing a Structure Plan is to give effect to the policies and objectives set out for activity centres in *Melbourne 2030: Planning for Sustainable Growth* and provide effectively for changing community needs.

A Structure Plan is a document that guides the major changes to land use, built form and public spaces that together can achieve economic, social and environmental objectives for an Activity Centre. A Structure Plan provides a framework for the preferred directions for the growth of an activity centre and how changes should be managed. It also establishes actions to be carried out by Council and other stakeholders to realise that framework.

This Structure Plan sets out the future role and function of the Central West MAC, and provides clear direction to Council, businesses, the community and other stakeholders as to the nature and extent of future development in the Activity Centre. The Structure Plan also contains key actions to be carried out by Council and key stakeholders to improve the viability, accessibility, image and user-friendliness of the Activity Centre.

### 1.2.4 Objectives of the Structure Plan

The key objectives of the Structure Plan are to:

- Develop a clear vision for the Activity Centre that reflects the community's values and aspirations for the area.

- Define the existing and likely future role of the Activity Centre, including its capacity to fulfil the objectives and directions of Melbourne 2030.

- Identify ways to build on the strength of the Activity Centre to maintain and enhance its role in the regional activity centre hierarchy.

- Determine preferred future uses and development directions within the key precincts of the Activity Centre.

- Explore the potential and capacity for expansion and redevelopment within the Activity Centre.

- Identify ways to enhance the accessibility of the Activity Centre.

- Seek to improve and enhance the urban design and amenity of the Activity Centre.

- Set out how the Plan should be implemented.

# Central West Activity Centre

## Structure Plan

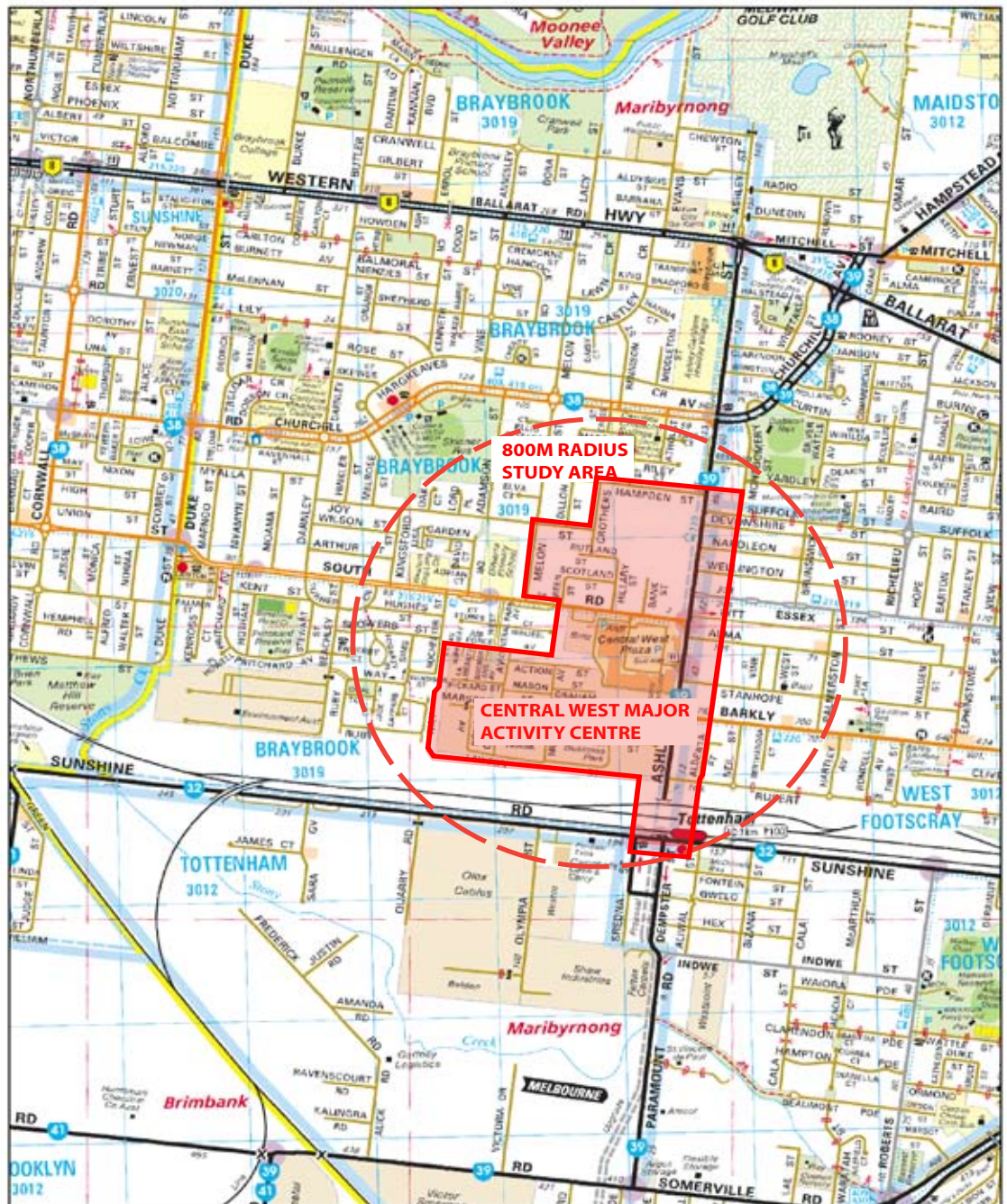


Figure 1: Central West MAC Area



### 1.3 Central West MAC

#### 1.3.1 Location within the Metropolitan Area

The City of Maribyrnong covers an area of approximately 31 square kilometres in metropolitan Melbourne's inner west, and is almost entirely located within a 10 kilometre radius of the Melbourne Central Activities District (CAD). Suburbs located in the City of Maribyrnong include Tottenham, Yarraville, Footscray, West Footscray, Seddon, Kingsville, Maidstone, Maribyrnong and Braybrook.

The City contains a number of centres which have been designated as activity centres under Melbourne 2030 including Footscray CBD, Highpoint and Central West. Footscray and Highpoint have been identified as Principal Activity Centres, whilst Central West is the City's only Major Activity Centre. The municipality also contains a number of smaller neighbourhood centres including Braybrook Shopping Centre, Braybrook Village, Tottenham and Barkly Street.

The Central West MAC is based around the intersection of South Road and Ashley Street, Braybrook, in the west-central part of the City of Maribyrnong approximately 8km west of the Melbourne CAD (refer to **Figure 2**).

#### 1.3.2 Population

The City of Maribyrnong has a total population of 63,141. In the period 2001-2006 increase of 3,735 persons were recorded, compared with only 623 residents in the period 1996-2001.

The total population is expected to increase to 76,655 people by 2016 (at an average annual growth rate of 1.6%). All suburbs in the municipality are expected to increase in population by 2016, with the most significant gains expected in the suburbs of Maribyrnong, Footscray and Braybrook.

Braybrook and its surrounding suburbs tend to have a lower socio-economic status compared with the metropolitan Melbourne average, according to the 2001 ABS Census data (2006 census data was not available at the time of writing). This is reflected by lower average incomes, a higher share of the population that is overseas born, and a higher proportion of aged residents.

In particular, the population exhibits the following attributes:

- Lower per capita incomes (\$21,700) relative to the metropolitan benchmark (\$27,600).

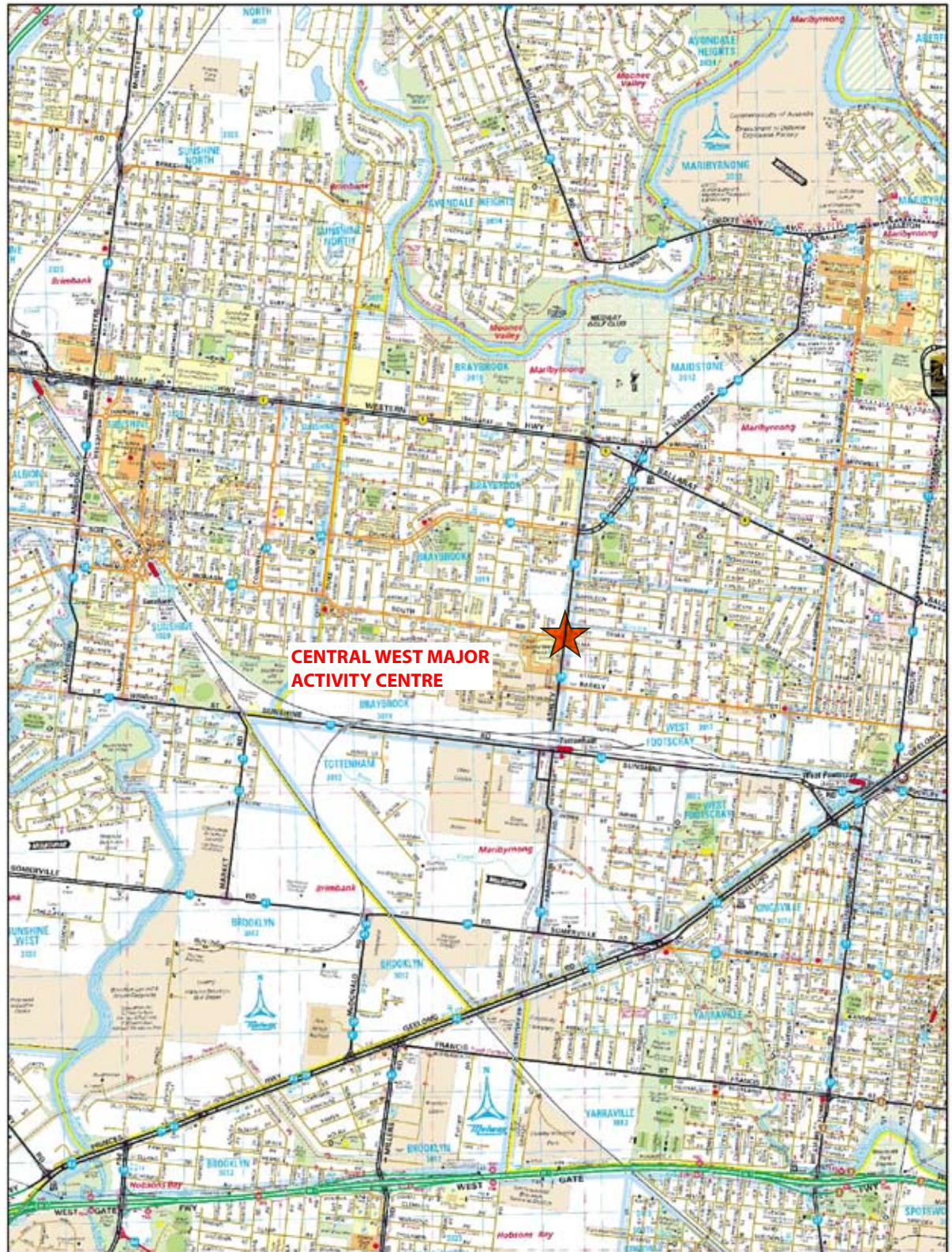
- Smaller household size (2.5) than the Melbourne average (2.7);

- A higher proportion of dwellings being rented (37.4%) compared to the Melbourne average (22.8%) and a lower rate (30.1%) of full home ownership compared to the Melbourne average (41.9%).

- A larger proportion of aged residents, with 20% of residents aged over 60 relative to 16% in Melbourne overall; and,

- A lower proportion of population born in Australia (51.7%) compared to the Melbourne average (65.2%).

Overall population growth in the area is forecast to average around 0.5% per annum over the period to 2030. This growth will be largely due to infill residential development, including residential development in the Central West MAC.



### Figure 2: Locality



### 1.3.3 History

The Central West Plaza and Business Park sites have a notable history as the location of the RAAF No 1 Stores Depot at Tottenham, which had the role of receiving, documenting, sorting and supplying materials, goods and equipment necessary for all aspects of the operation of the RAAF.

The depot operated between 1944 and 1993, when the land was sold by the Commonwealth. An assessment of the cultural heritage significance of the site was prepared by Allom Lovell and Associates in May 2001. This report found that whilst collectively 'each of the major building types is of some interest in illustrating specific aspects of the history of the place...none of the buildings of the 1940s and 1950s are considered to be of particular individual architectural or aesthetic significance in their own right. Equally, the later buildings on the site are of standard design and construction and are of no significance in this regard'.

In June 1999, the Southern Capital Corporation Pty Ltd assumed full ownership of the site and redeveloped it into the Central West Industry Park, a development leasing space for a range of commercial activities including warehousing, showrooms, retailing and office space.

Since this time, the site has been developed as Central West Business Park and Central West Plaza, and the north-west of the site has been subdivided and developed for residential purposes. In addition, the western most part of the Business Park south of the existing residential subdivision was subject to a rezoning request in 2004, which sought to rezone the land for residential purposes. The rezoning request has since been abandoned by the landowner.

The other major component of Central West MAC, Braybrook Industrial Area, has developed without an overarching development plan or direction from the Planning Scheme.

### 1.3.4 Land Use

The Central West MAC is a mixed use centre with an employment and retail focus, and contains the following key land uses:

- Central West Retail Plaza on the south-west corner of Ashley Street and South Road;

- Central West Business Park which addresses Ashley Street;

- Braybrook Industrial Area on the north-west corner of the Ashley Street and South Road intersection;

- Retail and commercial uses on Ashley Street;

- Tottenham Railway Station; and,

- Residential areas along Ashley Street.



Below is an assessment of the current land uses within the Activity Centre and broader study area. Current land uses are represented in **Figure 3**.

A summary of the retail floorspace at the Activity Centre is provided in the table below.

Retail Category	Occupied Floorspace (sqm)		
	Central West Plaza	Other	Total
Food	5,070	800	5,870
Non-Food	9,090	600	9,690
Services	1,400	100	1,500
<b>Total Occupied Retail Floorspace</b>	<b>15,560</b>	<b>1,500</b>	<b>17,060</b>
Vacant Floorspace	3,730	-	3,730
<b>Total Leasable Retail Floorspace</b>	<b>19,290</b>	<b>1,500</b>	<b>20,790</b>

*Source: Essential Economics, Central West Plaza (July, 2007)*

Overall, the Activity Centre has a vacancy rate of 17% which is considered high for a centre of this type, as the average sits at approximately 8%. This is due in part to the current vacancy rate of the Central West Plaza.

### Central West Plaza

The Central West Plaza has two main components including a traditional neighbourhood style shopping centre at the northern end anchored by ALDI and Coles supermarkets, and a range of large format bulky goods/homemaker type retailers in the southern portion of the site. The Plaza is under single ownership.

The Plaza operates as a sub-regional shopping centre within the retail hierarchy. Total occupied retail floorspace at Central West Plaza is approximately 15,560 sqm. Allowing for non-retail tenants (2,460 sqm) and vacancies (3,730 sqm), overall leaseable floorspace at the Plaza is currently approximately 21,750 sqm.

The Plaza has a vacancy rate of 17 % leaseable floor space. This has declined from 26% since March 2005, which can be attributed in part to the establishment of Coles as a major anchor.

The Plaza has a more than adequate provision of car parking. This provides for convenience of use for visitors driving to the Activity Centre and is considered a benefit of the retail node.



Figure 3: Existing Conditions

### Central West Business Park

The Central West Business Park is a serviced commercial and light industrial estate which is under single ownership. Most businesses operating from the site are involved in storage, logistics and distribution, however the gateway area of the site also contains other facilities including a bistro and bar, gymnasium, conference centre and a car parking area. Major tenants currently operating in Central West Business Park include:

Britz;  
Boral;  
DLS Logistics Limited;  
Doug Hayes Transport; and,  
Grace Record Management.

The table below is based on information provided by Central West Business Park and shows that the Park includes a total of approximately 103,210 sqm of leaseable floor area of which approximately 80% is currently leased.

**Central West Business Park, Existing Floorspace by Category 2007**

Category	Total (sqm)	Share of Floorspace (%)
<b>Non-Retail</b>		
Light Industrial	7,915	8 %
Transport	7,245	7 %
Depot	2,300	2 %
Warehouse Distribution	35,350	34 %
Long Term Storage	20,180	20 %
Storage	7,720	7 %
Office	2,000	2 %
<b>Total Non-Retail</b>	<b>82,710</b>	<b>80 %</b>
Café/food	275	0 %
<b>Total Occupied Floorspace</b>	<b>82,985</b>	<b>80 %</b>
Vacant	20,225	20 %
<b>Total Floorspace</b>	<b>103,210</b>	<b>100 %</b>

*Source: Central West Business Park; Essential Economics (July, 2007)*

The vacancy rate is approximately 20 % of the total floor space.

A recent planning permit granted by Council has approved a further 50,000 sqm of warehousing in the western portion of the Business Park.

### **Braybrook Industrial Area**

The Braybrook Industrial Area is located to the north of the Central West Plaza, on the opposite side of South Road and contains an estimated total of approximately 60,000sqm of leaseable floorspace. The site incorporates a mixture of large manufacturing facilities, smaller light industrial uses and a small amount of retail and commercial services and offices under multiple ownerships. The role of the Braybrook Industrial Area is distinguished from that played by Central West Business Park by its large scale manufacturing and engineering presence. Key tenants include Feltex, Metso Paper and E.S.P. Machinery. Employment generated by the businesses in the Industrial Area is estimated at 71 jobs based on recent surveys conducted by Council, however the actual total is likely to be much higher as only 39% of businesses participated in the survey work undertaken by Council. For example, it is now known that Feltex employ approximately 150 staff alone.

A significant proportion of the building and land stock in this area is also vacant or run down, and is therefore suitable for refurbishment and/or redevelopment. Towards the south-east of the industrial area on Ashley Street, there is a relatively new development incorporating a mix of retail, office and warehousing/light industrial space. Fronting Ashley Street are the retail and office components, whilst at the rear of the site are a range of businesses primarily related to assembly, storage and distribution.

### **Ashley Street**

Ashley Street is a primary arterial road aligned in a north-south direction, providing a valuable link between Sunshine Road to the south and the Western Highway to the north.

In the vicinity of Central West Plaza the road comprises two traffic lanes in each direction, however before the intersection of Sunshine Road it narrows to a single lane in each direction.

Ashley Street has been identified as a preferred truck route under the Maribyrnong Integrated Transport Strategy, and is also part of the Principal Public Transport Network.

The eastern side of Ashley Street contains two small nodes of retail and commercial activity which are interspersed within residential areas. Directly opposite the Retail Plaza and Business Park, the majority of businesses are currently vacant or not in operation. Further to the north, a number of businesses including a takeaway premises, accountant and medical centre appear to be functioning relatively well due to their proximity to residential areas.

### **Tottenham Railway Station**

Tottenham Railway Station is located on the north side of Sunshine Road and is elevated above the road reserve. The station is accessible to pedestrians and vehicles via an underpass leading from Ashley Street, however the underpass presents a low standard of pedestrian amenity. To the south of the station is a car park providing a 'park and ride' facility for metropolitan services. The rail corridor

is also significant as an interstate route and a major freight route to the port.

### Residential Uses

The existing residential stock in the Activity Centre and surrounds is comprised predominantly of detached housing from the early to mid 20th century. The Activity Centre and broader study area contain a high proportion of public housing (approximately 38% compared to the 6% for the municipality and 2% for metropolitan Melbourne). Over the past ten years, these areas have undergone significant residential redevelopment through an Office of Housing urban renewal program. A number of key redevelopment sites are located within the Activity Centre and study area, including the former Braybrook Primary School site on South Road, Central Park Estate, and Ruby Square Estate.

### Braybrook Park

Braybrook Park is the major open space reserve on the periphery of the study area, and functions as a community hub, providing for a community and youth centre, playground, sporting oval and community garden. North of the reserve on the opposite side of Churchill Avenue is a row of existing retail and community services.

### Community Uses

Community uses in the Activity Centre and broader study area, in addition to those contained at Braybrook Reserve, include Dinjerra Primary School and the Western English Language Centre on South Road, and Caroline Chisholm Catholic College on Churchill Avenue.

### 1.3.5 Employment

The estimated employment at the Activity Centre is outlined in the table below

Floorspace Category	Occupied Floorspace (sqm)	Employment Ratio (Jobs/sqm)	Total Employment
Retail	17,060	40 sqm per job	430
Industrial/Other Commercial	127,500	125 sqm per job	1,020
<b>Total</b>	<b>144,560</b>	<b>100 sqm per job</b>	<b>1,450</b>

*Source: Essential Economics (July, 2007)*



### 1.4 Policy Context

#### 1.4.1 State Policy

##### State Planning Policy Framework

The State Planning Policy Framework (SPPF) contains broad state policy directions to be addressed in the Structure Plan. It contains a number of relevant directions for the Structure Plan, such as planning to allow a sufficient supply of land for a range of future uses, consolidating future growth in activity centres, integrating land use and transport planning, achieving high quality built form, promoting economic growth, and encouraging ecologically sustainable development.

##### Melbourne 2030

Melbourne 2030 is the Victorian Government's strategy for the sustainable growth of metropolitan Melbourne. Part of the strategy details the network of activity centres of differing sizes and functions that exist across Melbourne and their role in Melbourne's future growth. In broad terms Melbourne 2030 also seeks to increase housing within and around activity centres, improve their liveability and sustainability, improve their integration with the principal public transport network and broaden their base of activities. These are two of the core principles underlying the main aim of increasing urban consolidation.

Melbourne 2030 designates Central West as a Major Activity Centre based upon its current size and function and its future development potential. Melbourne 2030 envisages Major Activity Centres as locations that support a mix of activities that are well served by public transport, and serve smaller catchment areas than the larger Principal Activity Centres. In addition, Major Activity Centres should provide additional scope to accommodate ongoing investment and change in retail, office, service and residential markets.

#### 1.4.2 Local Policy

##### Local Planning Policy Framework

The Local Planning Policy Framework (LPPF) within the Maribyrnong Planning Scheme contains the Municipal Strategic Statement and local policies.

##### Municipal Strategic Statement

The Municipal Strategic Statement (MSS) outlines the key policy directions for future land use and development in the municipality. The policy objectives relevant to Central West MAC are summarised below.

One of the key objectives of the MSS is to improve the physical environment and image of the municipality, by creating public spaces and built form that display a high standard of urban design, and are physically attractive and well maintained. By improving the physical environment, the MSS seeks to create a safe and more amenable environment for the general community, and stimulate



investment in activity centres and employment areas.

With regard to employment, the MSS seeks to reduce the city's unemployment rate to no more than 2 percentage points above the Australian average, by the year 2011, and encourage and facilitate the development of sustainable, clean commercial and industrial activity in industrial areas, mixed use zones and business precincts. The MSS also seeks to encourage office based employment, and assist the full development of industrial, commercial and mixed use zones by improving and maintaining streets, roads, shared parking, public lighting, pathways and services facilities.

Regarding activity centres and retailing, the MSS seeks to enhance the city's pre-eminence as the Western Region's most important comparison goods shopping focus, and facilitate a viable network of small convenience goods centres and outlets which offer a range of goods and services that are easily accessible by a wide range of transport options. The MSS further seeks to develop the city's major activity centres as regional arts, recreation and leisure nodes, and enhance a distinctive cultural and social character in the different centres.

The MSS identifies a number of objectives with respect to access and transport. One of the key objectives is to reduce reliance on car based transport and promote the use of alternative transport modes, by providing attractive and safe new recreation and access pathway systems, encouraging improved, more attractive and safer public transport facilities and services and pedestrian access, and reducing the impacts of heavy truck traffic on residential and shopping areas. In addition, the MSS seeks to ensure that all centres have sufficient parking to meet proven needs, and place an emphasis on the future development of shared parking.

Other key access and transport objectives are to upgrade existing infrastructure and provide suitable infrastructure for developing areas, improve arterial and local road access to the core industrial areas, mixed activity areas and larger activity centres, encourage the extension of public transport services, and improve arterial road links from major industrial areas to the highway and freeway systems and the Port of Melbourne and rail freight terminals. A specific road upgrade noted as a key objective is to provide a new/upgraded north-south road linking the Westgate Freeway, Geelong Road, Sunshine Road, Ashley Street, Churchill Avenue, Hampstead Road with possible extension to the City of Moonee Valley.

### **Business 1 Zone and Business 4 Zone Policy – General Policy**

The Business 1 Zone and Business 4 Zone Policy relates to all land zoned Business 1 or Business 4. The Business 1 Zone covers to the eastern portions of Central West Plaza and Business Park. The Business 4 Zone does not affect the Activity Centre.

Similar to the MSS and again relevant to the Central West MAC, the policy seeks to continue the municipality's function as the primary western region focus for retailing and ancillary activities, and to further develop the city's major centres regional arts, entertainment, leisure and recreation nodes.

The Policy also seeks to improve the environment and amenity of all business and shopping centres and revitalise their economic and social functions.

Other objectives include the desire to improve access for all to a wide range of new shopping and associated activities and services, develop smaller centres as neighbourhood focal points with enhanced convenience retailing, social and identity roles, and encourage employment growth in the retailing and service industries.

### **Business 3 Zone Land Use and Development Policy**

This policy applies to the Business 3 zoned land on the western side of Ashley Street.



# Central West Activity Centre

## Structure Plan

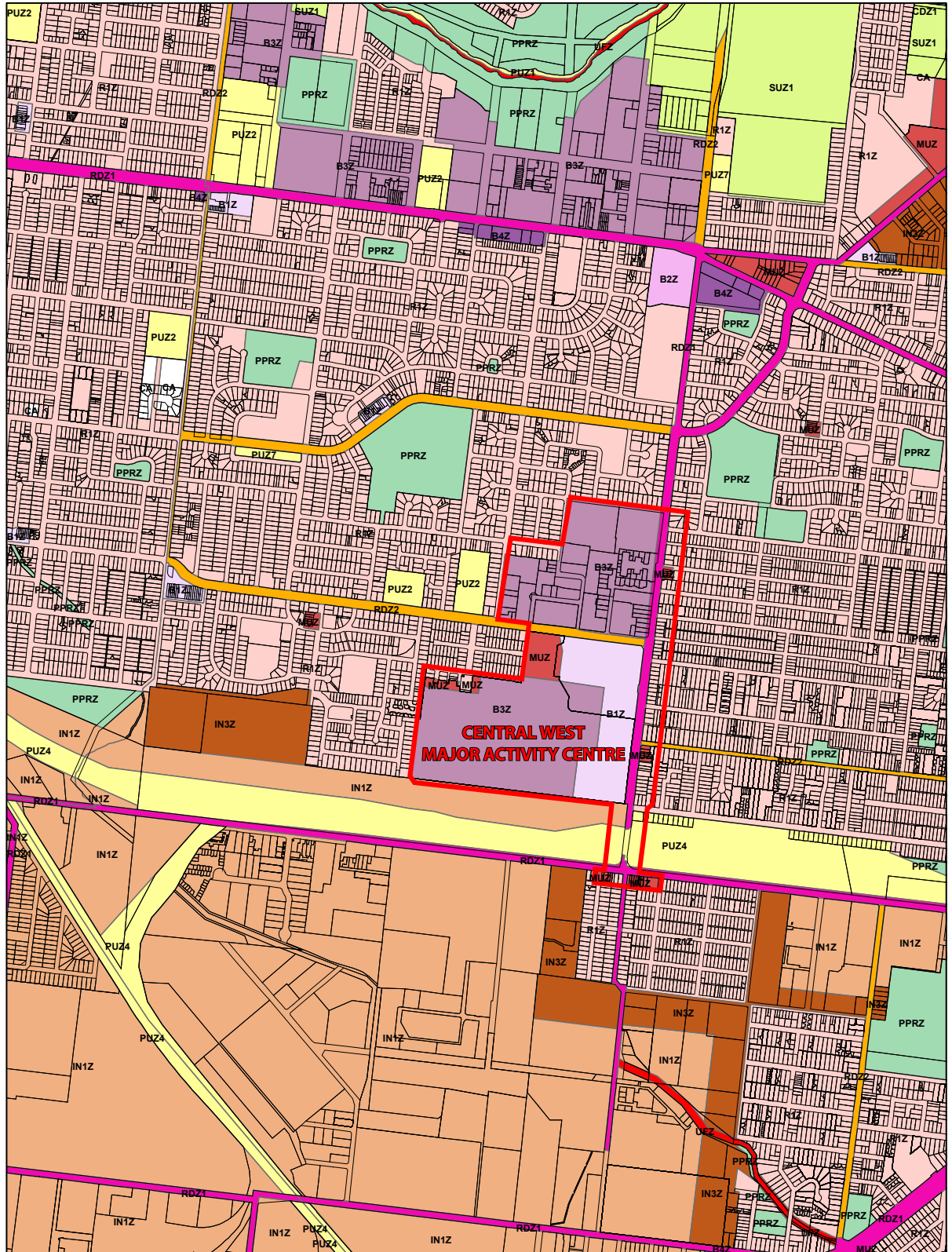


Figure 4: Zone Plan

The policy seeks to encourage the continued transition to cleaner industry and commercial activity which has minimum impact on nearby residential amenity, and to reduce future conflict and amenity problems at the interface between industrial/commercial and residential areas.

The policy also seeks to encourage and promote future mixed use activity which is more compatible with neighbouring residential uses, and which offers a wide range of sustainable employment opportunities.

Other relevant objectives include the desire to prevent the future establishment of activities which generate high truck volumes in streets shared with residences, promote high quality design and landscaping for future development, and recognise the long-standing presence and substantial investment and employment opportunities offered by industries west of Ashley Street.

### 1.4.3 Zoning

The Activity Centre is covered by a number of zones as shown in **Figure 4** and outlined below.

A combination of the Business 1 Zone, Business 3 Zone and Mixed Use Zone cover the Business Park and Plaza, whilst the Braybrook Industrial Area is entirely zoned Business 3. The function of the Plaza is currently constrained by the existing zoning pattern which results in the Business 3 Zone cutting into the Plaza site and impacting on its ability to function as a pure retail role. To further exacerbate this situation, the current limitation on shop and office of 5,000 sqm each directly hinders the potential for the Activity Centre to reach its role in the hierarchy as a Major Activity Centre. It is recognised that the current development at the Central West Plaza (21,750 sqm) exceeds the 5,000 sqm shop limitation.

The residential areas in the activity centre are zoned Residential 1, whilst the Braybrook Park is covered by a Public Park and Recreation Zone.

An Industrial 1 Zone and Public Use Zone run along the rail reserve.

Roads in the activity centre fall into a number of categories, with Ashley Street and Sunshine Road being Road Zones – Category 1, and Barkley Street and South Road being Road Zones – Category 2.

## 1.5 Previous Work

A number of strategic studies and reports have been prepared on issues that impact on Central West MAC. One of the key documents that has informed the preparation of the structure plan is the Braybrook Community (Visioning) Plan (Red Road Consulting, 2006). This document sets out a preferred vision for the future of Braybrook as expressed by the local community, through their involvement in the Braybrook Community (Visioning) Plan processes in 2005/2006. Key directions from this document for Central West MAC include:

- Reinforcing the Activity Centre's role as a major community hub;

- Exploring opportunities for enhanced community gathering places;

- Creating a possible arts/culture focus and activities;

- Creating a proposed 'Braybrook Hubs Trail' and 'Regional Bike Path' linking the Activity Centre with other key destinations; and

- 'Greening' areas at the intersection of Ashley Street and South road and to the north of the railway line.

The Structure Plan is one of the next steps from this exercise and builds on the key issues raised.

While the Central West MAC Structure Plan was being prepared, Maribyrnong City Council were in the process of preparing the West Footscray Urban Design Framework, which has now been finalised. This document covers the whole of West Footscray, including the eastern portion of the Central West MAC, and provides broad urban design principles and strategies for the area. The Structure Plan is consistent with the outcomes of this framework and has taken in to account the recommendations of this framework, and provides more detailed recommendations for Central West MAC.

Other relevant strategic studies and reports are listed below:

- Western Regional Housing Statement (Western Regional Housing Working Group, April 2006)
- Transport and Travel Discussion Paper – Inner West Integrated Transport Strategy (Maunsell Australia Pty Ltd, July 2002)
- Review of Retail Development and Activity Centre Policy – Volume 1 (Peter McNabb and Associates, May 2006)
- Review of Retail Development and Activity Centre Policy – Volume 2 (Peter McNabb and Associates, May 2006)
- Melbourne Port@l Strategy – Consultation Draft (Melbourne Port@l Board, August 2006)
- Western Region Employment and Industrial Development Strategy (Ratio Consultants, August 2006)
- Former RAAF No 1 Stores Depot – Conservation Management Plan (Allom Lovell & Associates, May 2001)
- Port Development Plan (Consultation Draft) (Port of Melbourne Corporation, August 2006)
- Melbourne 2030 (Department of Sustainability and Environment),
- General Practice Note Structure Planning for Activity Centres Dec (Department of Sustainability and Environment, 2003)
- Melbourne 2030 Activity Centres – Interim Structure Plans (Department of Sustainability and Environment, December 2004)
- Meeting Our Transport Challenges – Connecting Victorian Communities (Victorian State Government, 2006)
- Dinjerra Children's Services Feasibility Study (ASR Research for Maribyrnong City Council, 2006)
- Maribyrnong Community Engagement Framework (Maribyrnong City Council, 2000)
- Maribyrnong Integrated Transport Strategy (Maribyrnong City Council, 2003)
- Maribyrnong Open Space Strategy - Braybrook (Maribyrnong City Council, 2006)
- Maribyrnong Strategic Bicycle Strategy (Sinclair Knight Merz for Maribyrnong City Council, 2004)

City of Maribyrnong Retail Development and Activity Centre Policy (Maribyrnong City Council, 1998)

Central West MAC – Retail and Commercial Assessment (Essential Economics, July 2007)

Central West Structure Plan Traffic Engineering Assessment (Draft) (Traffix Group, April 2007)

East–West Link Needs Assessment - Submission by Maribyrnong City Council (June 2007)

## 1.6 How the Structure Plan was developed

### 1.6.1 The Study Process

The Structure Plan is to be developed over a period of 6-12 months under the guidance of a steering committee comprised of the following members:

Department of Sustainability and Environment.

Maribyrnong Council.

The owner and developer of Central West Plaza and Business Park.

Tract Consultants.

The process for preparing the Structure Plan to date has included the following key stages:

February 2007	Project Commencement
March 2007	Research, site survey, discussions with Council and key landowners
April 2007	Preparation of Issues Paper examining the key issues and opportunities affecting the Activity Centre
May-June 2007	Refinement of Issues Paper
June-September 2007	Preparation of Draft Structure Plan
September-October 2007	Public Exhibition
October-November 2007	Refinement of Final Structure Plan

### 1.6.2 Next Steps

The final Structure Plan is anticipated to be formally adopted by Council in December 2007 / Early 2008. It is anticipated that planning scheme amendments and other actions noted in the implementation plan of the Structure Plan will begin to be carried out in 2008.

## 2 OVERALL DIRECTIONS

### 2.1 Vision

#### 2.1.1 Vision for Central West MAC

The Structure Plan aims to achieve the following vision for Central West MAC:

*The Central West MAC is a vibrant and prosperous centre where people come to work, shop and meet, in a safe, pleasant and high amenity environment. The Activity Centre's key role as an employment node is supported by complimentary uses including shops, commercial, and community facilities which meet the needs of local residents and employees and add to the vitality of the centre.*

*The streets and public spaces of the Activity Centre are lined with a variety of buildings and activities, and are extensively landscaped with trees, plantings and street furniture. The Activity Centre is easy to access and move around, with most people reaching the centre by walking and cycling or catching one of the regular bus or train services.*

#### 2.1.2 Themes

To achieve the above vision and objectives for the Central West MAC, the following key themes have been identified:

Theme 1: Promoting a prosperous and vibrant Activity Centre

Theme 2: Creating an accessible place

Theme 3: Designing a high quality environment.

These themes are explored fully in the following section of the document. Each theme reflects a key aspect of the overall vision for the Activity Centre. Discussion in relation to each theme explores issues facing the Activity Centre, identifies objectives to be pursued by the Structure Plan and recommends key actions and initiatives to achieve the objectives.

## 2.2 Theme 1: Promoting a vibrant and prosperous Activity Centre

### 2.2.1 Principles

The Central West MAC has a key role to play as a regional centre of employment by building on the strengths of Central West Retail Plaza and Business Park and Braybrook Industrial Area, and playing a supporting role to the industry in the surrounding catchments.

Recent surveys of the businesses at Central West Plaza and Braybrook Industrial Area conducted by the City of Maribyrnong indicate that these areas, in addition to the Business Park, already function as viable employment nodes for the area, which should be strengthened. The Activity Centre has been estimated to provide approximately 1450 jobs (Essential Economics, July 2007). This Employment base has significant potential to be further developed. Supporting large companies such as feltex and Metso Paper in the Activity Centre will help to achieve this.

This employment role can be strengthened by establishing a diversity of complimentary uses in the Activity Centre such as retail, commercial and community services. Creating more destinations and reasons to visit the Activity Centre will broaden the scope and long-term viability of the employment sector, and add to its vibrancy and prosperity.

The Activity Centre also has an important function as a retail node for local residents and employees. The retail role of the Activity Centre can be strengthened by consolidating retail uses within a central core, and highlighting convenience and affordability as the Activity Centre's major point of difference from larger nearby centres such as Sunshine and Highpoint.

The roles outlined above will be further strengthened by guiding the development of the Activity Centre as three distinct interconnected precincts ie. 'Industrial Area', 'Business Park' and 'Retail Plaza' in the Structure Plan

For this reason the Structure Plan for the Central West MAC has a strong focus on the centre's business and employment role rather than a housing diversity role.

### 2.2.2 Employment

#### The Challenge

The key employment challenge facing the Central West MAC relates to the regions transition from a manufacturing and defence based economy to a services based economy.

Whilst the region has a well-recognised, stable and productive manufacturing sector, there is a clear need for a higher level of jobs growth and more particularly for significantly higher levels of commercial and professional services employment. Discussions with community members as part of the Braybrook Community (Visioning) Plan (2006) have revealed concerns about 'blue collar' job loss and its impact on traditional employment.

Recent surveys of the businesses at Braybrook Industrial Area conducted by the City of Maribyrnong found that the majority of employees of the businesses within the Retail Plaza are employed in part time positions (69%), whilst the remainder (31%) are employed on a full time basis. In contrast, the survey found that the majority of employees of the businesses with the Braybrook Industrial area were employed on a full time basis (83%).

The Activity Centre has clear potential to increase its significance within the region as a focal point for employment. This will occur through capitalising on the existing employment nodes presented by the Business Park and Braybrook Industrial Area, and reinforcing the Activity Centre's supporting role for the industrial areas to the south of the rail line.

#### Objectives

- Promote and strengthen the role of Central West as an activity centre with a strong employment focus.

- Reinforce the Activity Centre's supporting role to industrial areas in the surrounding catchment.

- Promote the integration of commercial services in the Activity Centre to broaden the range of employment opportunities.

- Improve the amenity and accessibility of the Activity Centre to increase its appeal to prospective employers and businesses.

- Facilitate the intensification of employment uses in locations proximate to public transport services.



### 2.2.3 Retail Activity

#### The Challenge

Retail activity in the Central West MAC is predominantly focused in the Central West Plaza, with a small number of local shops scattered along Ashley Street.

Strong competitive pressure from larger Principal Activity Centres such as Sunshine, Footscray and Highpoint, in addition to a limited diversity of shops and services, has resulted in the Activity Centre not being able to capture a significant share of the regional retail trade, and experiencing a high retail vacancy rate.

The goal of creating a vibrant and well functioning activity centre filters down to having a well functioning retail core – Central West Plaza. The establishment of Coles as a new anchor tenant has assisted in reducing the vacancy rates in the Plaza and there is significant scope to further build on the synergies created by the Aldi/Coles combination. There is scope for the performance of this precinct in the overall Activity Centre to improve.

Opportunities also exist for the potential expansion of the retail function in the Plaza should this growth in performance continue as identified by Essential Economics (July 2007). The appropriateness of a future expansion is dependent on the Retail Plaza achieving the 'Growth Scenario' outlined in the Essential Economics report. The function of the Plaza is currently constrained by the existing zoning pattern, which results in the Business 3 Zone cutting into the Plaza site and impacting on its ability to function as a pure retail role. To further exacerbate this situation, the current limitation on shop and office of 5,000 sqm each directly hinders the potential for the Activity Centre to reach its role in the hierarchy as a Major Activity Centre. It is recognised that the current development at the Central West Plaza (21,750 sqm) exceeds the 5,000 sqm shop limitation.

In order to further promote the economic viability of the Activity Centre, it must be sufficiently differentiated from neighbouring Principal Activity Centres in terms of the range of retail and other services provided, image and identity, accessibility and convenience. In particular, any future strategy for the Activity Centre will need to promote a diversity of shops and services which may include additional comparison retailing outlets, cafes and restaurants, health, leisure and community services.

#### Objectives

Reinforce and improve the role of the Activity Centre consistent with its designation as a Major Activity Centre. The centre acts as a retail hub serving a smaller catchment area than the larger Principal Activity Centres such as Highpoint and Footscray.

Promote the role of Central West Plaza as the retail core for the Activity Centre by consolidating retail uses within the Plaza.

Diversify the nature of uses provided within the Retail Plaza by encouraging complimentary uses such as office and community uses.



### 2.2.4 Housing

#### The Challenge

One of the key directions of Melbourne 2030 is to encourage higher density housing in and around activity centres.

The benefits of concentrating higher densities in and around activity centres are numerous, including improved housing diversity, urban consolidation, enhanced access to services and facilities, improved public transport patronage, and the provision of an additional customer base for the activity centre.

Community consultation as part of the Braybrook Community Visioning Plan (2006) has highlighted the desire of Braybrook residents to be able to age in place and have access to affordable and well-located housing, and a general concern about the potential gentrification of the area and displacement of existing residents.

At present, housing stock in the Central West MAC predominantly comprises detached housing from the early to mid 20th century. The amenity of many residential areas is diminished due to un-managed interfaces with neighbouring industrial and commercial precincts. Although recent infill development includes some mix of higher density housing in the form of units and walk up flats, the Activity Centre still lacks an appropriate proportion of higher density housing types to provide a diversity and meet a range of housing needs.

The Activity Centre and broader study area also contain a high proportion of public housing (approximately 38% compared to the 6% for the municipality and 2% for metropolitan Melbourne). Over the past ten years these areas have undergone significant residential redevelopment through an Office of Housing urban renewal program.

Whilst a number of redevelopment sites are located within the study area, including the former Braybrook Primary School site on South Road, Central Park Estate, and Ruby Square Estate, these are predominantly being developed with detached housing. These sites do not have the capacity to significantly contribute to the diversity of housing offered in the Activity Centre, and will not provide opportunities for higher density housing as many are well on the way to completion.

There is little opportunity for further residential redevelopment to occur within the Activity Centre and wider study area in the foreseeable future. A potential opportunity for residential development is offered at the southern end of Beachley Street on land currently zoned Industrial. This land was a part of the overall RAAF use. Some opportunities for the incremental development of higher density housing, such as 2-3 storey townhouses, may exist on the eastern side of Ashley Street, however this will be limited by current land ownership patterns and the lack of vacant land. A potential development site is located on the corner of Essex and Ashley Streets.

#### Objectives

Promote a diversity of residential redevelopment opportunities in appropriate locations, and ensure new development provides some higher density housing stock.

Encourage a high standard of amenity in future housing product within the Activity Centre, and broader study area.

Support the continued provision of affordable housing, where appropriate.

### 2.2.5 Community Services and Facilities

#### The Challenge

The provision of accessible, high quality community services and facilities is essential to support the health and well-being of communities. The provision of such services in and around the Activity Centre is particularly important, given the high proportion of socio-economically disadvantaged people living in the area.

Discussions with community members as part of the Braybrook Community (Visioning) Plan (2006) have revealed the desire to facilitate community involvement, and to stimulate greater interest in and commitment to public life through integrated community activity. The community has also highlighted a desire to embrace the diversity of Braybrook, and, provide opportunities for the community to mix and integrate. The community also expressed the desire to protect socio-economic diversity (particularly in the case of house affordability/social housing provision). Another key aspiration to emerge from the Braybrook Community (Visioning) Plan was the desire to improve the physical connections between the key hubs of Braybrook, such as Braybrook Park and Central West Plaza.

The Activity Centre currently has a general lack of community facilities, which is a feature common to many activity centres in the City of Maribyrnong. The Activity Centre has been identified as a 'Community Hub' in the Braybrook Community (Visioning) Plan (2006), primarily with respect to its commercial function. Whilst Braybrook Park is the major focus for community services and facilities in the study area, there is significant scope to integrate additional community uses in the Activity Centre. Existing facilities are often aged and deteriorated, and the study area lacks sufficient facilities to house the existing need for services. Gaps in services for childcare, youth, disabled persons and the elderly are particularly evident.

Opportunities for the establishment of children's service hubs have been identified by the Dinjerra Children's Services Feasibility Study (2006) at the Dinjerra Primary School and the Braybrook Community Park, however these plans have yet to be realised.

#### Objectives

Improve access to community services and facilities in the Activity Centre and broader study area.

Promote and encourage the establishment of additional community services and facilities within the Activity Centre to meet the needs of the local community.

Improve the links between Braybrook Park and Central West Retail Plaza.

### 2.2.6 Open Space

#### The Challenge

High quality and accessible open space adds significantly to the vitality and amenity of an area. Open spaces foster social interaction and physical activity, and therefore contributes a great deal to the health and well being of communities. The vast majority of open space in the Activity Centre are urban open space, these spaces have potential to be transformed into piazza-like settings where people meet and socialise. They may be found internally in the Retail Plaza.

The Maribyrnong Open Space Strategy (2006) notes that there is a general lack of public open space provision in the Activity Centre and study area, particularly to the west of Ashley Street. Braybrook Park is the major public open space in the study area. The masterplan for this park is currently being reviewed by Council. Another small park is located to the west of Central West Plaza as part of the residential development of West Central Park Avenue, however this park is of low amenity and could be significantly improved. Improvements to this space could be low scale as planting small trees and installing a park bench to provide a passive recreation space, and creating a link with any future extension to the Retail Plaza. Furthermore, the integration of public open space areas with other complimentary uses is limited by existing pedestrian and cyclist connections. Various strategies for the area such as the Maribyrnong Strategic Bicycle Strategy (2004) have recommended improvements to open space provision including the possibility of a trail and green corridor along the east-west rail corridor and improvements to existing open space reserves.

Key opportunities exist to improve the connections between public open space areas by prioritising linkages between open space and other activities within the Activity Centre and broader study area, and considering options to make open spaces within schools and community facilities more accessible to the public.

Opportunities to provide all forms of recreational space (active or passive) within the Activity Centre should be encouraged and supported where the possibility arises.

#### Objectives

- Improve the quality of and accessibility to public open space within and around the Activity Centre and study area.

- Provide better connection and access to Braybrook Park and smaller parks and reserves within walkable distance of the Activity Centre.

- Encourage Council acquisition of land for open space where appropriate.

- Encourage tree planting and provision of appropriate seating in the existing park in West Central Park Avenue to create a usable passive recreation area within the Activity Centre

### 2.3 Theme 2: Creating an accessible place

#### 2.3.1 Principles

Promoting accessibility by a range of transport modes is essential to improving the vitality, user friendliness and sustainability of an Activity Centre. There are many elements that make a place accessible.

Pedestrians and cyclists should be provided with designated paths and lanes that are safe and have high amenity, and provide good connections to key locations such as retail and employment nodes, public transport and public open space. Key destinations need to be well served by regular public transport services and facilities that are well coordinated and of a high standard. Motorists need access to safe roads in a permeable network and convenient parking areas.

#### 2.3.2 Walking and Cycling

##### The Challenge

Promoting walking and cycling as viable transport modes within and around the Central West MAC would significantly improve its accessibility, connectivity, amenity and convenience.

The quality of pedestrian environments in some parts of the Activity Centre is diminished by the existing condition of some paths, and the lack of activated street frontages along key pedestrian routes, particularly on the north side of South Road. In contrast, a good quality pedestrian environment has been created in and around Central West Plaza through the provision of well maintained paths, landscaping and active frontages (such as Eat Street). Good quality landscaping is also provided around the entrance to the Business Park. Similar treatments could be utilised throughout the rest of the Activity Centre to improve the overall quality of the pedestrian environment. There are also gaps in the pedestrian network such as the lack of crossings on South Road, particularly at the bus stop opposite the plaza, and barriers to pedestrian movements between Tottenham Station and residential areas to the west and north-west that could be addressed to improve the accessibility of the Activity Centre. Pedestrians also appear to be using an informal link through the Industrial Area to provide access between Central West Plaza and areas to the north of the Industrial Area. This highlights a distinct gap in direct formal pathways connecting Central West Plaza with other key locations to the north, such as Braybrook Park. In addition there is a barrier between pedestrian movement north-south between the Retail Plaza and Business Park. Opportunities to link these two precincts should be investigated.

Cycling facilities in the form of on-road lanes, shared paths and storage facilities are also lacking in the area. The Maribyrnong Bicycle Strategy (2004) has identified a potential connection to the Regional Bicycle Network in the form of an east-west shared path along the rail line on the north side of Sunshine Road, however this is uncertain due to planned rail extensions.

Improving the connectivity and amenity of pedestrian and cycling environments will do much to improve the integration of public transport services, decrease the car based nature of the Activity Centre, and add to the activity and vibrancy of the public realm.

### Objectives

Create a high-quality and safe environment for pedestrians and cyclists with appropriate supporting infrastructure, to allow easy movement between key destinations within and around the Activity Centre.

Improve pedestrian movements in a north-south direction between Braybrook Park and Community hub to the north and Tottenham Railway Station to the south.

Improve pedestrian and cycling movements along east-west movements on South Road.

### 2.3.3 Public Transport

#### The Challenge

A number of public transport services currently serve the Activity Centre, including bus and train services, however the quality of the services and facilities need to be significantly improved to enhance their appeal as a viable transport mode.

In particular, there is a clear need to promote the integration of different transport modes, improve the amenity of public transport services and facilities (including access for people with disabilities), examine opportunities for reducing traffic congestion, and improve safety in the areas around stops and stations.

Whilst Tottenham Railway Station should function as a public transport node for the Activity Centre, the entrance to platforms is currently on the opposite southern side of the rail line to the Activity Centre, and is only accessible to pedestrians via an underpass which is poorly designed in terms of pedestrian safety and amenity. The Station also has an important role as a 'Park and Ride' facility for the surrounding area. The formal car parking for the Park and Ride is located to the south of the railway line. An informal car parking area has emerged on vacant land to the north of the railway line, however this is not supported as a formal facility and does not have a long term future.

The rail line also functions as a key freight route to the Port of Melbourne and interstate destinations.

A number of bus routes serve the Activity Centre, such as bus routes 216 and 220 which operate along South Road and Barkley Street. These two services provide a high frequency of service and are ranked as one of the most highly patronised services within Metropolitan Melbourne. However the amenity of facilities are of a low standard. Bus routes which operate along South Road and Barkley Street do provide a high frequency service to the Activity Centre, linking to Sunshine Principal Activity Centre, Footscray Principal Activity Centre and central Melbourne, but no bus services currently connect directly to Tottenham Station, West Footscray Station or Middle Footscray Station, resulting in poor integration between different public transport modes. The Department of Infrastructure (DOI) is currently undertaking a review of services in Maribyrnong, which may result in changes to frequency of services and route timetables. This may result in changes to routes and services.

Opportunities for improvements to the rail network have been identified by the State Government including a proposed third track between Footscray, West Footscray and Sunshine, which would assist in improving the identified lower capacity of the rail network on this line for both freight and passenger services.

In addition, potential tram network extensions proximate to the site have been identified in the Transport and Travel Discussion Paper – Inner West Integrated Transport Strategy (2002), which would extend into the Activity Centre along Ashley Street and South Road and connect to the existing tram networks to the north-east. Whilst the potential tram network extension is supported, it is not proposed at this time.

The integration of existing and any future public transport networks and routes is critical to improving access to the activity centre.

### Objectives

Support, promote and improve the frequency and quality of public transport services and facilities available in the Activity Centre.

Improve the co-ordination of public transport services.

Support the implementation of a long term north-south bus service linking to the Tottenham Railway Station via Ashley Street.

Improve the integration of public transport with other transport modes by ensuring connection with key pedestrian routes.

Intensify uses in proximity to public transport stops.

### 2.3.1 Road System and Car Parking

#### The Challenge

Regarding the road system, the challenge lies in balancing Ashley Street's role as a primary arterial road and identified truck route with its concurrent role as a primary public transport route and key pedestrian accessway for the Activity Centre. These roles are often conflicting, and further consideration must be given to the most appropriate role for Ashley Street as the Activity Centre progressively develops.

The Central West Retail Plaza has a more than adequate provision of car parking with 837 spaces available. It is understood this was a conscious decision by the developer at the time of approval and construction. The Business Park also has a car park for visitors, in addition to the employee car parking areas. This situation provides for convenience of use by visitors driving into the Activity Centre, and is considered a benefit for the retail node. Car parking areas are also provided at Tottenham Railway Station.

In regards to appearance and amenity, the Activity Centre could be improved by decreasing the visual dominance of car parking areas and entrances through built form and landscaping, and consolidating service vehicle access points to key sites such as Central West Plaza, the Business Park, and the industrial node to the north of South Road.

The function of Ashley Street could be significantly improved through road widening under the rail bridge so that two lanes of traffic are provided in each direction along its entire length, there is also potential for a shared path and off-road cycling lane. The need for improvements to this section of road is identified in the 'East-West Link Needs Assessment Submission by Maribyrnong City Council' (June 2007). However, recent consultation with VicRoads indicate that there are no plans to undertake these works in the near future.

#### Objectives

Improve the quality and accessibility of the road system for all users, pedestrians and cyclists.

Decrease the visual dominance of car parking areas and entrances within the Activity Centre.

Consolidate service vehicle access points.

### 2.4 Theme 3: Designing a High Quality Environment

#### 2.4.1 Principles

The quality and amenity of the physical environment has a direct bearing on the attractiveness and accessibility of the Activity Centre to the community, businesses and potential employees. People are more likely to want to shop, work and meet in an environment that is attractive, safe and inviting, and that has a distinct sense of place. The Activity Centre needs to build on this image in order to support its long term viability.

#### 2.4.2 Public Spaces

##### The Challenge

Public spaces can be defined as streets, parks and other publicly accessible areas. These spaces constitute a key environment that shapes the quality and amenity of the Activity Centre and Study Area.

Discussions with community members as part of the Braybrook Community Visioning Plan (2006) have highlighted the desire to create a suburb that is 'neighbourly', 'green', 'creative' and 'high quality'.

The public spaces of the Activity Centre could be significantly improved to create an environment that would attract consumers and businesses and provide a higher standard of amenity for the community. The public spaces around Central West Plaza provide a good example of how well maintained paths, landscaping and active frontages (Eat Street) can be used to significantly improve the quality of public spaces. The landscaping at the entrance of the Business Park is also an example of a good treatment.

Significant opportunities to enhance the quality of the public realm exist, through improvements to lighting, landscape quality, street furniture, and weather protection. Improvements to the external appearances of buildings and activation of key street frontages would also go a long way towards improving the overall amenity and appearance of public spaces within the Activity Centre.

##### Objectives

Improve the image, appearance and accessibility of the public realm to make it a more amenable environment and stimulate activity.

Encourage the activation of frontages at key interfaces with the public realm.



### 2.4.3 Built Form

#### The Challenge

The quality of built form within the Central West MAC ranges significantly between the relatively recent developments of the Retail Plaza and Business Park, and the older Braybrook Industrial Area. Much of the Activity Centre does not meet modern expectations of consumers and reflects poorly when compared with competitors.

Some of the older development in the Activity Centre portrays a poor image, with large blank facades, broken windows, and a generally run-down appearance. In contrast the Business Park and Retail Plaza provide an improved outcome with better quality built form and active frontages.

Key opportunities exist to improve the external appearance of buildings at key interfaces where it will have the maximum impact on the overall appearance and image of the Activity Centre. Amending the zoning of the Retail Plaza could also facilitate an improved internal layout for the Plaza, which would enhance its user-friendliness and appeal to consumers.

Opportunities also exist to ensure that new development in the Activity Centre is of high quality design, and incorporates principles of Ecologically Sustainable Development. This aims to assist in Council's Commitment and target of carbon neutrality.

#### Objective

Improve the appearance and layout of built form in the Activity Centre.

Encourage differentiation between the built form on Ashley Street and South Road.

Encourage future development that provides for high quality design, and incorporates ESD principles.

# Central West Major Activity Centre

## Part 2

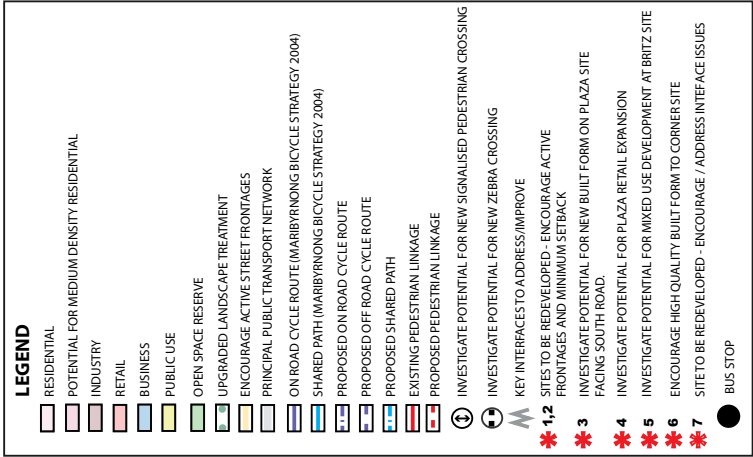
Part 2 of the Structure Plan is comprised of the overall Structure Plan image which represents the broad objectives and Chapters 3-5. These chapters contain the detailed vision, direction and implementation measures of the Structure Plan at a micro-level.

**Chapter 3: Public Spaces Directions** sets out directions for the three key areas of the public realm; Area 1: Tottenham Station; Area 2: Ashley Street; Area 3: South Road. This section contains visions, objectives and recommended actions for each area aimed at achieving the overall directions for the Structure Plan.

**Chapter 4: Precinct Directions** sets out directions for the three precinct areas; 'Central West Business Park', 'Central West Retail Plaza' and 'Braybrook Industrial Area'. The precincts have been identified on the basis of existing uses, the preferred direction of use and development, and their ability to facilitate change during the life of the Structure Plan. Each precinct contains visions, objectives and recommended actions aimed at achieving the overall direction and objectives of the Structure Plan.

**Chapter 5: Implementation Plan** outlines the specific actions recommended by the Structure Plan detailing the priority of the actions and agencies responsible for implementation.

## 3



### 4 Public Spaces

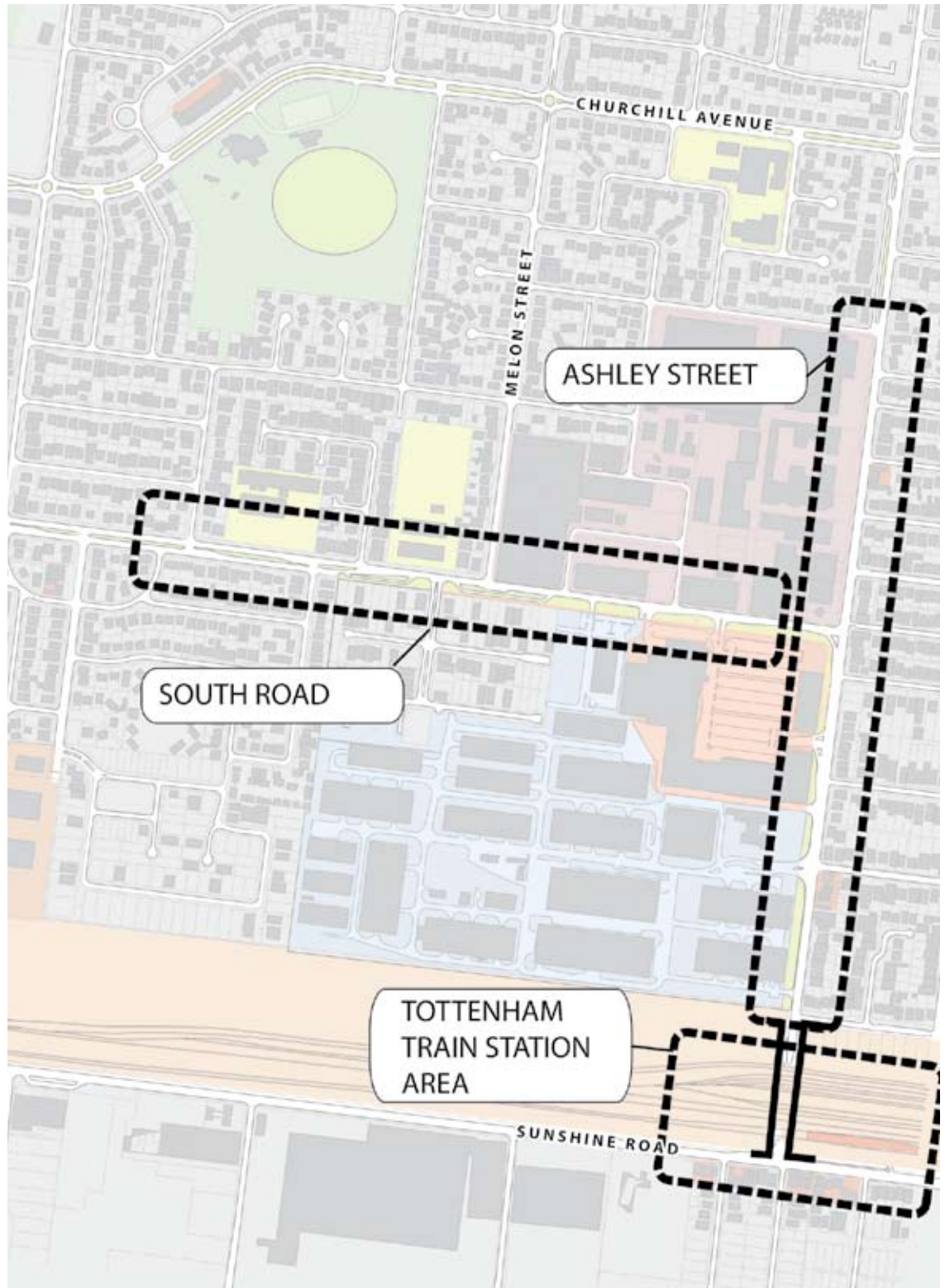


Figure 6: Public Realm Precincts Key Plan

### 4.1 Overall Vision for Public Spaces

Create a high quality, "green", and safe environment for pedestrians, cyclists and vehicles within the activity centre and to surrounding areas. Increase amenity and connectivity to encourage movement in and around the centre, stimulate activity, and to improve public perception and pride.

### 4.2 Area 1 Tottenham Railway Station

Improve connections between the station and the activity centre, and ensure that the station is a safe, attractive transport option.

#### Objectives

Provide safe, attractive and direct pedestrian and cycling access to the station.

Improve access through quality of the railway corridor for all users.

Improve the appearance and amenity of pedestrian connections and car park to the south of the station while maintaining clear visual links to surrounding area and adjoining road.

Provide high quality passenger amenity at and around the station platform.

#### Key Actions

Improve the safety and amenity of the pedestrian underpass. Possible treatment includes lighting along the wall of the underpass at pedestrian level, new handrail, anti-graffiti paint to walls, drainage to prevent ponding and potential slippage.

Improve amenity to the station entry. Possible treatment includes new paving to the station entry, low maintenance landscape treatment at the entry forecourt.

Improve accessibility to the station entry. Investigate opportunities to provide safe pedestrian and cycle crossing at the intersection of Sunshine Road and Ashley Street, (along the shared path proposed in the *Maribyrnong Bicycle Strategy 2004*).

Improve the safety and amenity of station corridor entry ramp.

Improve the amenity of the station platform, possible treatment to include windbreaks.

Improve the provision, and quality of commuter car parking at the station.

Increase and improve bicycle storage provision outside the station entry.

Explore options for the landscaping of the area of the rail reserve that interfaces with adjoining residential areas with the DOI, Connex and Vic Track for potential interim uses of the land that has been reserved for long-term transport purposes.

### Other Initiatives

Initiate discussions with VicTrack to resolve the land use on the southern side of Rupert Street.

Initiate discussions with DOI, Connex, Metlink to investigate the potential for visual displays, adequate signage, train route maps and timetables and maps of the local area (*West Footscray Urban Design Framework July 2007*)

Initiate discussions with DOI, Connex, VicTrack and private industry to increase surveillance and develop a friendly face to the stations, by encouraging small retail activity to develop at the stations, such as coffee carts, dry cleaning stores or newsagents (*West Footscray Urban Design Framework July 2007*)

Initiate discussions with VicTrack to have Tottenham Railway Station staffed between first and last train.

Initiate discussions with VicTrack to rectify the rail corridor zoning anomaly.

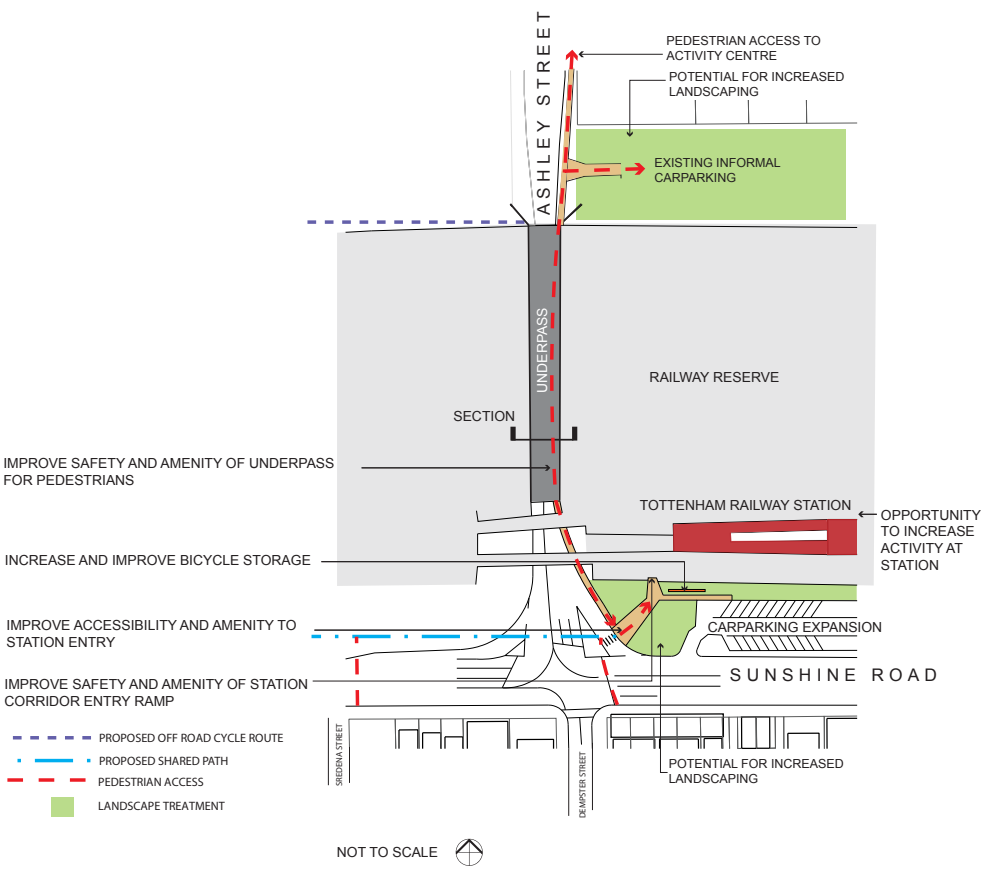


Figure 7: Proposed plan of Tottenham train station

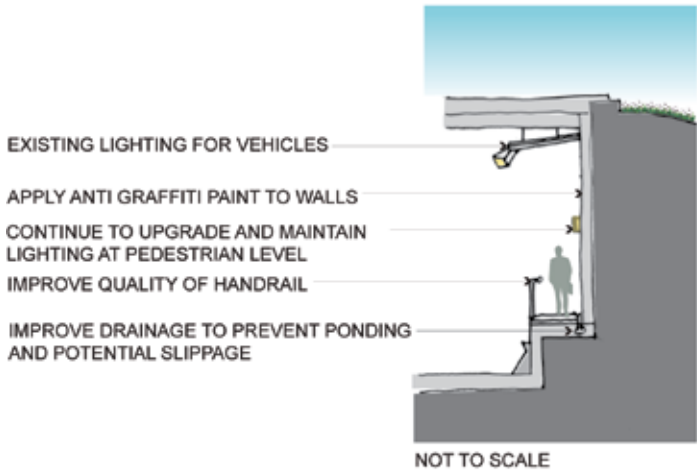


Figure 8: Section through underpass



# Central West Activity Centre

## Structure Plan



Intersection of Sunshine Road and Ashley Street



South entrance to Tottenham railway station



West entrance to Tottenham railway station



Ashley Street underpass

### 4.3 Area 2 Ashley Street

Reinforce the primarily business address along Ashley Street while improving north-south connections for pedestrians and cyclists along Ashley Street to Tottenham Railway Station.

#### Objectives

Encourage a safe path of travel for all road users.

Maintain a high quality appearance of the public space through built form and landscape along Ashley Street.

Encourage employment / commercial focus along Ashley Street.

#### Key Actions

Potential exists to implement an off-road cycle path on the western side of Ashley Street between South Road and Rupert Street. Subject to further design analysis there is opportunity to provide a safe refuge crossing for cyclists across Ashley Street at the Rupert Street intersection, and cycle provision on the eastern side of Ashley Street to the underpass. Investigate opportunity during these works to underground power lines to improve quality of landscaping.

Investigate ways to implement a signalised pedestrian crossing across Ashley Street on the northern side of Barkly Street.

Potential site recognised for redevelopment at Central West Business Park fronting Ashley Street. Encourage high quality new built form within the Business Park fronting Ashley Street of an appropriate scale.

Ensure active frontages at ground level to Ashley Street. Frontages to typically incorporate continuous awnings for shelter, and engaging window displays and entrances.

Encourage high quality built form on the corner site at Braybrook Industrial Park precinct fronting South Road and Ashley Street.

Continuous native tree planting and low maintenance ground cover to be provided along the western side of Ashley Street.

Encourage on-going maintenance of landscaping on the eastern side of Ashley St.

#### Other Initiatives

Investigate improved north-south pedestrian crossing at the intersection of the Central West Retail Plaza service lane, should the Plaza expand.

Investigate opportunity to utilise the Public Acquisition Overlay land on the Braybrook Industrial precinct for enhanced landscaping.

Support high quality medium density housing along the eastern side of Ashley Street where appropriate.

Initiate high level formal discussions with VicRoads regarding the potential to widen Ashley Street underpass.

### AREA 2 ASHLEY STREET

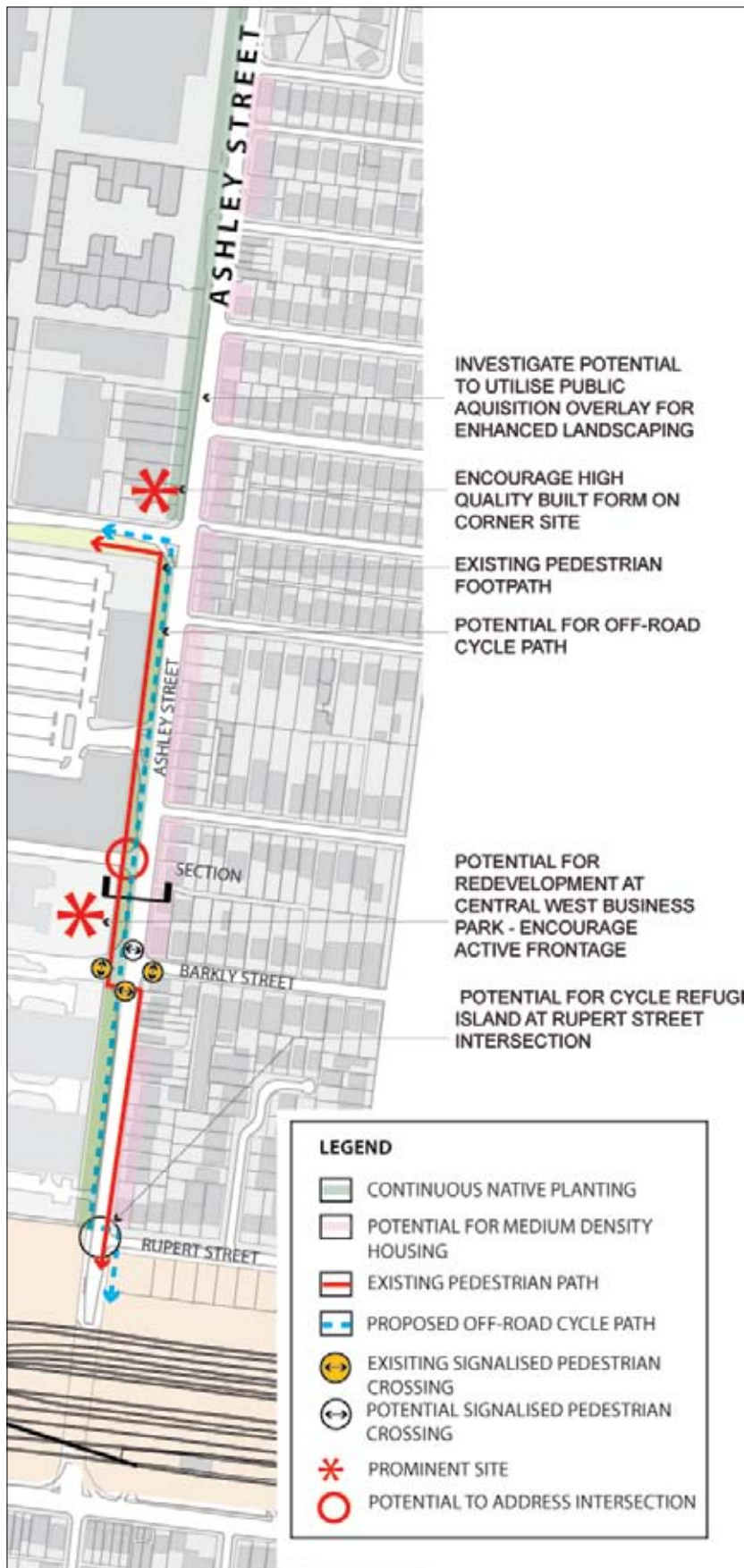


Figure 9: Proposed Plan - Ashley Street



Corner site at Ashley Street and South Road - potential for high quality built form



Service lane to Central West Plaza



Potential site for redevelopment at Central West Business Park





View looking south down Ashley Street at Central West Business Park entrance.

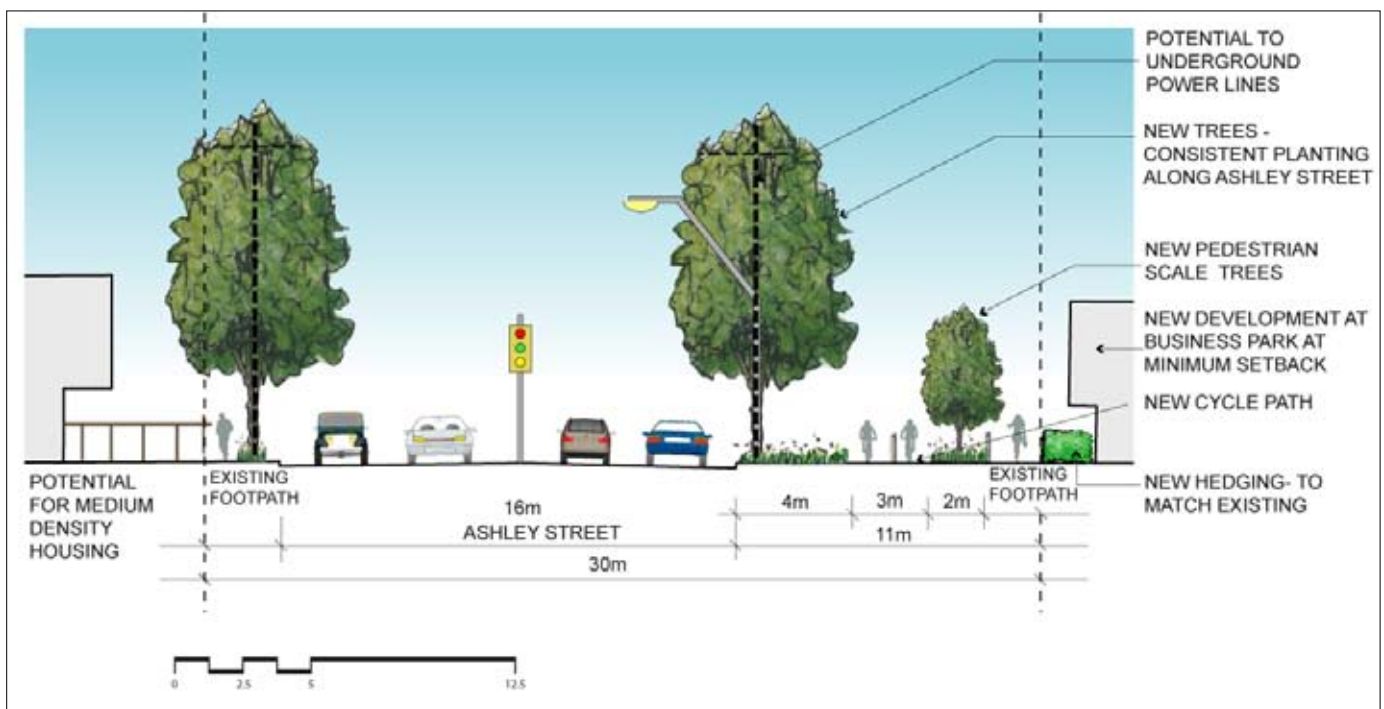


Figure 10: Proposed Section - view looking south down Ashley Street at Central West Business Park entrance.

### 4.4 Area 3 South Road

Unite the various land uses along South Road by improved treatment of the streetscape. Provide improved linkages with community facilities and residential area to the north with the Central West MAC.

#### Objectives

Encourage a safe path of travel for all road users.

Maintain a high quality appearance of the public space along South Road through built form and landscape

Improve amenity of the South Road to encourage activity and enhance it's role as a 'gateway'.

#### Key Actions

Potential exists to implement an off-road cycle path on the southern side of South Road along the frontage to Central West Retail Plaza, crossing to the northern side at the Dinjerra Public School crossing to connect to future on-road path further west.

Implement continuous native tree planting and low maintenance ground cover along the southern side of South Road. Regularly maintain the existing pedestrian network. Encourage ongoing maintenance of the landscaping (nature strips) on the northern side which is predominantly in private industrial ownership.

Mark the corner of Central West Retail Plaza at South Road and Ashley Street with improved landscaping. Increase street lighting at the corner site, and at surrounding areas of the Plaza for pedestrian safety.

Mark the South Road entry to the Plaza with different landscape treatment than that along the remainder of South Road.

Investigate ways to implement a north-south pedestrian facility to the east of the South Road Plaza entrance for safe pedestrian crossing.

Encourage active frontages. Frontages to typically incorporate continuous awnings for shelter, and engaging window displays and entrances.

Encourage high quality built form on the corner site at Braybrook Industrial Park precinct fronting South Road and Ashley Street.

Facilitate pedestrian movements in north-south directions between the existing 'community hub' at Braybrook Park and the Activity Centre.

#### Other Initiatives

Potential site for development fronting South Road in the Central West Plaza precinct. See (Section 4.2 Central West Retail Plaza).

Implement the findings of the Dinjerra Children's Services Feasibility Study (2006) by promoting children's services to be located at the Dinjerra Primary School and Braybrook Community Park.

Consider the potential to introduce a dual carriageway for the entire length of South Road should the need be triggered.

Liase with DoI to upgrade bus stop for West bound to provide shelter.

### AREA 3 SOUTH ROAD

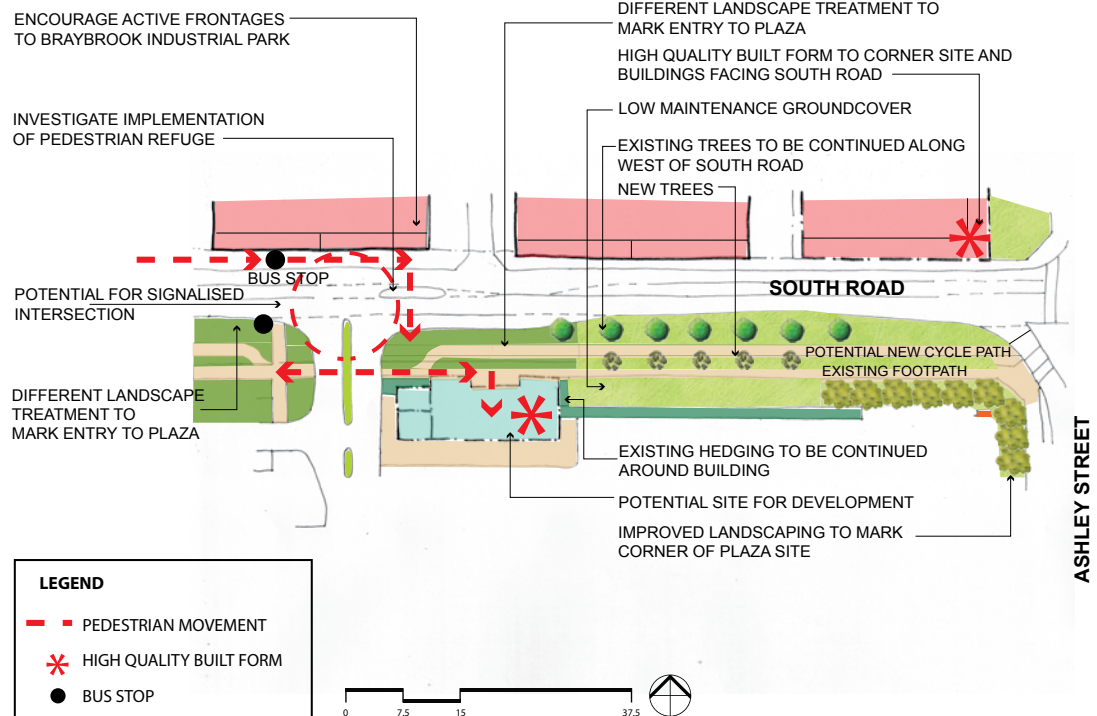


Figure 11: Proposed Plan - South Road entry to Central West Retail Plaza



Pedestrian footpath at Braybrook Industrial Park



Residential street fronting South Road



View east along South Road



South Road entrance to Central West Retail Plaza



# Central West Activity Centre

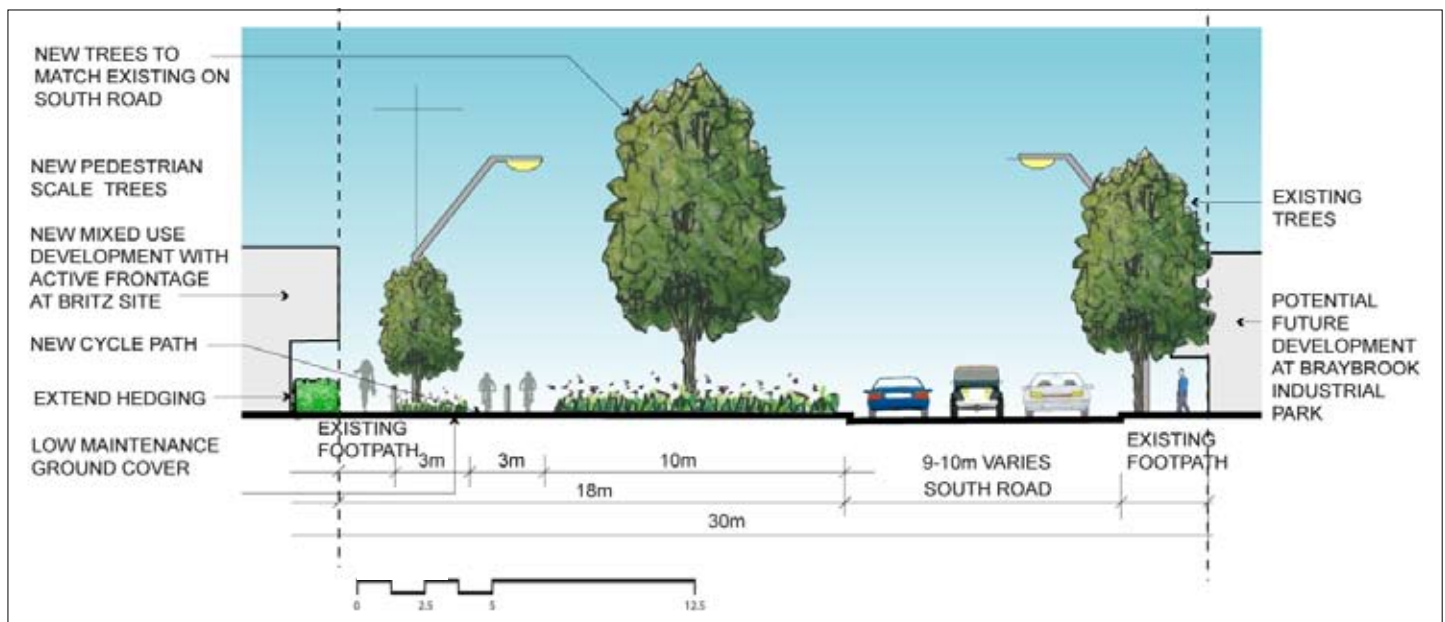
## Structure Plan



Existing hedging along South Road  
extended for visual continuity



View looking west along South Road at Britz site



Short Term Concept – subject to further design analysis

Figure 12: Proposed Section - view looking west along South Road at Britz site



### 5 Precinct Directions

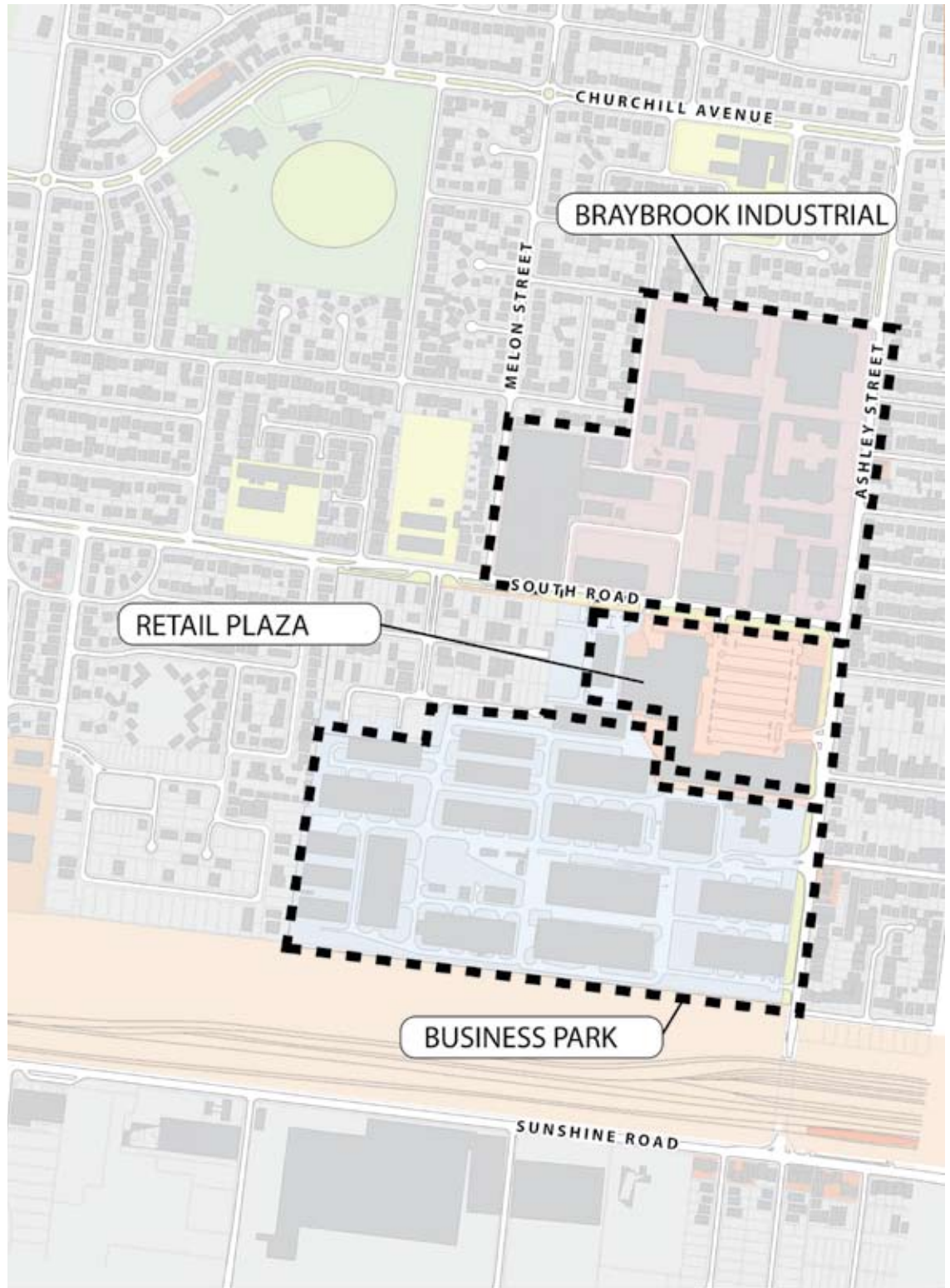


Figure 13: Precincts Key Plan

### 5.1 Central West Business Park

#### Vision

Strengthen Central West Business Park as a vibrant, easily accessible and attractive employment precinct with a concentration of commercial and light industrial use.

#### Objectives

Improve Central West Business Park's street address, and its connectivity with Central West Retail Plaza where appropriate.

Improve the attractiveness and accessibility of Central West Business Park to increase its appeal as a preferred place of employment.

Limit Central West Business Park's visual impact on surrounding residential areas.

Provide for a 'robust' street and block pattern to allow for flexibility of uses in the long term.

#### Key Actions

Potential for intensification of uses and built form west of Ashley Street. Investigate opportunity for office use to sites fronting Ashley Street.

Promote high quality built form to corner sites fronting Ashley Street.

Encourage adequate provision of bicycle parking and related facilities.

Address the interface with residential areas at Action Street and Airforce Avenue. Investigate the replacement of existing fencing and an improved landscape buffer between the two precincts.

Investigate ways to implement a signalised pedestrian crossing on the northern side of Barkly Street across Ashley Street for improved access to Central West Business Park.

Investigate the ways to reduce and consolidate the amount of service vehicle manoeuvring areas.

Provide consistent low maintenance landscape treatment throughout the main access route of the Business Park for improved image. Encourage the use of native vegetation.

Review and possibly subsequently update the timing function of the traffic lights at the Ashley Street and Barkly Street intersection to ensure sufficient time for large vehicles exiting the business park.

#### Other Initiatives

Investigate the potential to extend the pedestrian network from Central West Retail Plaza into the Business Park to encourage use of the Plaza by Business Park employees as appropriate and if redevelopment occurs.

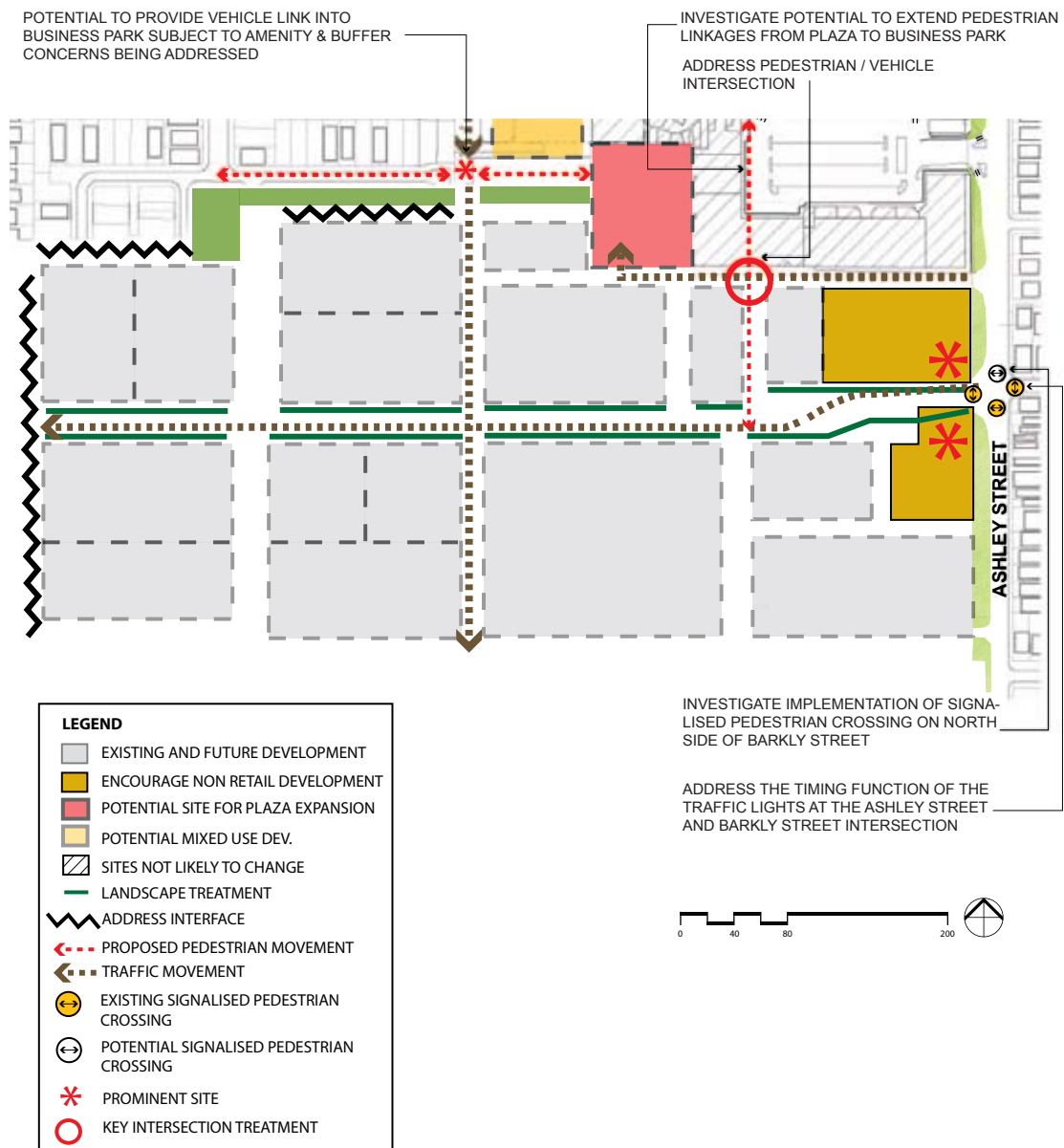


Figure 14: Central West Business Park

# Central West Activity Centre

## Structure Plan



Central West Business Park Site fronting Ashley Street



Entrance to Central West Business Park



Residential interface



Residential interface

### 5.2 Central West Retail Plaza

#### Vision

Enhance Central West Retail Plaza as a vibrant and accessible retail precinct, while encouraging diversity of uses within the precinct.

#### Objectives

Integrate Central West Retail Plaza with surrounding precincts.

Ensure the Plaza is easily accessible to pedestrians and cyclists, as well as by car travel.

Build on the existing 'green' nature of the Plaza precinct.

Consolidate retail uses in this precinct to strengthen its role.

#### Key Actions

Rectify the anomalies present in the current zoning boundaries, which affect the Plaza and Business Park and floorspace limitations in the schedule to provide Central West Retail Plaza with an appropriate level of flexibility in future development.

Capitalise on existing supermarket anchors and expand the range of retail outlets to broaden the range of supporting uses. Encourage commercial and community services, and cafes.

Address the low amenity of the north-east corner of the site. Potential to utilise landscaping such as low level shrubs, which will maintain view lines into the Plaza. Address the strong visual impact of the Eat Street loading area.

Encourage adequate provision of bicycle parking and related facilities.

Opportunity exists to create an additional pedestrian link which connects the existing path along the rear of Eat Street with the corner of Ashley Street and South Road. Address the loading bay to Eat Street which obstructs this proposed link.

Investigate ways to implement a north-south pedestrian facility to the east of the South Road Plaza entrance for safe pedestrian crossing.

Investigate ways to implement a north-south zebra crossing at the front entry of the Plaza off Ashley Street, connecting access from Eat Street with the south of the Plaza.

Investigate ways to extend the pedestrian network from Central West Retail Plaza into the Business Park to facilitate use of the Plaza by Business Park employees.

Investigate ways for appropriate expansion of the Plaza at the south west corner.

Investigate ways for mixed use redevelopment at the Britz site. Encourage ground floor commercial use fronting South Road, set back at ground floor to pedestrian scale. Encourage residential use facing existing residential to the west.

Investigate ways for development to front South Road within the Plaza site.

Encourage existing and future development facing Ashley Street and South Road to provide primary address and frontage to these streets.

### **Other Initiatives**

Opportunity to consolidate the Britz access point away from the Central West Plaza service driveways, and consolidate the dual access for Coles and Aldi loading bays for safer pedestrian and cycle travel.

Investigate the potential to create a linear 'green' promenade from the dedicated park along Airforce Avenue to the potential plaza extension.



# Central West Activity Centre

## Structure Plan

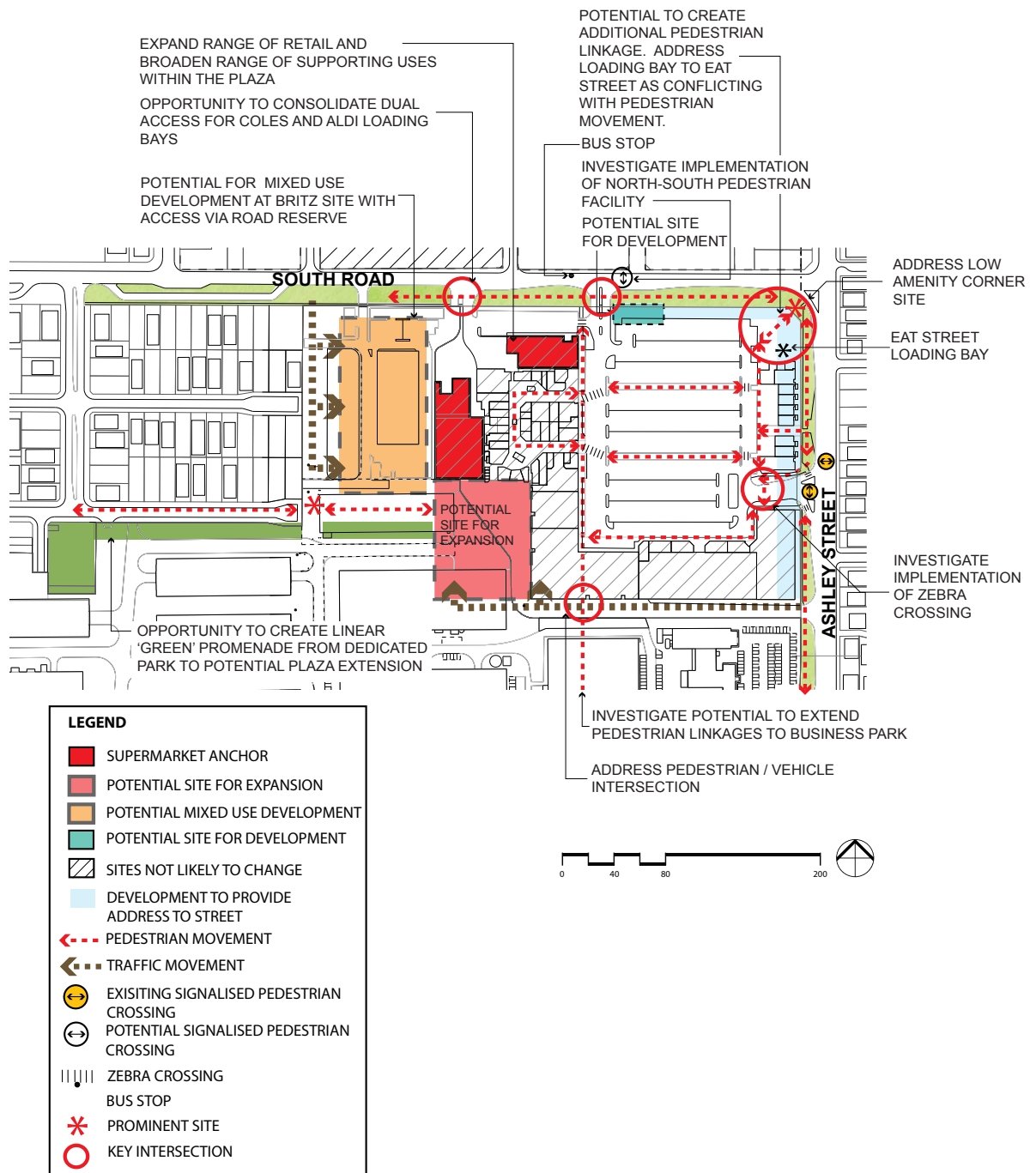


Figure 15: Central West Plaza Precinct



# Central West Activity Centre

## Structure Plan



Pedestrians cutting through north-east corner site



Interior of Central West Retail Plaza



North-east corner of Plaza



Eat Street courtyard

### 5.3 Braybrook Industrial Area

#### Vision

Encourage an economically self sufficient and viable employment node which integrates well with the surrounding precincts.

#### Objectives

Create orderly development of uses within the precinct.

Respond to the character of Ashley Street, South Road and surrounding residential areas to visually integrate new development.

Encourage high quality built form to all corner sites.

#### Key Actions

Investigate ways to develop land within five key parcels, limiting heavy industry to the centre of the site, commercial use along Ashley Street, and large scale retail along South Road.

Opportunity exists to redevelop parcel 1 opposite Melon Street. Initiate open dialogue with key landowner to encourage appropriate redevelopment.

Investigate options for extending residential subdivision into parcel 1 to maintain the residential interface along Melon Street. Consider mixed use development to the remainder of parcel 1.

Investigate ways to develop the corner site on parcel 2 (currently under single ownership) with high quality built form.

Investigate the opportunity to consolidate lots under multiple ownership on the corner of Ashley Street and South Road to form parcel 3.

Investigate ways to co-ordinate and consolidate heavy traffic access into commercial lots.

Encourage future show rooms along South Road (parcels 1, 3, 4) to maintain consistency of land use along South Road.

Encourage active frontages along street interfaces, not blank walls.

Discourage 'shop' uses in this precinct.

Increase street lighting around the precinct for pedestrian safety.

Encourage a clean image of this precinct by allowing provision for waste collection away from public view, and regular disposal of waste.

#### Other Initiatives

Initiate discussions with VicRoads to address the high levels of traffic on Ashley Street, and the busy intersection at South Road and Ashley Street, which currently impedes access to businesses. Investigate the potential for a clearway, which has been requested by business owners.

Investigate opportunity to utilise the Public Acquisition Overlay land on the Braybrook Industrial precinct for enhanced landscaping to Ashley Street.

# Central West Activity Centre

## Structure Plan

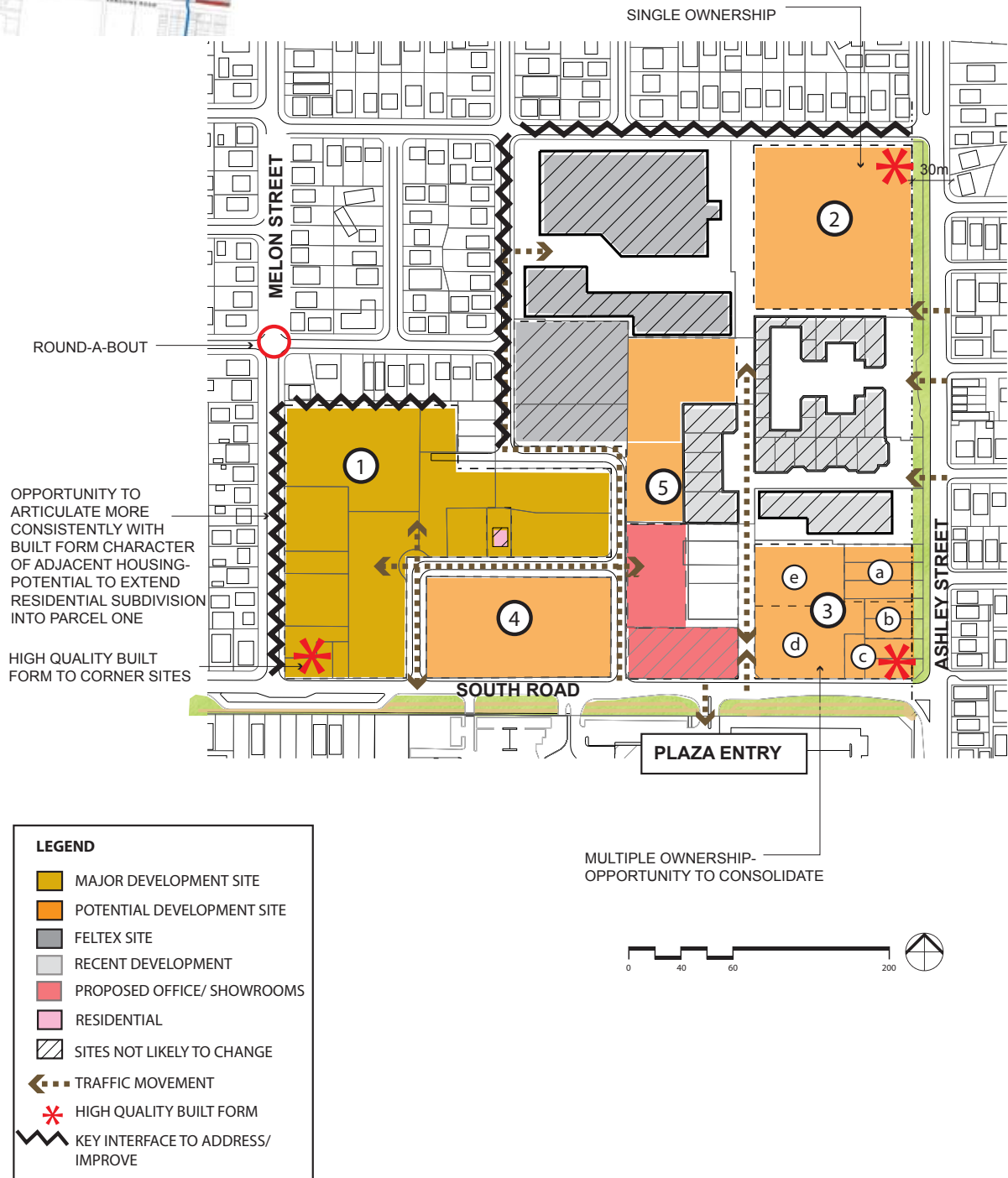


Figure 16: Braybrook Industrial Precinct

# Central West Activity Centre

## Structure Plan



Residential interface



Residential interface



Access off South Road



Access off Ashley Street

### 6 Implementation Plan

Action	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Priority
The Public Realm			
Prepare an Urban Design Framework for Ashley Street and South Road.	City Design	Landowners	High
Improve the design, amenity and safety of the pedestrian underpass along Ashley Street.	Strategic Planning, City Design	VicRoads, VicTrack	High
Advocate for the improvement of the Tottenham Train Station platform and immediate surrounds.	Strategic Planning	DOI, VicTrack	High
Improve existing and establish new pedestrian and cycle access along South Road and Ashley Street.	Transport & Special Projects, Engineering	VicRoads	High
Provide new signalised pedestrian crossings and pedestrian refuges along Ashley Street and South Road.	Engineering	VicRoads, Bus Operators, DOI	High
Install new high quality bus shelters for waiting bus passengers and generally enhance all existing bus stops throughout the MAC and study area through the provision of seating, lighting, bins and timetable information.	Engineering, Transport & Special Projects	VicRoads, DOI	High
Encourage adequate provision of bicycle facilities, including bicycle parking at key location and off-road paths.	Statutory Planning Transport	Landowners	High
Coordinate landscape themes within the public and private realms of the MAC.	City Design , Open Space, Parks & Gardens	Landowners	High
Advocate for coordinated intermodal public transport between buses and trains.	Strategic Planning, Engineering	DOI, Bus Operators, VicTrack, Connex	Medium
Advocate for the widening of the Ashley Street underpass.	Strategic Planning Transport & Special Projects	VicRoads	Medium
Ensure regular maintenance of all Council owned verge treatments, and encourage property owners to maintain property frontage with approved landscaping.	Parks & Gardens	Landowners	Medium
Initiate discussions with VicTrack to have Tottenham Railway Station staffed between first and last train.	Transport & Special Projects	VicTrack	Medium

Action	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Priority
Precinct A: Central West Business Park			
Encourage improvement and upgrade of interface to residential and open space areas.	Strategic Planning, Statutory Planning, City Design	Landowners	Medium
Review and possibly subsequently update the timing function of the traffic lights at the Ashley Street and Barkly Street intersection to ensure sufficient time for large vehicles exiting the business park.	Transport and Special Projects	Vicroads	Medium
Encourage new high quality built form on corner sites fronting Ashley Street.	City Design	Landowners	Low
Investigate potential to consolidate service vehicle manoeuvring areas.	Engineering	Landowners	Low
Precinct B: Central West Retail Plaza			
Encourage adequate provision of bicycle facilities, including bicycle parking at key locations and off-road paths.	Statutory Planning Transport, Engineering	Landowners	High
Encourage new built form to engage and address South Road. Encourage community or other complementary commercial use.	Strategic Planning, Statutory Planning	Landowners	Medium
Provide new zebra pedestrian crossing points within the car parking area as appropriate to provide for safe pedestrian movement.	Engineering	Landowners	Low
Precinct C: Braybrook Industrial Area			
Prepare an Urban Design Framework for the precinct addressing the redevelopment, land use & built form of key sites; pedestrian, cycle & vehicle access; and street network.	Strategic Planning, City Design, Transport & Special Projects.	Landowners	High
Investigate pedestrian and cycle movement through the precinct to encourage safe and direct pedestrian and cycle movement.	Engineering, Transport & Special Projects.	Landowners	Medium
Negotiate with Feltex for appropriate redevelopment of their site. (identified as Site #1 in figure 16)	Strategic Planning, City Design, Statutory Planning	Landowner	Medium
Discourage smaller occupancy style retail uses in this precinct.	Statutory Planning, Strategic Planning	DPCD	Medium
Encourage improvement and upgrade of interface to residential and open space areas.	Statutory Planning, City Design	Landowners	Medium
Encourage new development fronting Ashley Street and South Road to include awnings and lighting to improve safety and amenity for pedestrians.	Statutory Planning, City Design	Landowners	Medium
Encourage new redevelopment fronting Ashley Street or South Road to provide for active ground floor uses.	Statutory Planning, City Design	Landowners	Low



Action	Council Primary Implementation Responsibility	Other Responsible Agencies and Stakeholders	Priority
<b>Statutory Implementation</b>			
Amend the zoning of the Business Park and Retail Plaza to ensure the entirety of the Business Park is zoned B3Z, the entirety of the Retail Plaza is zoned B1Z, and the schedule to the B1Z is ammended to allow for an increase retail floorspace limit in accordance with the Growth Scenario outlined in the Essential Economics Report.	Strategic Planning	DPCD	High
Maintain the Retail Plaza as the B1Z site within the MAC.	Strategic Planning	DPCD	High
Rezone the land zoned IN1Z in the rail corridor to a Public Use Zone 4 (PUZ4).	Strategic Planning	DPCD	High
Rezone the small residual MUZ sites to the north west of Business Park to R1Z.	Strategic Planning	DPCD	High
Update the MSS and LPPF (Clauses 22.03 and 22.05) to reflect the function, vision and objectives of the activity centre.	Strategic Planning	DPCD	High