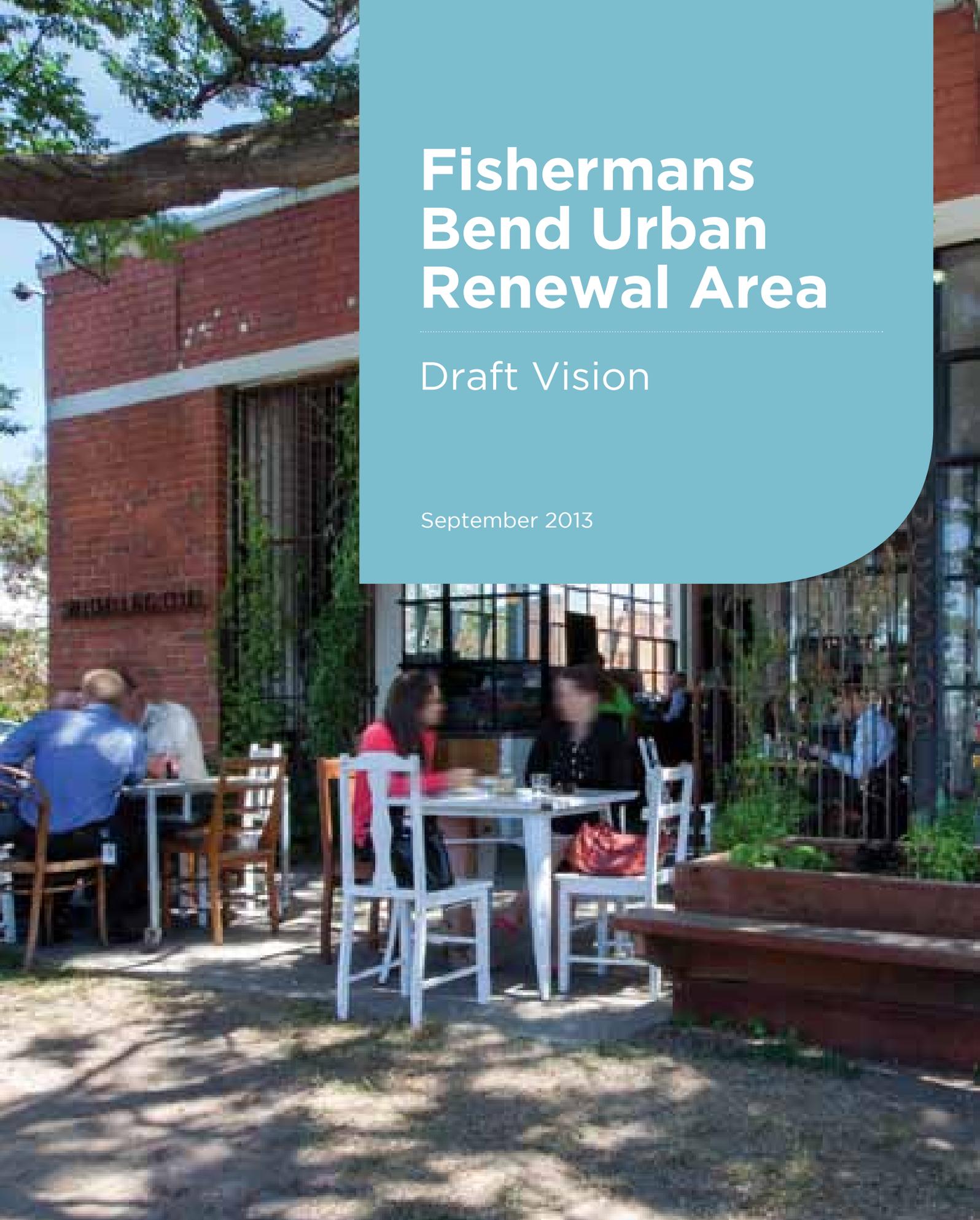


Fishermans Bend Urban Renewal Area

Draft Vision

September 2013



With guidance and advice from officers within:

Places Victoria



Intent

The Draft Vision seeks ideas and feedback from the community and stakeholders to inform a Strategic Framework Plan in summer 2014.

Concepts and places are preliminary in nature only and will require refinement and further assessment of options and feasibility.

Published September 2013

Disclaimer

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Foreword



Premier of Victoria

I am pleased to invite your comments on the Fishermans Bend Draft Vision.

Melbourne is widely recognised as a great place to live and invest, and the Victorian Coalition Government has sought to build on this reputation. Our strategy is to continue to stimulate sustainable economic growth. An element of this is achieved via our evidence-based planning policies, which promote flexible land use and economic adaptability. Accordingly, this Interim Strategic Framework Plan for Fishermans Bend will unlock and maximise the economic value inherent in Victoria's land assets, while maintaining our high liveability.

Fishermans Bend is the jewel in the State's crown of urban renewal opportunities. Its large area (250 hectares) and proximity to Melbourne's central business district (1 kilometre) make it an unrivalled re-development site in Australia. It is anticipated within 50 years, Fishermans Bend will provide homes for more than 80,000 residents and a new workplace for up to 40,000 people. This urban renewal will involve a variety of residential developments ranging from warehouse lofts, to townhouses and high rise towers,

while continuing to encourage the operation of businesses, creating local employment opportunities.

Fishermans Bend will be served by public transport and an extensive network of walking and bicycle paths. Additional amenities such as schools, child care centres, parks, shopping precincts and other community facilities will create a destination with a unique character and sense of place.

Places Victoria has been co-ordinating the master planning for the area, overseen by a project control group with membership from the City of Port Phillip, the City of Melbourne, the Port of Melbourne and the Department of Transport, Planning and Local Infrastructure. This group provides strategic advice on the physical and social infrastructure required to develop the area to meet community expectations.

I look forward to receiving your views on the Fishermans Bend Draft Vision.

The Hon Dr Denis Napthine MP
Premier of Victoria



Places Victoria CEO

The government created Places Victoria to specifically address strategic population growth, maintain liveability, provide a greater mix of housing and improve housing affordability in well-served locations across Melbourne and key regional cities in Victoria.

The Minister for Planning has charged Places Victoria with the responsibility of overseeing the strategic planning for the redevelopment of Fishermans Bend; the largest urban renewal project in Melbourne since creating Docklands. This is a marvellous opportunity for Victoria.

Places Victoria is developing a Strategic Framework Plan for the Project and chairing a Project Control Group to support development of the Plan which includes the Department of Planning

and Community Development, the Department of Transport, the Office of the Victorian Government Architect, the City of Melbourne, the City of Port Phillip and the Port of Melbourne Corporation.

The Strategic Framework Plan will help guide future development in the area and set out a development framework that encourages housing diversity for different life stages and affordability levels, existing and new employment opportunities, and community services and infrastructure. This Draft Vision brings together the results of Places Victoria's early investigations and is designed to help stimulate conversations with stakeholders and the community about the future of the area. We want to hear what people like about Fishermans



Minister for Planning

The redevelopment of Fishermans Bend marks the start of Australia's largest urban renewal project; one that will transform 250 hectares of industrial land on the doorstep of Melbourne's CBD.

The Fishermans Bend Urban Renewal Area (the Project) will more than double Melbourne's capital city area, extending Melbourne's CBD from Spring Street to Williamstown Road. The Project provides Melbourne with an unrivalled opportunity to be a leader in inner city urban renewal.

It is anticipated that over a period of 30 to 50 years, Fishermans Bend will become a flourishing community, providing a home for more than 80,000 residents and a workplace for up to 40,000 people.

Along the way, the renewal will make a huge contribution to Victoria's construction industry and the broader economy.

In the next 10 years, the Project is expected to deliver almost \$2 billion of private investment and create 13,500 construction jobs, boosting Melbourne's economic growth and securing jobs and investment for decades to come.

In addition to benefitting those who live and work in the area, the Project will

increase productivity as more people are located close to high value jobs and services in the inner city.

By transforming underutilised land only one kilometre from the CBD, Fishermans Bend provides an alternative to continued outward growth, allowing more Victorians to choose to live closer to existing jobs, services, public spaces and transport connections. This proximity is a key determinant of diverse and affordable living.

The redevelopment of Fishermans Bend is an opportunity like no other in Australia. Integral to its success is a strong vision and clear strategic directions to guide future development.

The Draft Vision supports the recent declaration of Fishermans Bend as a project of State significance and the inclusion of the area in the Capital City Zone.

I invite community comments and input into the Draft Vision and encourage everyone with an interest in shaping Melbourne's future to be a part of planning for this exciting new community.

The Honourable Matthew Guy MLC Minister for Planning

Bend today and what can make it a great place to live, work and visit into the future.

The Victorian Government's vision for Fishermans Bend is to create a mixed-use precinct as part of an expanded central city area, with modern terraced townhouses, dense living options, offices, warehouse lofts, education facilities including a vertical school, small laneways, local parks, new art galleries, and many heritage buildings that integrate into the new landscape.

The Fishermans Bend Urban Renewal Project is a major opportunity to demonstrate all the benefits that well planned, quality urban renewal can provide our city. As Places Victoria pursues its mandate to deliver more homes in well-connected and serviced locations, it

will also work to attract private sector investment to progress development and accommodate population growth.

As part of this work, Places Victoria is also working on a Development Contributions Plan to support sustained growth in Fishermans Bend including transport links, community infrastructure, public open space and amenity.

Places Victoria is delighted to be leading this work in Fishermans Bend on behalf of all Victorians and looks forward to working collaboratively with stakeholders and the community as we help realise this vision.

Peter Seamer Places Victoria CEO

Have your say on the future of the Fishermans Bend Urban Renewal Area!

Tell us your ideas.

Community engagement on the Draft Vision is designed to incorporate feedback and ideas from the community to help inform a Strategic Framework Plan to be released in Summer 2014.

A series of engagement activities are being held to encourage input. The Victorian government urges anyone with an interest in the renewal of the Fishermans Bend Urban Renewal Area and the future of central Melbourne to become part of this consultation process. Register your interest and receive ongoing project updates on our website.



fishermansbend.vic.gov.au



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Write to Places Victoria,
710 Collins Street, Docklands, 3008



1

Introduction

This document provides a vision for how the Fishermans Bend Urban Renewal Area may look in 2050. It outlines the overarching strategic directions and key moves needed to realise the vision and transform existing Fishermans Bend industrial areas into a thriving, mixed-use inner city environment.

The Fishermans Bend Urban Renewal Area (as shown below) provides a unique opportunity to expand Melbourne's central city to the south-west, connecting the existing Central Business District to Port Phillip Bay. By 2050, Fishermans Bend could accommodate up to 40,000 new jobs and 80,000 residents.

This growth has to occur in a way that protects what Melburnians love about their city and lives up to our reputation as one of the world's most distinct, vibrant and liveable places. This Draft Vision outlines a proposal that will meet this objective and enhance Melbourne's position in the global economy.

Places Victoria, together with key local and state government stakeholders, have prepared this Draft Vision to generate discussion about the role that the Fishermans Bend Urban Renewal Area will play in the future of Melbourne.

We invite you to participate and share your views on this city-shaping project.

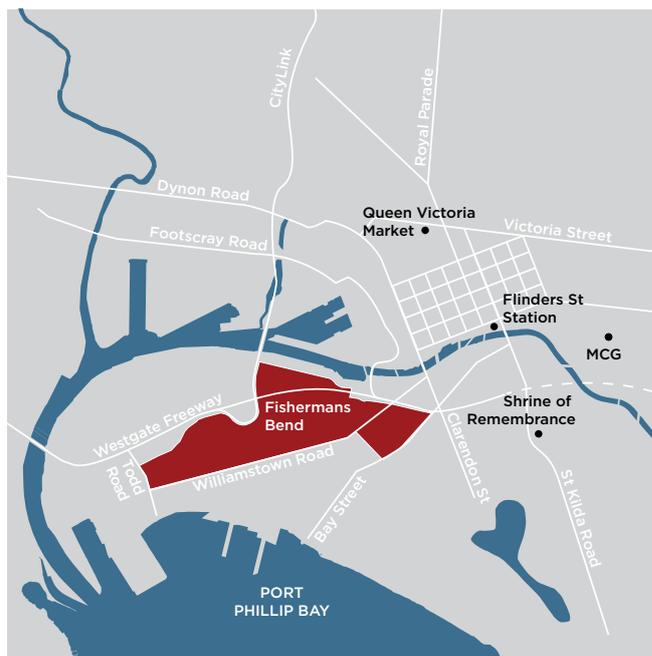


Figure 1: Fishermans Bend Urban Renewal Area location plan

What's happened so far?

On 2 July 2012, the Minister for Planning announced the rezoning of the Fishermans Bend area to a 'Capital City Zone' and declared it a project of State Significance.

This new zoning will facilitate significant urban development in the precinct by encouraging a high intensity mix of uses including housing, offices, shops, schools, community facilities, cafes, restaurants, learning centres, health services, studios and galleries as seen in the existing capital city centre.

Over the past 12 months, Places Victoria has undertaken detailed research into the area and coordinated input from key stakeholders in order to prepare this Draft Vision.

This document represents the key ideas that are emerging for the Fishermans Bend Urban Renewal Area. These ideas range from city shaping opportunities, such as connecting the inner city parkland network to the bay, to the provision of new neighbourhood centres with offices, shops and cafes where locals can work, meet and socialise.

Metropolitan Planning Strategy

In October 2012, the Minister for Planning released the discussion paper *'Melbourne, let's talk about the future'* to encourage dialogue about Melbourne's future and highlight key directions for the Metropolitan Planning Strategy.

The Fishermans Bend Urban Renewal Area presents an important opportunity to demonstrate how these principles can work in practice.

This Draft Vision is aligned with the draft Metropolitan Planning Strategy due for release in Spring 2013. The Strategy demonstrates how urban renewal of inner industrial areas of Melbourne are key

to securing Melbourne's liveability and economic sustainability into the future.

The revitalisation of the Fishermans Bend Urban Renewal Area is a key step in delivering this success.

Your opportunity to comment

The opportunity to comment will be provided over a two-month consultation period in spring 2013.

Two documents have been prepared to enable this discussion. They are:

- Draft Vision (this document) which contains the high level strategic directions and key moves that could underpin future development of the FBURA; and
- Interim Design Guidelines which include early advice on the type of development that is proposed for the Fishermans Bend Urban Renewal Area.

Your comments will inform the Fishermans Bend Urban Renewal Area Strategic Framework Plan, due to be released in summer 2014.

The Strategic Framework Plan will establish clear direction for private and public investment in Fishermans Bend and a clear planning framework to guide the future development of the area.

Spring 2013

Draft Metropolitan Planning Strategy

Fishermans Bend Urban Renewal Area to demonstrate how the MPS can work in practice.

Background documentation and research

Key studies undertaken to inform the Draft Vision and Design Guidelines.

Winter 2012 - Spring 2013

Over a period of 12 months, a number of due diligence reports were prepared to inform planning for the Fishermans Bend Urban Renewal Area, including transport, community and utilities infrastructure investigations.

Spring 2013

The following documents are available for consultation in spring 2013

Draft Vision

Introduction to the strategic directions and key moves that will guide the future. Development of the Fishermans Bend Urban Renewal Area.

Interim Design Guidelines

Urban design principles and building controls for new development.

Summer 2013 - 14

Following public consultation the Draft Vision will be consolidated into a Strategic Framework Plan.

The Interim Design Guidelines will be finalised and translated into new planning controls to be introduced into the Melbourne and Port Phillip planning schemes.

Strategic Framework Plan

Incorporating the final vision plus a detailed overview of the further planning and infrastructure required to deliver it.

Final Design Guidelines

Urban design principles and building controls for new development.

New planning controls

An amendment to the Melbourne and Port Phillip Planning Schemes will implement the final Strategic Framework Plan and final Design Guidelines

Figure 2: Outline of preparation of the Fishermans Bend Urban Renewal Area planning and design work

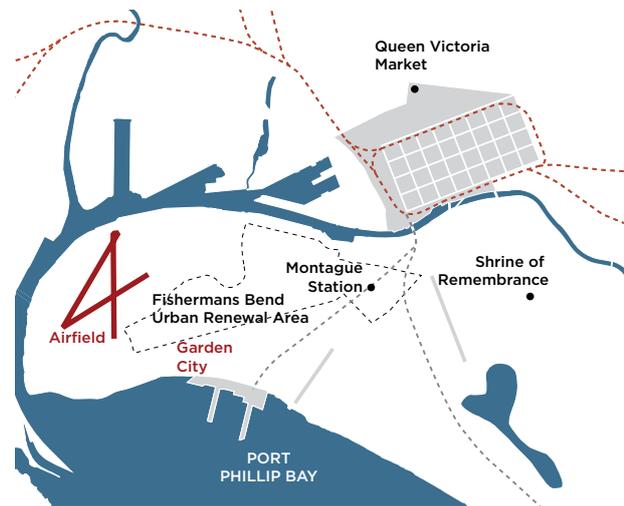
The history of the Fishermans Bend Urban Renewal Area

The following timeline summarises the history of the Fishermans Bend Urban Renewal Area in relation to the central city and Port Phillip.

Prior to 1835, it is estimated that the Fishermans Bend area was occupied by indigenous inhabitants for some 40,000 years. The earliest inhabitants of the Port Phillip area were the Yalukit-Willam clan of the Boon Wurrung (coastal tribe) and

members of the Kulin Nation. The majority of the area consisted of low lying swamps and sand ridges, creating a rich habitat for flora and fauna.

Port Melbourne, later renamed 'Sandridge', was settled in the 1830s with the first rail connection direct to Flinders Street established in 1854.



1835	European settlers arrive in Melbourne
1837	Port Melbourne is settled and later renamed 'Sandridge'
1839	A walking trail connects the bay to the city
1840	Sandridge Port is established
1854	Hobson's Bay Railway opens from Sandridge jetty to Flinders St
1857	Railway to St Kilda opens
1860s	Development shifted from the foreshore further north along Bay Street with the construction of the town hall
1870s	Emerald Hill undergoes rapid settlement with Clarendon Street emerging as the principal commercial centre
1880s	Low lying areas on the south bank of the Yarra are developed for ship building industries
1880s	Melbourne's suburban railway network is established
1883	Montague Railway station is established
1892	A major engineering project to reroute the natural course of the Yarra River is completed
1900	
1900s	Montague is a thriving community
1930s	Dramatic expansion of industry in the Fishermans Bend area occurs
1927/1948	The Garden City Housing Estates are developed providing low cost housing
1930s	Sandridge lagoon is filled-in
	Fishermans Bend Airfield takes up most of the western end of the precinct
	Housing in Montague earmarked for demolition as part of slum abolition and converted to commercial and industrial uses
1950s	Webb Dock commences operations

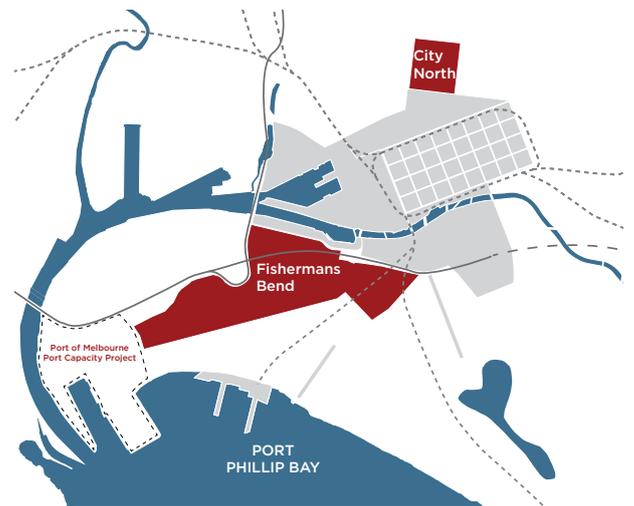
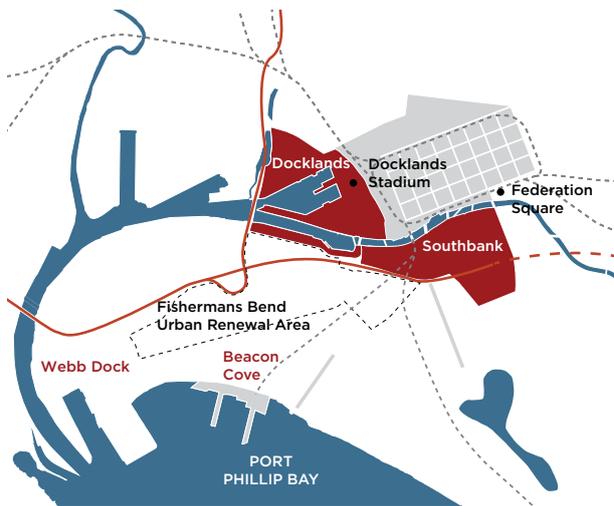
In the early 1900s, Montague was a thriving community with its own rail station. However, by the 1930s slum abolition programs replaced 'worker' housing with industrial uses. Significant industrial development was also occurring across the wider Fishermans Bend area.

In the 1950s, the Port of Melbourne determined that trade growth would require new facilities to handle the increasingly larger vessels being used by shipping companies. The Webb Dock site was identified because it offered a sheltered position close to deepened channels. In 1959, port use of Webb Dock commenced.

From the 1980s onward, inner Melbourne witnessed the progressive transformation of industrial areas to a higher intensity mix of uses, responding to an increasing demand for inner city living.

The "Postcode 3000" program, encouraging residential uses back to the central city and the renewal of Docklands, Southbank and Beacon Cove, are all examples of this change.

Fishermans Bend represents a major opportunity to continue this trend, with the potential to deliver an exemplary urban renewal precinct for inner Melbourne which connects the central city to the bay.



1978	1980s	1990s	1995	1999	2000	2002	2000s	2010s	2013
West Gate Bridge is completed	Central city expands south of the Yarra River to Southbank	Postcode 3000 encourages residential use and development in the central city and development of Docklands begins	Development of Docklands begins	Development of Beacon Cove begins	Boite Bridge is completed	Federation Square is completed	Docklands continues to develop	The central city expands north towards the university and health precincts	The Minister for Planning rezones the Fishermans Bend Urban Renewal Area as an extension of the capital city.

Fishermans Bend today

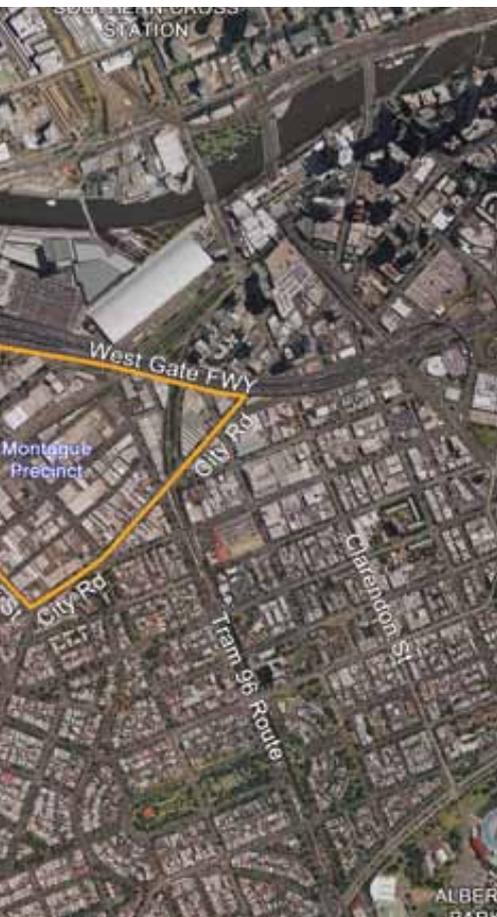
The Fishermans Bend Urban Renewal Area is located to the south-west of Melbourne's CBD and covers an area of approximately 250 hectares. It is bound by Williamstown Road and Boundary Street in the south, City Road to the east, the West Gate Freeway and Lorimer Street to the north, and City Link and Todd Road to the west.

Four precincts have been designated within the project area: Lorimer, Montague, Wirraway and Sandridge. Lorimer is located within the City of Melbourne, while Montague, Wirraway and Sandridge are located within the City of Port Phillip.



Figure 3: Aerial photograph of Fishermans Bend Urban Renewal Area illustrating the four precinct areas

The Fishermans Bend Urban Renewal Area spans 250 hectares, almost double the size of Melbourne's existing central city, offering an unrivalled opportunity for transformational inner city urban renewal.



Montague precinct is named after Montague Street, which itself was named after John Montague, 4th Earl of Sandwich and Lord of the Admiralty from 1771 to 1782.

Sandridge was an early name for Port Melbourne and was given by Surveyor William Drake when he prepared maps of the shoreline of Port Phillip Bay in 1836.

Lorimer precinct is named after Sir James Lorimer, who was President of the Melbourne Chamber of Commerce from 1868-1870, founding chairman of the Melbourne Harbour Trust, a founder of the Free Trade League and member of the Victorian Parliament.

Wirraway precinct is named in recognition of the training and general purpose military aircraft built by the Commonwealth Aircraft Corporation at Fishermans Bend between 1939 and 1946.

Existing urban development

Fishermans Bend area is used primarily for industrial purposes, with approximately 18,000 people working in the precinct. The profile of industrial businesses in the area is changing with transport, wholesale trade and technical services growing whilst traditional manufacturing has been in decline.

A number of open spaces in the area support the recreational needs of local communities within Garden City, Port Melbourne and South Melbourne.

The area is in multiple private ownership, with over 1000 parcels of land ranging in size from 100 square metres to over 13 hectares.

Apart from the Montague precinct which is well serviced by light rail routes 109 and 906, the majority of the area is relatively poorly connected by public transport. A number of bus routes run along City Road, Normanby Road / Williamstown Road, Lorimer Street and Salmon Street. Existing walking and cycling networks are limited, often impeded by a lack of dedicated routes, the large size of industrial sites and local commercial and freight traffic.



Figure 4: Aerial photograph of Fishermans Bend Urban Renewal Area today looking towards the Docklands and the Hoddle gully

Major road connections into the area include the West Gate Freeway and CityLink, providing Fishermans Bend with direct access to middle and outer Melbourne, the airport and other regional assets. Internal roads in Fishermans Bend are designed for industrial uses and associated vehicle traffic, not pedestrians or cyclists.

In early 2012, the Government announced the \$1.6 billion Port Capacity Project, which includes expansion of capacity at the two existing Swanston Dock terminals and the creation of a new container terminal and world class automotive facility at Webb Dock. The Webb Dock project will be completed by 2016-17.

An aerial photograph of the Fishermans Bend urban renewal area in Melbourne, Australia. The image shows a mix of industrial buildings, residential areas, and green spaces. A large teal callout box is overlaid on the right side of the image, containing text that asks for public input on the area's future.

How might the transformation of the Fishermans Bend Urban Renewal Area contribute to Melbourne's future?

Tell us your ideas.

The opportunity for renewal

On average, more than 80,000 people move to Melbourne each year. Over the next 40 years, Melbourne's population is expected to grow from 4.1 million to 6.5 million. It is anticipated that Melbourne will eventually overtake Sydney as Australia's most populated city.

The significant growth in Melbourne's population in recent years has resulted in increasing land prices in the inner city, driving population growth to the middle and outer suburbs. The Fishermans Bend Urban Renewal Area project will provide

an unparalleled opportunity for people of all ages to live closer to existing jobs, services, public spaces and transport connections.

By transforming approximately 250 hectares of low intensity industrial land into a thriving network of urban villages between the CBD and the bay, the Fishermans Bend Urban Renewal Area will be one of Australia's largest urban renewal projects and play a vital role in consolidating Melbourne's position as the world's most liveable city.



Figure 5: Aerial photograph of Fishermans Bend Urban Renewal Area today looking towards Port Melbourne and Beacons Cove

Some of the most significant opportunities that can be realised through the project include:

- Expanding the central city area to create accessible, well serviced, distinctive and vibrant **new places to live, work and learn;**
- Setting a **new benchmark for inner city family-friendly living environments**, supported by a diverse and connected community;
- Capitalising on the adjacency of the precinct to the CBD, to **create high productivity '21st century' jobs which maintain Melbourne's competitiveness** in a rapidly changing global economy;
- **Expanding existing urban infrastructure & services** to create certainty, amenity and livability for residents, workers and investors;
- Delivering smart, resilient, sustainable **infrastructure which responds to changing social and environmental pressures;**
- Establishing an **urban renewal model that can be replicated across Melbourne and in other Australian cities;** and
- **Fostering strong leadership and partnerships between all spheres of government**, as well as the private sector and broader community.



ove



The main challenges

To realise these significant opportunities, a number of challenges must be addressed to ensure a successful outcome which Melburnians can be proud of. These include:

- **Improving public transport links including trams, buses and cycling during the early stages of development** to attract investment and support increased population growth.
- **Accommodating increased traffic demands, including freight movements** associated with the expansion of the Port of Melbourne.
- **Better connecting Fishermans Bend with the CBD**, major city gateways, other urban renewal areas and successfully integrating with surrounding suburbs.
- **Upgrading telecommunications and utilities infrastructure** to meet the demands of an increasing population.
- **Creating a network of public spaces** through enhancing & integrating existing parks and recreation areas to create **additional open space and considering opportunities to acquire new open space sites and links.**
- **Expanding community infrastructure to deliver accessible services** to support a growing population and ensure active healthy & connected communities.
- **Responding to the ground conditions in Fishermans Bend**, which are similar to those found in surrounding areas with high levels of soft silts and gravels and contamination which must be mitigated.
- Designing and delivering infrastructure, spaces and buildings which are **responsive to the impact of climate change.**
- **Establishing innovative infrastructure funding mechanisms** which enable the timely delivery of infrastructure.
- **Creating high density, family friendly living environments and public spaces.**

What places in Australia and around the world do you see as excellent benchmarks for urban renewal?

Tell us your ideas.

A man in a white t-shirt and blue and white checkered shorts is walking away from the camera on a concrete promenade. The promenade features a series of concrete pillars and steps. In the background, there is a modern, multi-story building with curved balconies and large windows. The scene is set outdoors with palm trees and a clear sky.

What would you like to see in the Fishermans Bend Urban Renewal Area to make it a place you would like to live, work or visit?

**Tell us
your ideas.**

2

What are the ten Strategic Directions?

The Draft Vision for Fishermans Bend Urban Renewal Area

The Minister for Planning established a Draft Vision for Fishermans Bend in July 2012. This vision is a starting point for discussion with the community.

Minister's Draft Vision:

To create a new vibrant community containing a mix of residential, commercial, retail, entertainment, industry, transport and community facilities.

Use best practice environmental sustainability to create a liveable community that provides substantial housing and job growth with community services and accessibility options.

To deliver the Minister's Draft Vision, guidance is required on how to successfully transform the existing industrial suburb into a vibrant, liveable place and community.

Ten strategic directions have been prepared to start a conversation about how Fishermans Bend could best contribute to the next chapter of Melbourne's growth. This includes positioning Melbourne to take advantage of local, national and global opportunities so that it can continue to grow as a liveable, productive, sustainable and creative city.

The strategic directions outline the key aspirations and qualities that Fishermans Bend must build on.

The creation of 21st century jobs



#1

Fishermans Bend enhances its competitive economy through the creation of additional jobs and businesses by capitalising on its strategic location between the CBD and the Port.

The timely provision of infrastructure



#2

Fishermans Bend is supported by a funding model that promotes early delivery of catalyst infrastructure and balances transitioning of existing industries.

A place that is easy to get around



#3

Fishermans Bend is a connected and legible precinct where peoples' preference for getting around is by walking, cycling and public transport networks that are integrated into the CBD and surrounding suburbs.

A vibrant, mix of uses and activities



#4

Fishermans Bend supports a vibrant mix of uses by providing a balance of employment generation, housing choice and community facilities that are accessible to Fishermans Bend residents and their surrounding neighbours.

This means:

- ▶ Melbourne remains competitive by attracting investment and providing high productivity employment opportunities through an extension of CBD activities into the Lorimer and Sandridge precincts.
- ▶ Accommodating a diversity of employment uses that complement the CBD, including growing the established cluster of creative industries and small and medium enterprises that are already located in Fishermans Bend.
- ▶ Through new office, retail and commercial development, grow the local economy by an additional 12,000 jobs by 2025 and 40,000 new jobs by 2050.
- ▶ Key community facilities and services are available and accessible to attract and support a diverse community at the early stages of development.
- ▶ Consideration of a range of funding options to meet the cost of essential infrastructure.
- ▶ Existing businesses continue to operate as change occurs.
- ▶ New schools built to serve new neighbourhoods.
- ▶ Delivering key transport links, including a new tram line, underground rail line with two new stations and new and improved bus routes.
- ▶ Upgrading existing open space and creating sufficient new open space to match population growth.
- ▶ Infrastructure such as public transport, community facilities, schools and open space is delivered in a timely way to match population growth.
- ▶ Taking an integrated approach and linking all modes of transport.
- ▶ The preferred choice for getting to and around Fishermans Bend will be by walking, cycling and public transport.
- ▶ Go anywhere, anytime public transport to the CBD and surrounding suburbs.
- ▶ Creating an excellent and safe walking environment for residents, workers and visitors, with seamless high-priority links between centres, public spaces and public transport.
- ▶ Create strong connections to adjoining neighbourhoods and the bay.
- ▶ People can work, shop and socialise locally.
- ▶ Establishing compact neighbourhoods where people can walk to schools, community facilities, open space and public transport.
- ▶ Providing diverse and affordable housing choices.
- ▶ Through new residential development, the opportunity to increase the population by 24,000 new residents by 2025 and 80,000 new residents by 2050.

Distinctive and diverse neighbourhoods



#5

Fishermans Bend has a unique public realm situated between the Yarra and the Bay with diverse and distinctive neighbourhoods that foster a sense of place through their safe, legible and inviting streets.

A great place for families



#6

Fishermans Bend is a place for all people and ages through the creation of diverse, liveable and family friendly communities.

A high quality built environment



#7

The neighbourhoods of Fishermans Bend have a high quality built environment that promotes best practice environmentally sustainable design with compact, high-density urban form at a human scale.

This means:

- ▶ Creating a variety of neighbourhoods, each with a distinct.
- ▶ Recognising the area's significant heritage, pre and post settlement
- ▶ Interpreting, retaining and reusing historic places.
- ▶ Maintaining the existing fine grained street pattern, particularly in Montague.
- ▶ Creating a new grid of streets with distinct, interesting and walkable neighbourhoods.
- ▶ Transitioning built form from the low-rise scale in established residential areas at Garden City, Port Melbourne and South Melbourne, through to existing tower forms in Southbank and Docklands.
- ▶ Developing a strong sense of community, through accessible places and facilities which can adapt to changing needs.
- ▶ Building new homes that are affordable to low and moderate income households.
- ▶ Providing a mix of housing types, including apartments in high, medium and low rise developments, warehouse lofts and townhouses that are suitable for singles, couples, people with children, older households and students.
- ▶ Providing family-friendly three bedroom homes throughout Fishermans Bend, particularly in Wirraway.
- ▶ New homes are flexible, adaptable and of sufficient size and layout to provide usable and comfortable spaces.
- ▶ Social housing is mixed with, and indistinguishable from, private market housing.
- ▶ Densities at an average of 200 dwellings per hectare, with higher densities around public transport, pubs and activity centres and lower densities around open space and interfaces with existing residential areas.
- ▶ A scale of building that allows natural sunlight and daylight to reach streets and lower building levels.
- ▶ Buildings that minimise the impact of wind to ensure a comfortable pedestrian environment.
- ▶ Careful consideration of the location and design of tall buildings.
- ▶ Buildings are designed to create a positive pedestrian experience at street level.
- ▶ The location and design of high rise buildings is determined by context and the need to avoid adverse impacts on the quality of streets and parks such as overshadowing.
- ▶ Tower separation distances increase with building height.

Smart environmental solutions



#8

Fishermans Bend delivers integrated and efficient energy, water and waste infrastructure through cost effective, modern and sustainable environmental solutions.

Environmental constraints addressed



#9

Fishermans Bend allows for the early consideration of precinct-scale environmental constraints with cost effective, collaborative solutions to achieve a more efficient outcome.

Strong partnerships and effective governance



#10

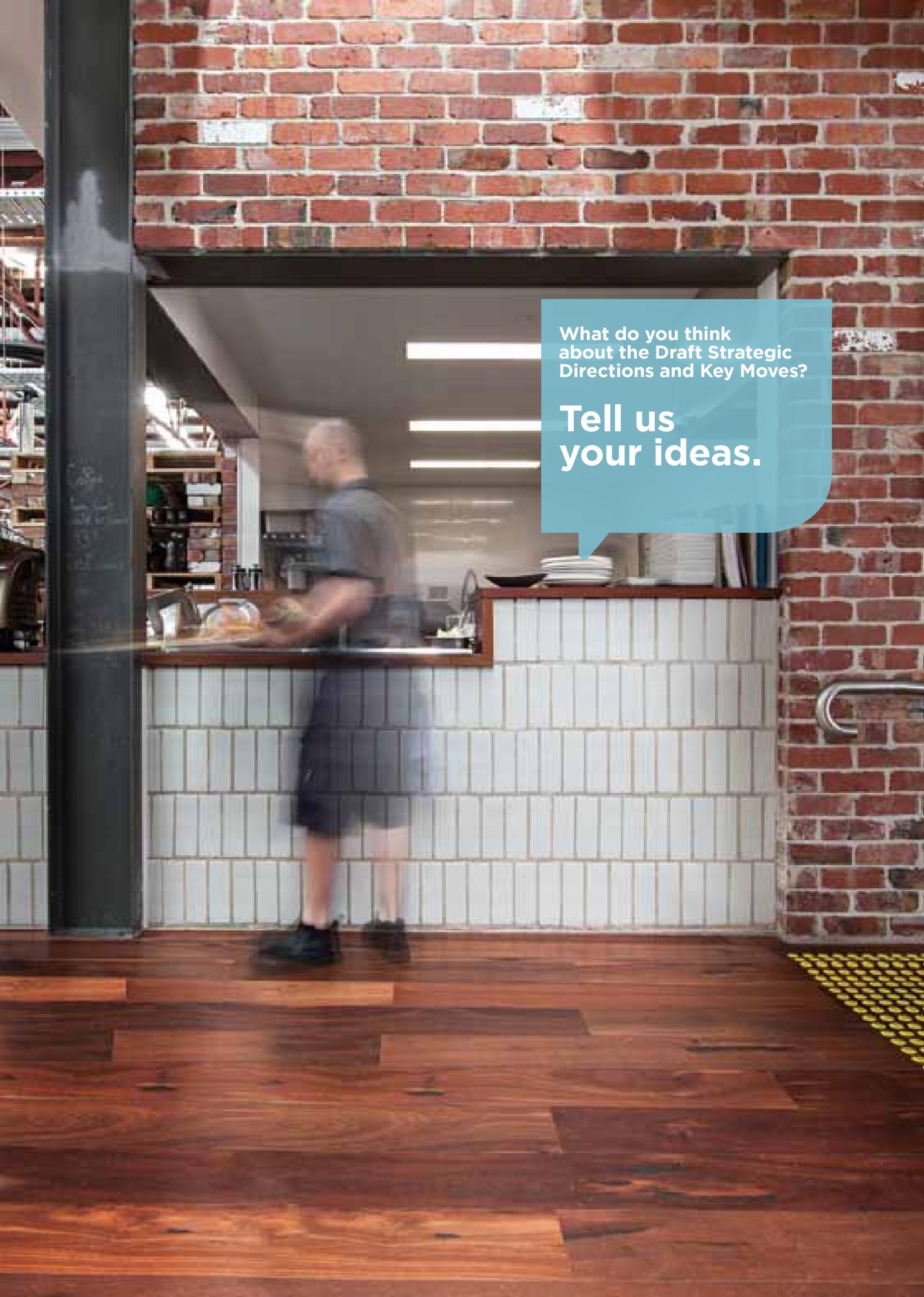
Governance structures and approval processes will promote best-practice design and construction methods and gives planning certainty to the development industry.

This means:

- ▶ Ensuring buildings achieve high environmental performance standards at the design, construction and operation phases.
- ▶ Minimising mains potable water consumption and encouraging the use of alternative water sources, such as rainwater and grey water.
- ▶ Establishing an aspiration for zero carbon buildings by 2025.
- ▶ Preparing a fully integrated water cycle strategy across Fishermans Bend, as discussed in Melbourne's Water Future
- ▶ Early identification of innovative precinct-scale storm water solutions to manage the impacts of flooding and enhance biodiversity and water quality.
- ▶ Local decentralised energy systems providing heat and power.
- ▶ Development is future proofed to enable connection to planned alternative district water supply, energy supply, waste collection and treatment systems.

- ▶ Remediation of contaminated industrial land is undertaken at a precinct-wide scale through early engagement with existing landowners and future developers.
- ▶ Early identification of efficient, innovative techniques to remediate site contamination.
- ▶ Maintenance of separation buffer distances to existing industrial uses where required.

- ▶ Development proposals are considered in accordance with an approved Strategic Framework Plan which ensures the vision for FBURA is realised.
- ▶ Fishermans Bend represents global leadership in urban renewal.
- ▶ Planning processes and responsibilities are clearly defined.
- ▶ The delivery of Fishermans Bend is managed through a proactive, considered, integrated approach based on a partnership between the private sector, Victorian Government, the City of Port Phillip, the City of Melbourne and not-for-profit sector.
- ▶ Facilitation of innovative construction techniques which improve development feasibility, housing affordability and environmental performance.



What do you think
about the Draft Strategic
Directions and Key Moves?

**Tell us
your ideas.**

3

What are the ten Key Moves?

What are the ten key moves?

Ten key moves have been established to give effect to the strategic directions and deliver the vision.

The key moves identify the critical spatial and physical elements of the Fishermans Bend Urban Renewal Area, including the design and layout of the most important infrastructure proposals. Together, the ten key moves will provide an integrated platform for the precincts growth and development.

The key moves will be complemented by non-physical initiatives such as temporary activation, investment attraction, employment generation and industry transition to help achieve the vision and strategic directions.

Key Move #1 >

Grow central Melbourne around the Yarra River

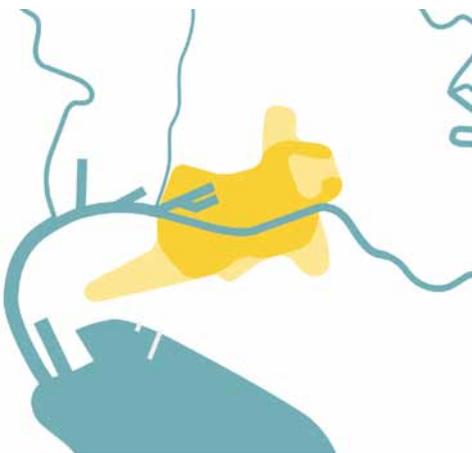


Figure 6: Key Move 1 concept diagram

The Fishermans Bend Urban Renewal Area Vision will play a major role in realising an expanded central Melbourne - strengthening the focus on the Yarra River and connecting through to the Bay.

Fishermans Bend will evolve as a vibrant new place, complementing the Hoddle Grid, Docklands, Southbank and City North while establishing its own character and mix of activities. The distinct character of adjoining areas will influence the intensity and character of new neighbourhoods within Fishermans Bend, and allow for a transition of intensity between the centre and surrounding communities.

Potential Priority Projects

- ▶ New pedestrian and cycle river crossings between the CBD, Docklands and Fishermans Bend
- ▶ Establish planning controls that encourage:
 - the mix and intensity of uses and high quality public realm of central Melbourne to extend into Lorimer, Sandridge and parts of Montague
 - the development of major commercial centres around proposed transport hubs, particularly in Sandridge & Lorimer
 - less intensive development in Wirraway and parts of Montague, especially at interfaces with established residential areas
 - family-friendly urban neighbourhoods



Figure 7: Key Move 1 - Extent of central Melbourne's growth

- Area of high intensity Capital City development
- Area of less intense Capital City development
- Existing City Centre Bridges
- Proposed City Centre Bridge
- Proposed River and Harbour Crossing (eg. punt)

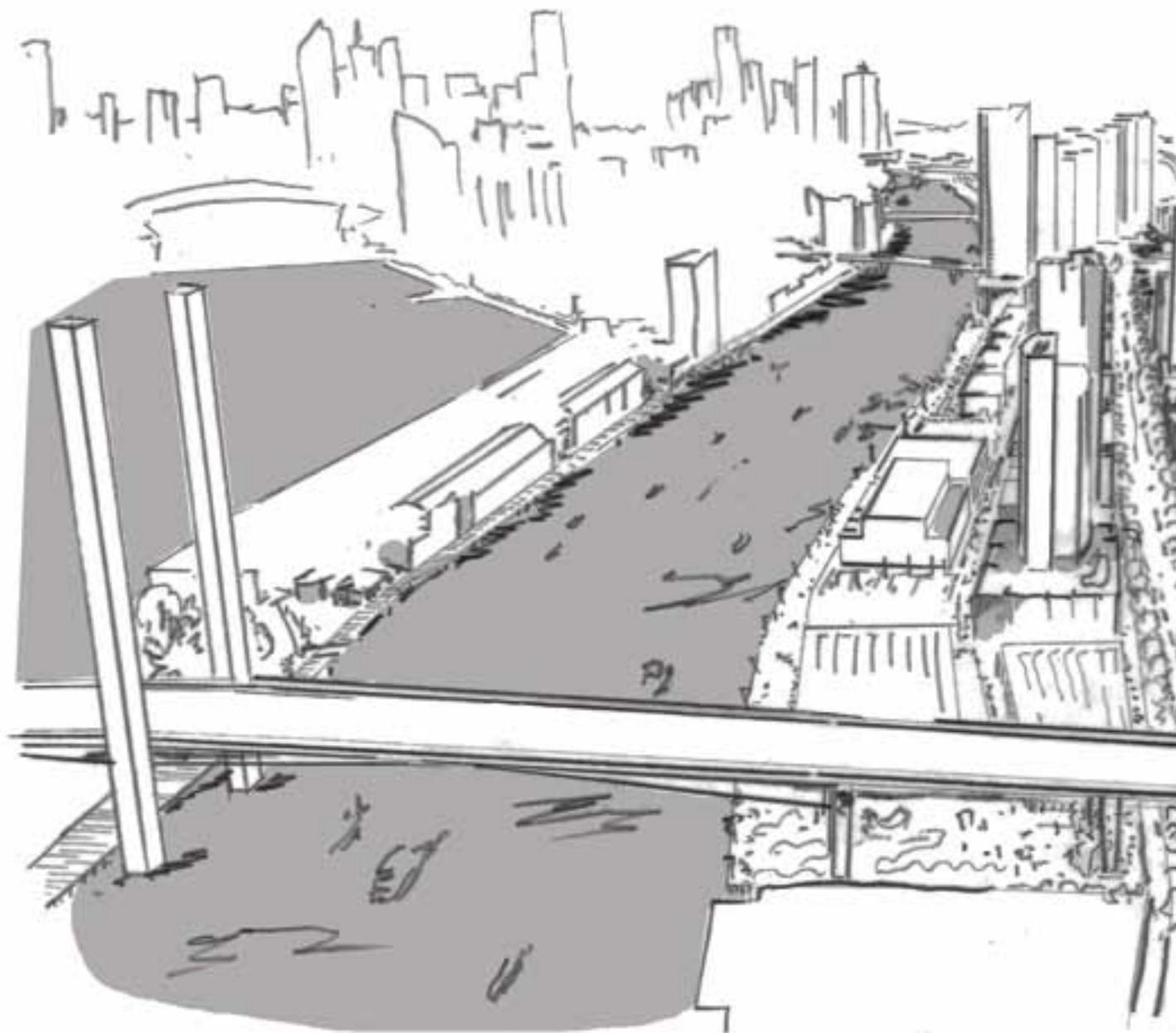
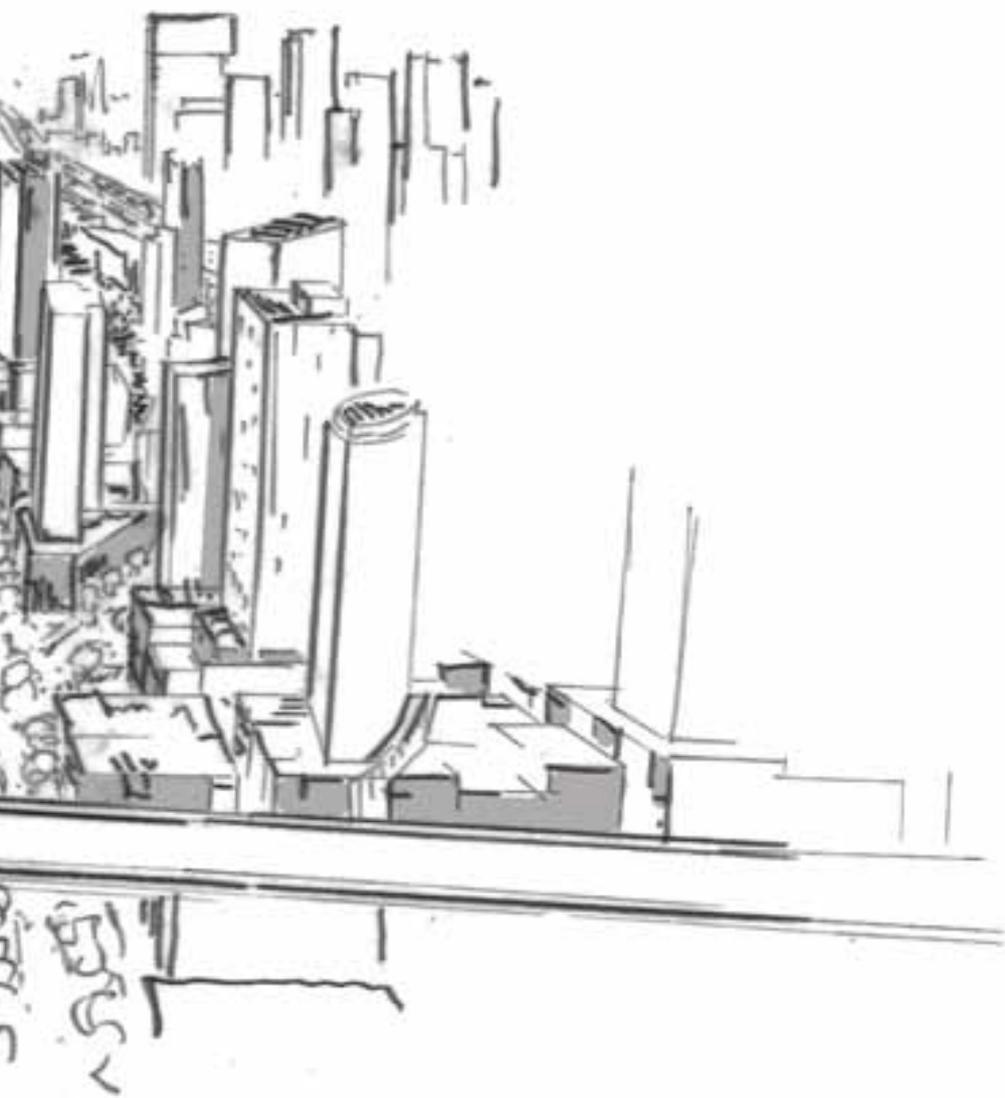


Figure 8: The Fishermans Bend Urban Renewal Area provides the opportunity to link the old city and the new across the Yarra River through the expansion of central city activities and intensity.



Key Move #2 >

Link the city to the bay

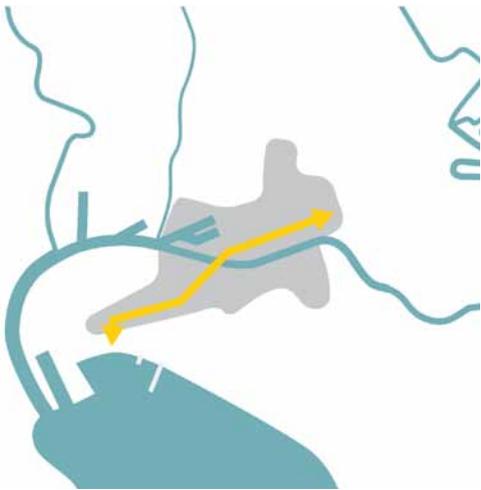


Figure 9: Key Move 2 concept diagram

Melbourne's existing CBD will be connected to the Bay through the development of a new civic spine, extending from Collins Street, over the Yarra River and through to Garden City. As the primary public transport route to and through the Fishermans Bend precinct, the new civic spine will become a 'main street' and focus for intensive development and activity.

The design of the new civic spine will prioritise walking, cycling and public transport, and be punctuated by a series of distinct urban squares and spaces that become a focus for public life.

An extension of the Collins Street tram could be built in two stages, as Fishermans Bend develops.

Potential Priority Projects

- ▶ Collins Street tram extension including:
 - New pedestrian, cycle and tram river crossing
 - New pedestrian, cycle and tram bridge over the M1 Freeway
 - A series of public spaces and squares at tram stops
 - Prioritised tram operations to ensure fast & reliable services
- ▶ Identify, protect and secure future land requirements for street widening and public transport services
- ▶ Streetscape enhancements and greening



Figure 10: Key Move 2 - Extension of Collins Street tram down the Plummer Street spine to the bay

-  Extension of Collins Street tram
-  Connection through to bay
-  Existing development fronting civic spine
-  New development fronting civic spine
-  Fishermans Bend Urban Renewal Area study area
-  Expansion of central city

0 200 400 800m



Figure 11: The new civic spine down Plummer Street in Wirraway neighbourhood looking back towards the CBD.



Key Move #3>

Integrate with the rail network

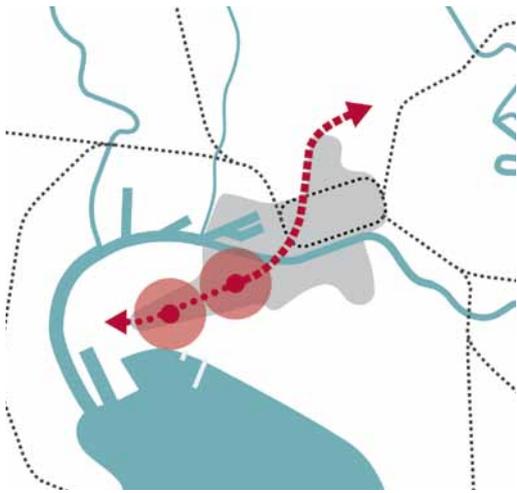


Figure 12: Key Move 3 concept diagram

In the longer term, Melbourne's underground rail network (Metro) is proposed to extend into Fishermans Bend, providing an important high capacity connection to the City Loop and broader rail network.

In the longer term, a new Fishermans Bend station will be located along the civic spine near Ingles Street, providing a catalyst for higher density commercial and retail development, as well as important civic and community facilities. A second Metro station may be located further west within Wirraway.

An integrated approach to transport will encourage interchange from rail stations to other sustainable modes of transport, including walking, cycling, bus and tram networks. Travel to and within Fishermans Bend from surrounding areas and beyond will be convenient and sustainable.

Potential Priority Projects

- ▶ Major public squares around potential Metro train stations in the long term
- ▶ Higher order commercial and retail concentrations around tram stops and potential Metro train stations
- ▶ Fine grain street network and pedestrian routes within a 10-minute walk of future stations
- ▶ Identify and protect future land requirements for potential stations
- ▶ Link cycling corridors within close proximity of future stations to promote intermodal connectivity

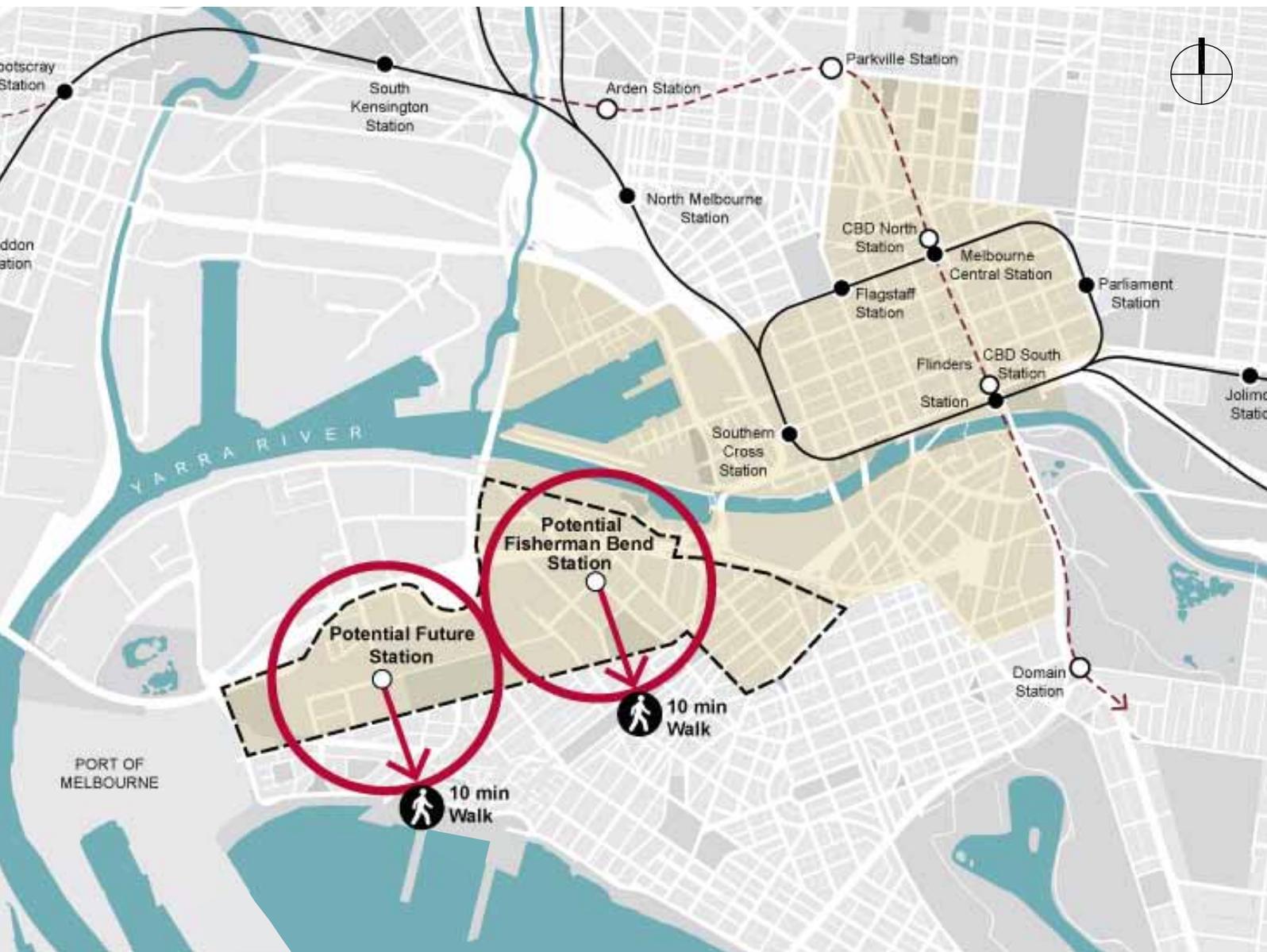


Figure 13: Key Move 3 - Proposed locations of new railway stations

- Existing rail station
- Potential Metro train station
- Proposed Melbourne Metro stage 1

0 200 400 800m

Key Move #4 >

Connect the inner city



Figure 14: Key Move 4 concept diagram

A new public transport route along Ingles Street and a new tram route crossing the river and M1 Freeway will provide a vital link into Fishermans Bend and form part of a public transport loop connecting central Melbourne.

From Fishermans Bend, residents and workers could travel to the east (along Park Street) to the future Domain Metro Station and beyond. Additionally, new transport services will connect Fishermans Bend to Docklands, with the longer term potential to extend further north and help integrate other urban renewal precincts in North Melbourne.

The staged delivery of public transport infrastructure and services is envisaged as Fishermans Bend develops, commencing with high quality bus services and scaling up to tram and rail services.

Potential Priority Projects

- ▶ Develop a package of bus network and service improvements for the early stages of development
- ▶ Identify, protect and secure future land requirements for street widening along public transport corridors
- ▶ Streetscape enhancements in Ingles Street

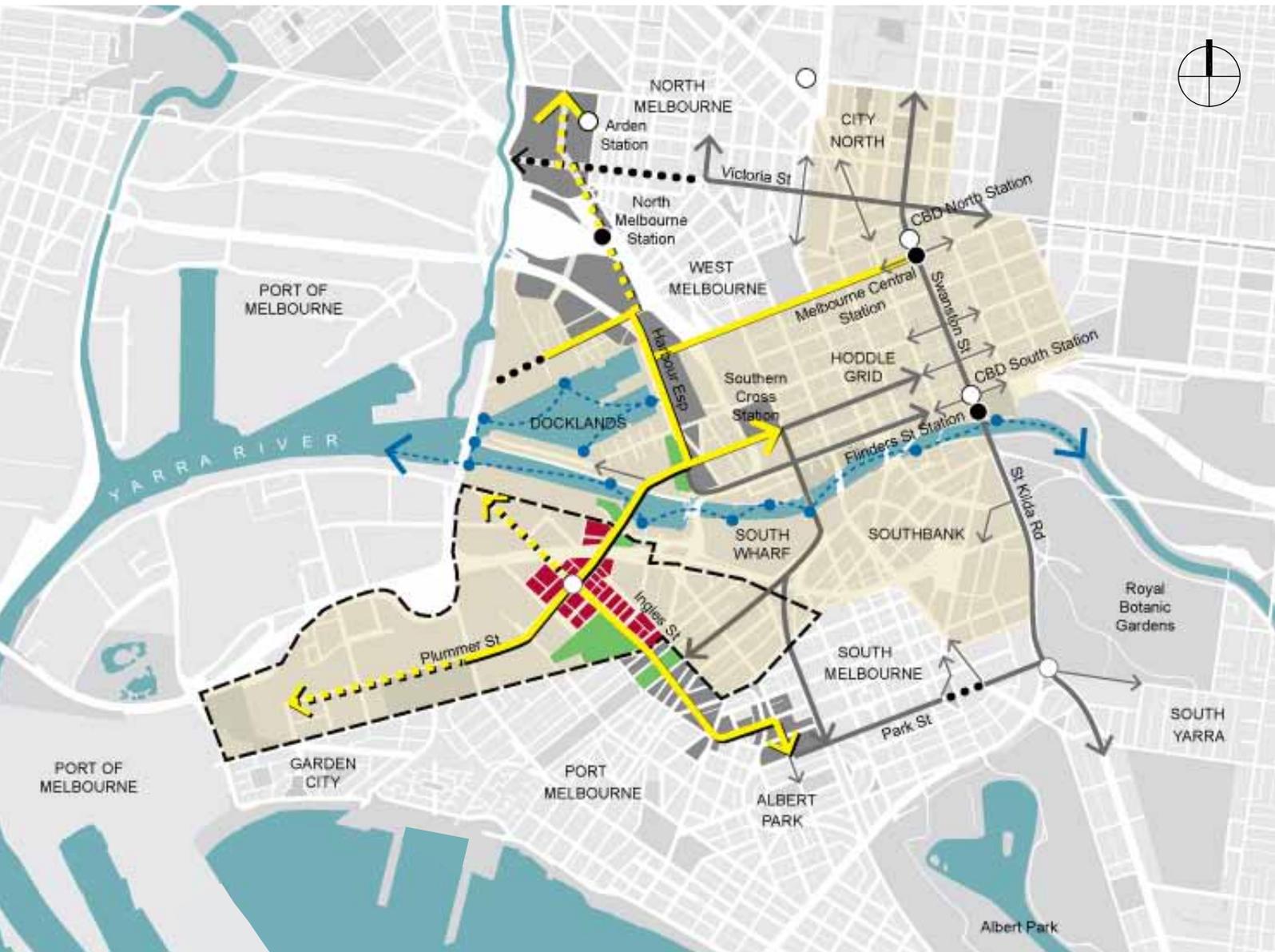
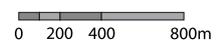


Figure 15: Key Move 4 - Opportunities to connect Fishermans Bend Urban Renewal Area to North and South Melbourne

- Existing tram corridor
- Proposed high frequency public transport corridor
- Potential long term extension of transport services
- Civic spine tram route
- Potential ferry shuttle
- Potential Metro station
- Existing station
- Network link required



Key Move #5 >

Extend Melbourne's parks to the bay

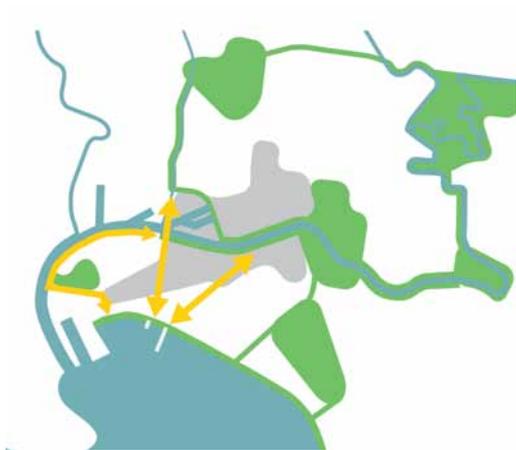


Figure 16: Key Move 5 concept diagram

Inner Melbourne's metropolitan park network includes a series of large parks connected by linear routes and spaces. The bay - and its series of beaches, parks and promenades along the water's edge - remain distinct and separate from the inner city park network. Fishermans Bend offers the opportunity to link these two significant open space features that define our city and region.

Three potential new linear parks will provide the connection through Fishermans Bend to link the Yarra River to Port Phillip Bay, and effectively complete inner Melbourne's park network.

Potential Priority Projects

- ▶ Complete the linear park landscape adjacent to the Port Melbourne light rail Route 109, which will link Station Pier to Southbank Promenade
- ▶ Extend the Capital City Trail south from Moonee Ponds Creek, through Docklands, to recreation spaces at Fishermans Bend, including:
 - New pedestrian and cycle access across Victoria Harbour and the Yarra River parallel to the Bolte Bridge alignment
 - A new green bridge over the M1 freeway
- ▶ Provide a dedicated pedestrian and cycle reservation along Lorimer Street to link the river promenade at Yarra's Edge with the cycle punt at Westgate Park and the bay, including:
 - A new linear park link along Todd Road between Westgate Park and Sandridge Beach at Port Phillip Bay



Figure 17: Key Move 5 - New pedestrian and cycle links to connecting the inner city park network to the bay.

- Expansion of central city
- Inner city park network
- New linear park-link
- Fishermans Bend Urban Renewal Area study area

0 200 400 800 1600m

Key Move #6 >

Deliver new boulevards

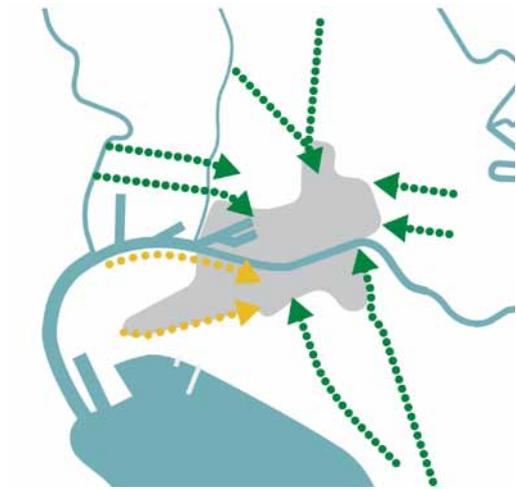


Figure 18: Key Move 6 concept diagram

The tree-lined boulevards of central Melbourne are among the city's most memorable features. As Melbourne has grown, these routes have defined the link between city and suburbs.

With the renewal of the Fishermans Bend Urban Renewal Area, there is an opportunity to complement the existing network of boulevards with new routes that provide a green, traffic calmed gateway into both Fishermans Bend and central Melbourne.

New boulevards will be greener streets with a greater focus on safe and accessible pedestrian and cycling movements, both along the street and across it.

With the redevelopment of Webb Dock, intersection upgrades are proposed in Todd Road to facilitate freight traffic access to the M1 Freeway.

Potential Priority Projects

- ▶ Provide additional tree planting along each boulevard corridor
- ▶ Provide a balanced approach to each boulevard to share the space for pedestrians, cyclists, public transport and vehicle users
- ▶ Design low-speed environments along each boulevard



Figure 19: Key Move 6 - Creation of two new boulevards into the Central City

- Expansion of central city
- Inner city park network
- Existing city boulevards
- Potential high amenity route
- Fishermans Bend Urban Renewal Area study area
- Proposed future city boulevards

0 200 400 800 1600m

Key Move #7 >

Create a network of local parks and green spaces



Figure 20: Key Move 7 concept diagram

The Fishermans Bend Urban Renewal Area will be enriched as a liveable and sustainable place by a network of accessible parks and green spaces.

The open space network will ensure communities in Fishermans Bend have the option to enjoy both active and passive recreational opportunities, whilst providing respite from the busy urban environment.

These green links and spaces will promote active and healthy communities, provide access to nature through a focus on landscaping, and also play a role in integrated water management. They are likely to include rain garden and wetland water features.

Potential Priority Projects

- ▶ Secure key sites early to create new parks and green spaces.
- ▶ Create and enhance links to important existing parks and spaces.
- ▶ Develop Buckhurst Street as a 'green spine' - prioritising walking & cycling and connecting Montague to Bay Street shopping strip.
- ▶ Emphasise the delivery of roof top space
- ▶ Ensure the configuration of open space responds to recreation as well as water management requirements

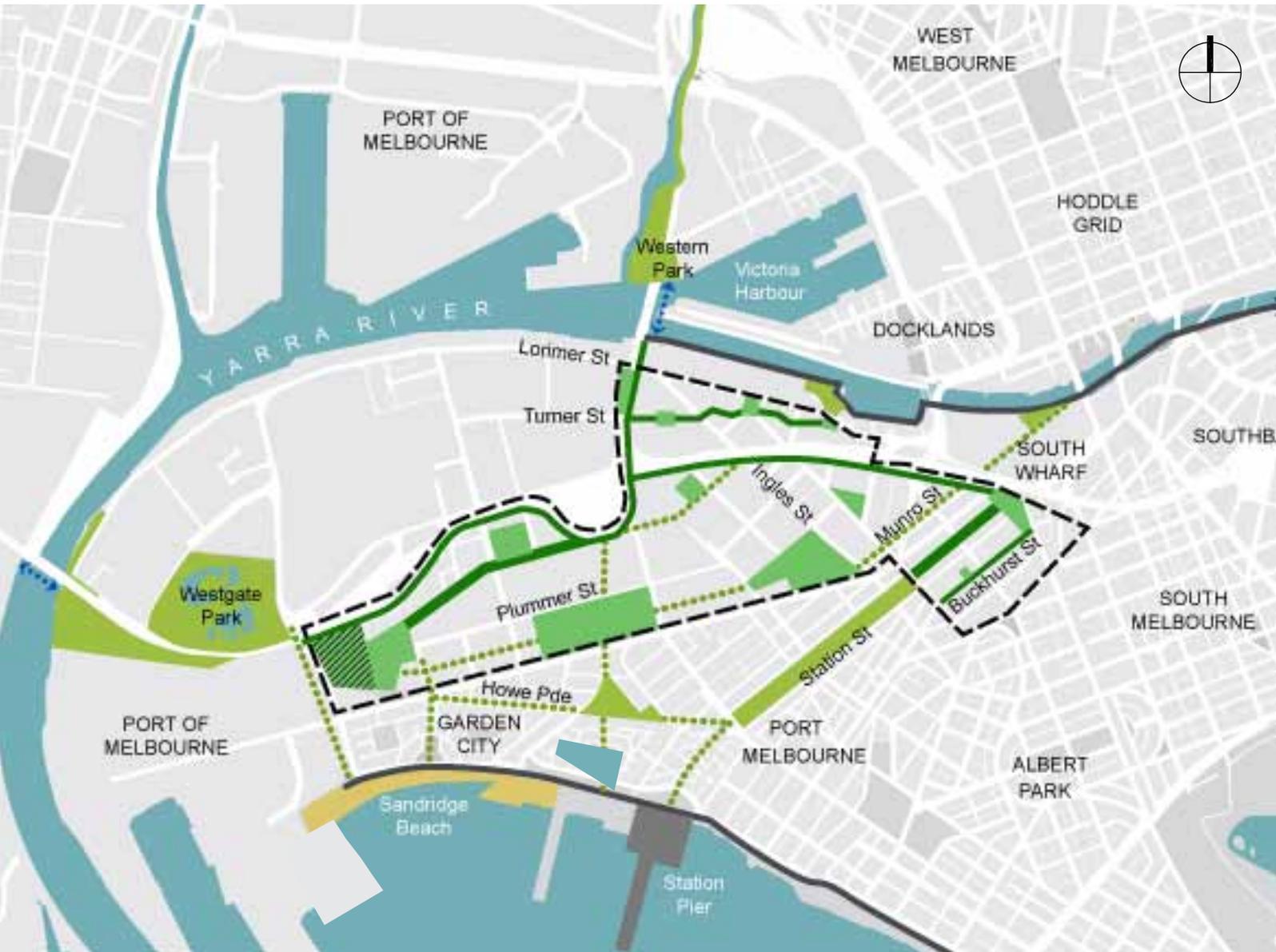
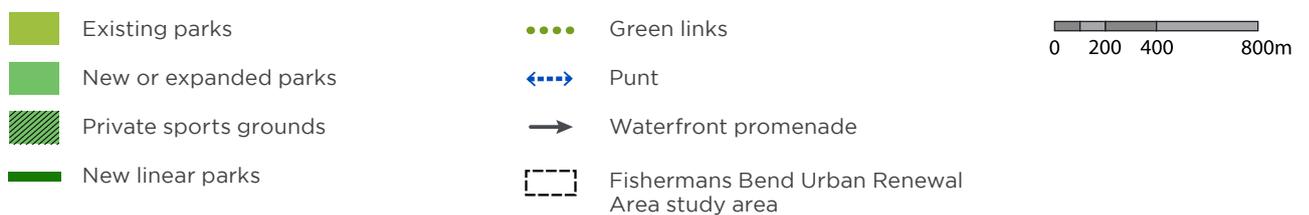


Figure 21: Key Move 7 - A new local park network



Key Move #8 >

Create a walkable and cycle-friendly place

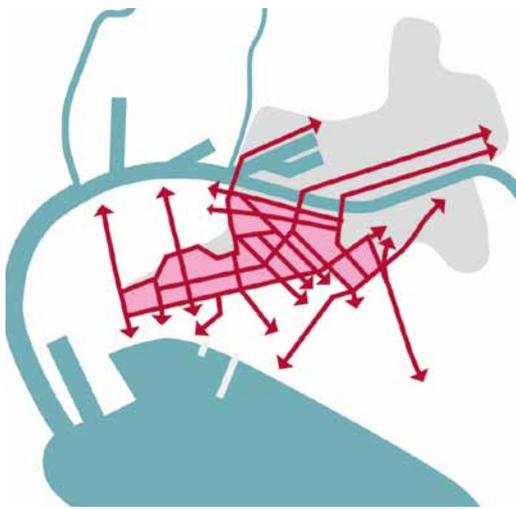


Figure 22: Key Move 8 concept diagram

In Fishermans Bend, a permeable network of streets and lanes will encourage walking and cycling. New routes will supplement the existing fine grain street pattern and extend this when necessary.

A range of street types will be designed to define the local character of each new urban neighbourhood, and to celebrate the street as a vital component of public life. Some streets will be designed as civic spaces, café streets or shopping strips. Others may be designed as pedestrian or shared surfaces, similar to Melbourne's laneways.

Connections beyond the Fishermans Bend precinct will also be emphasised to ensure the area is integrated into the fabric of the surrounding suburbs, and linkages to the river and the bay are strengthened.

Potential Priority Projects

- ▶ Establish planning guidelines to create a new grid and street pattern within the network of existing streets to provide clear guidance to developers on street design, spacing and amenity.
- ▶ Reinforce and 'activate' key historic laneways.
- ▶ Provide bike parking & bike share stations at public transport stops.
- ▶ Develop public realm design guidelines to enhance streets and public spaces within Fishermans Bend and incorporate integrated water features.
- ▶ Develop an implementation package of strategic cycle corridors.
- ▶ Develop a clear road user hierarchy to guide the provision of space for pedestrians, cyclists, public transport and private vehicles.

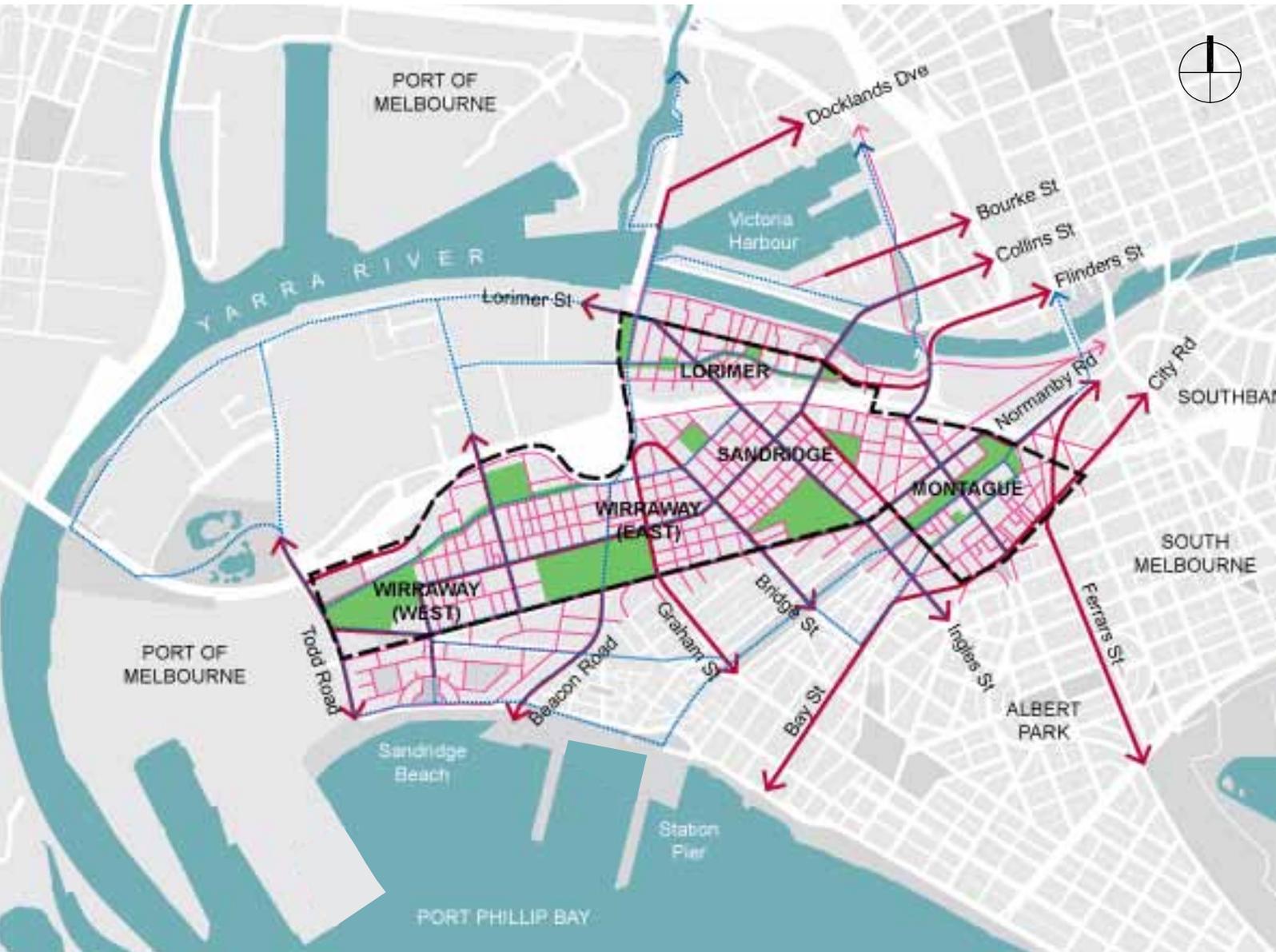
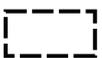


Figure 23: Key Move 8 - A fine grain network of local streets create a highly connected place



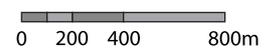
Indicative streets and pedestrian links



Fishermans Bend Urban Renewal Area study area



Strategic cycling corridor



Key Move #9 >

Create centres for local communities

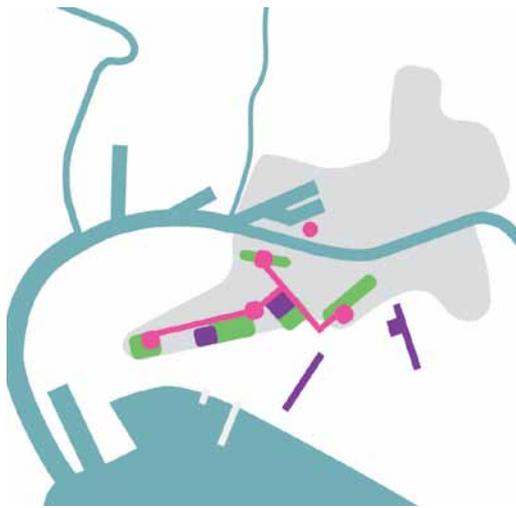


Figure 24: Key Move 9 concept diagram

A series of centres will develop across Fishermans Bend and become the focal point for local communities to shop, meet and access community facilities and services.

These clusters of retail and community facilities, complemented by safe and inviting public spaces, are central to developing connected communities and establishing a strong sense of place within the FBURA.

Primary centres will act as key destinations within Fishermans Bend, with intensive development and activity focused around future Metro stations along Plummer Street. These centres will become key transport hubs and offer a wide range of shopping, entertainment and employment activities. Key civic functions and community uses will be located in civic buildings adjoining a series of urban plazas that punctuate the Plummer Street 'spine'.

The Sandridge primary centre is proposed as the commercial hub of Fishermans Bend, capitalising on the proximity and connections to the CBD, Docklands and Southbank.

Secondary centres would become vibrant community hubs within each precinct where people can shop and access the full range of 'age specific' services such as schools, child care and healthcare.

Multi-purpose community centres would also provide places where people can connect and engage in community life through participation in recreational, social and 'lifelong learning' activities. These centres would be accessible by public transport and complemented by high quality public spaces and pedestrian-friendly streets.

Early investment in community infrastructure by the government, the private and not-for-profit sectors is crucial to support a diverse new community. Flexible and adaptable buildings and spaces will ensure infrastructure can respond to the changing needs of the community over time.

Potential Priority Projects

- ▶ Two primary hubs aligned with tram stops and potential metro train stations – with arts and culture, education and learning focus.
- ▶ Secure locations for secondary hubs and schools (education clusters) for delivery of multi-purpose community spaces and integrated age-specific services.
- ▶ Delivery of the Ferrars Street School
- ▶ Temporary and pop-up facilities to activate spaces
- ▶ Activate community engagement and stewardship



Figure 25: Key Move 9 - A series of new local centres

- Primary centre
 - Secondary centre
 - Existing and proposed schools
- Potential school
 - Fishermans Bend high frequency public transport links
 - Precinct Parks (Private & Public)



Key Move #10 >

Create distinctive and diverse neighbourhoods

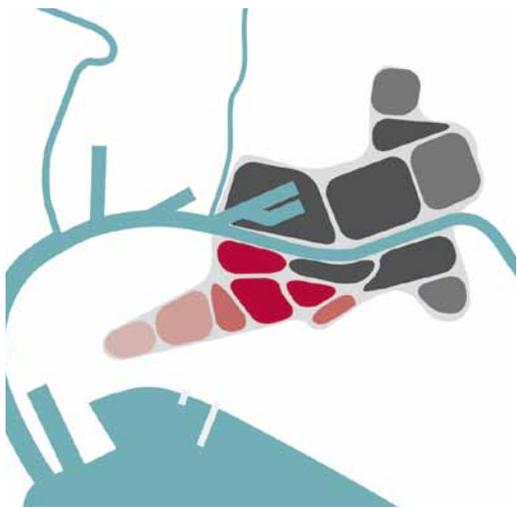


Figure 26: Key Move 10 concept diagram

The renewal of Fishermans Bend will create a range of unique and highly liveable neighbourhoods, reflecting a diversity of development typologies and scales which respond to the local context.

Well-designed taller tower forms will sit closer to similar development types within the CBD and where existing public transport links are strongest. In contrast, areas along the southern boundary of Fishermans Bend will respond to the low-rise character of adjoining residential areas.

Distinctive neighbourhoods are fundamental to creating a strong sense of place for new communities. They will also support a variety of housing stock to help realise the vision for a 'diverse, family-friendly community' at Fishermans Bend.

Lorimer, much of Sandridge and the northern section of Montague will be characterised by well-spaced towers above podiums that prioritise a sense of human scale and fine grain street patterns at street level.

Development within Lorimer will emphasise its connectivity to the Yarra River and associated waterfront activities, with the east-west 'Lorimer

Parkway' providing a focal point through a series of high quality public spaces and landscaping.

Sandridge will evolve as the primary commercial and employment hub of Fishermans Bend, with employment uses complimented by residential apartments, shopping and entertainment.

The southern neighbourhood of Montague will retain its existing fine grain and gritty charm, with the retention of heritage buildings and laneways, and complementary new development maintaining an industrial feel. The Buckhurst Street 'green spine' will become a focal point for locals, with open space and community facilities connected by quality pedestrian and cycle links.

The Wirraway precinct will offer family focused housing, including townhouses and mid-rise 'court-yard' and 'perimeter block' development styles. The Plummer Street 'spine' will become a focal point, complemented by a series of shopping, community facility and public open space destinations.

Potential Priority Projects

- ▶ Detailed precinct planning
- ▶ Establish planning controls and design guidelines which:
 - protect heritage attributes and encourage the reuse of heritage buildings and manage the area's significant historical archaeology
 - establish a high quality public realm
 - facilitate a diversity of built form outcomes
 - promote housing choice
 - ensure sensitive development at interfaces
 - establish high levels of residential amenity (such as tower separation distances)
- ▶ Assess the potential for development contributions to be directed towards affordable housing managed by Registered Housing Associations

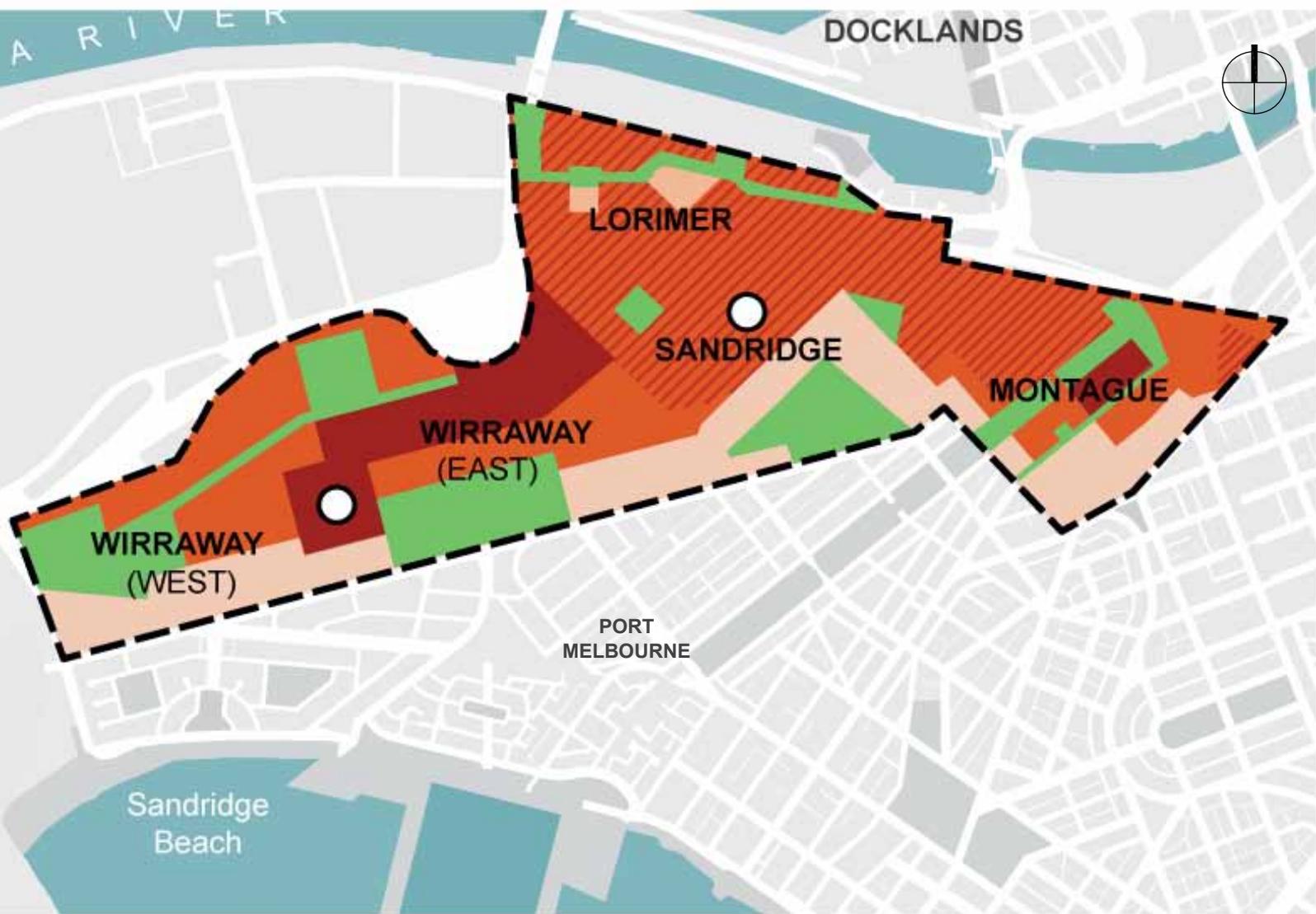


Figure 27: Key Move 10 - Proposed height limits for each neighbourhood precinct

- Precinct Parks (Public & Private)
 - Possible Metro station
- Maximum 4 storey buildings
 - Maximum 8 storey buildings
 - Maximum 18 storey buildings
 - Towers above mid-rise podiums



Figure 28: View of Fishemans Bend Urban Renewal Area looking north east towards the central city showing how the area might look by 2050



4

What could this look like?

The ten strategic directions and key moves provide a strategic framework for the development of the Fishermans Bend Urban Renewal Area.

The framework plan needs to be robust enough to ensure that Fishermans Bend evolves as a desirable place to live, work, visit and invest. It also needs to be flexible enough to accommodate new ideas and implementation approaches, as well as being resilient to changing economic, social and environmental challenges.

The following pages provide a vision for how the Fishermans Bend Urban Renewal Area could look as it approaches full development. The vision illustrates how the key moves combine to deliver a potential urban development outcome.

Further guidance on the character and form of each new neighbourhood will be prepared following consultation on this Draft Vision.

What do you think about the plan presented in this Draft Vision?

Tell us your ideas.





Figure 29: Fishermans Bend Urban Renewal Area - Illustrative Plan showing how the area might look by 2050



Montague



Character

New development will reflect the area's gritty, fine grain urban character. Heritage and character buildings will be retained and adapted. The fine grain subdivision pattern will be reinforced by well articulated buildings, and by extending the network of existing intimate laneways.



Spaces

The centrepiece of Montague will be the development of the precinct's own 'High Line Park'. This linear open space enhanced for walking and bike riding, will run alongside the existing light rail corridor creating a safe and leafy connection between the foreshore and the CBD.



Community

A community hub will be created along the Buckhurst street 'green spine' and may be co-located with the Montague Continuing Education Centre in the future. This will be complemented by a new education and learning facility around a new primary school on Ferrars Street.

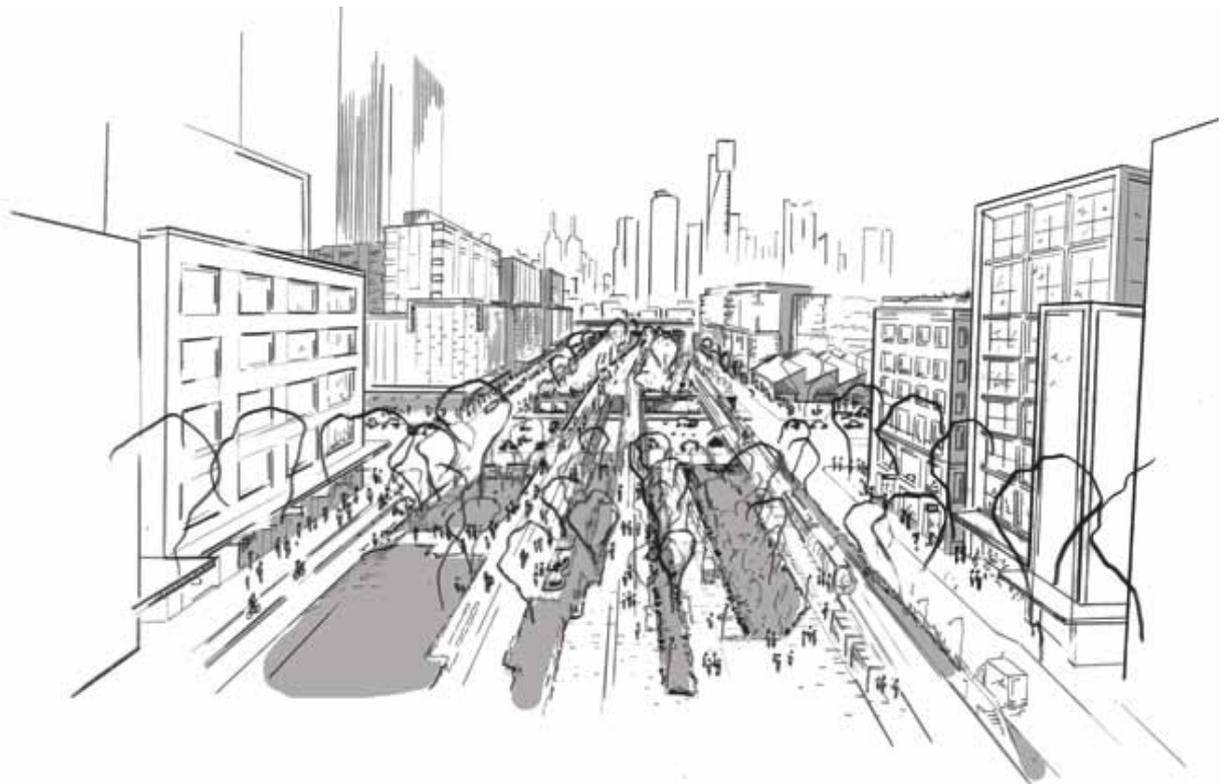
Montague will be distinguished by its authentic and diverse urban character, blending intensive contemporary development with the precinct's heritage buildings and network of wide streets and intimate laneways. Significant new residential development opportunities will be balanced with a vibrant business mix, including home offices and spaces to grow the existing cluster of creative industries.

Montague will be made up of distinct neighbourhoods – with building heights varying across the precinct to respond to the low-rise scale of established residential areas in South and Port Melbourne, through to existing tower forms in Southbank and Docklands.

South of the light rail new development will reflect the area's fine urban grain, with heritage and character buildings retained and a prominent element of its character. North of the light rail, new development is expected to reflect tower forms with well-designed podiums which achieve a human scale and an attractive and activated street level experience.



Montague precinct heritage buildings



Montague neighbourhood looking along proposed Sandridge Park

Lorimer



Character

Streets represent the vitality of a city. They will link to desired destinations: the river, public transport, civic spaces, community spaces and to surrounding areas. Lorimer's streets will confidently contribute to its underlying character and appeal.



Spaces

A central green spine will link a series of green spaces throughout Lorimer. This 'parkway' will become the precinct's centre of activity, linking the community to a wide range of social, commercial and recreational opportunities.



Community

People define places. Lorimer will be an inclusive place, and one that encourages people to thrive. A proactive approach to community spaces and places will help foster a strong and diverse sense of community rooted within Lorimer.

Water draws people and activity. Lorimer's streets, spaces, buildings and uses will reflect the proximity to the area's key natural feature: the Yarra River. Through design and activity, Lorimer will be a part of the river. It will celebrate the contemporary riverfront as a place of recreation, leisure, contemplation, respite as well as providing a connection to both our heritage and nature.



Lorimer neighbourhood looking along proposed Lorimer Parkway

Sandridge



Character

The focal point of Sandridge will be its thriving commercial centre. This highly urbanised and pedestrianised centre will become a destination by offering a wide range of shopping, employment, education and entertainment attractions drawing people day and night.



Spaces

The historic North Port Oval will be a key open space in the neighbourhood. A diverse range of open spaces will complement these playing fields, including formal gardens, pocket parks and intimate urban squares, which enhance liveability in an intensive, vibrant urban setting.



Community

Key civic functions and community uses will be co-located along a series of urban plazas along the Plummer Street spine. Access to a wide range of community services and facilities will be ensured, as well as spaces and places for people to meet and connect.

Sandridge will evolve as a primary commercial and office destination for Melbourne, as part of an expanded central city. It will be a vibrant location for business, education, shopping and living, centred on a future metro station that links the precinct to the CBD and wider metropolitan transport network. Apartment living will complement business activity, with towers providing outstanding views to the CBD and across to the bay. Quality design will offer a high level of amenity for occupants and create an attractive and activated experience at street level.

New development will be complemented by a high quality, pedestrian friendly public realm focused along two key pedestrian and public transport routes – the Plummer Street and Ingles Street ‘spines’. Plummer Street forms the key east-west spine through Fishermans Bend with Ingles Street forming a north-south connection from North Melbourne through Lorimer and south-east to the Domain Interchange (St Kilda Road).



Sandridge neighbourhood looking at proposed Metro Square

Wirraway



Character

A range of new streets and pedestrian links will contribute to permeable and walkable neighbourhoods. Street will function as an extension of open space network through creating 'shared zones' where children can play and people are 'out and about', creating connections with neighbours.



Spaces

JL Murphy Reserve will continue to provide space for active sport, passive recreation and stormwater retention. A linear east-west open space loop will be created through a series of parks and widened footpaths, supporting active communities and connecting people back to nature.



Community

The main community heart of Wirraway will be created through its primary centre focused around Plummer and Salmon Streets, anchored by arts and cultural facilities and diverse range of retailing around a future metro station.

Wirraway will offer a family friendly mixed-use environment which integrates well with the adjoining neighbourhoods of Port Melbourne and Garden City, and capitalises on its close connection to the bay.

A diverse range of housing will emphasise opportunities for families including townhouses and mid-rise apartments. Spaces for small and medium sized businesses will also be provided to maintain a diverse business base and range of employment opportunities within Fishermans Bend.

Wirraway will feature a primary centre focused on Plummer and Salmon Streets, complemented by speciality retailing and restaurants offering a 'main street' experience along the Plummer Street spine. An education and community cluster will be co-located with open space at the western end of Plummer Street. At this point the connection to the bay will be reinforced through enhanced links along Centre Avenue.



Wirraway West neighbourhood looking at proposed local streets

How do you think
infrastructure could
be funded?

Tell us
your ideas.



5

How to make it happen?

How could it happen?

A partnership approach

The State Government along with the City of Melbourne and the City of Port Phillip have shared responsibility for development within Fishermans Bend.

The City of Melbourne and City of Port Phillip Planning Schemes were amended in July 2012 to establish the Minister for Planning as the Responsible Authority for 'major' development applications within the Fishermans Bend Urban Renewal Area. The Responsible Authority for all remaining applications is the relevant council.

Funding to ensure the early delivery of infrastructure

The early delivery of infrastructure is critical to the transformation of Fishermans Bend from an industrial area to a mixed use area and to attract private investment.

A number of funding mechanisms will be explored during the preparation of the Strategic Framework Plan. This includes development contributions provided by developers towards the delivery of infrastructure projects.

A Development Contributions Plan will be prepared for the Fishermans Bend Urban Renewal Area and may contribute to funding critical infrastructure such as:

- community facilities such as schools, libraries and gyms.
- parks and open spaces for recreation purposes.

- light rail and bus infrastructure to ensure high levels of connection to the CBD & surrounding suburbs.
- pedestrian and cycle paths for sustainable transport options.
- public realm improvements for high quality public spaces.
- local roads, intersections and drainage.
- land acquisition to deliver the above.

In addition to development contributions, a range of other funding options are being considered through the planning phase and may include:

- council rates
- special rates or charges (e.g. community infrastructure levy); and
- direct state funding

Open space contributions will also be required as part of all development proposals.

Phasing

This document defines a 50-year vision for the renewal of the Fishermans Bend area. The process of planning and delivering such a large urban renewal project over this period will involve outlining critical steps through the phasing of infrastructure delivery that matches development growth.

It is likely that the Montague and Lorimer precincts will experience development in the initial phases due to ready access to existing infrastructure and services, with development moving westward towards the Sandridge and Wirraway precincts.

Tell us your ideas.

Get involved and let us know what you think about the ideas and proposals included in the Draft Vision for the Fishermans Bend Urban Renewal Area.

Consultation closes on 22nd November 2013.



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Write to Places Victoria,
710 Collins Street, Docklands, 3008

What places in Australia and around the world do you see as excellent benchmarks for the development of the FBURA?

How might the transformation of the FBURA contribute to Melbourne's future? This might include your thoughts on:

- Population growth
- Transport congestion
- Climate change and the environment
- Melbourne's character and liveability
- Future economic growth, jobs and innovation

What would you like to see in the FBURA to make it a place where you personally would live, work and visit? This might include your thoughts on:

- The things central Melbourne has already that could be carried through to Fishermans Bend
- Weekday and weekend activities and things to do
- Streets and buildings
- Parks and open spaces
- Transport infrastructure and community facilities



What do you think about the plan presented in the Draft Vision?

- What aspects do you like?
- What concerns you?
- What is missing or needs more work?

What do you think about the Draft Strategic Directions and Key Moves?

- Can you see any gaps?
- What would you change or add?
- Which ones are the priorities?

How do you think infrastructure could be funded and provided at the FBURA?

- What infrastructure will be under the most pressure in the short, medium and longer term?
- How can we pay for the infrastructure needed into the future?

What other ideas do you have for Fishermans Bend?

- Innovations in design, construction and community development that might be considered?
- How can a strong sense of community be encouraged?
- If you had to pick the three most important points you'd like to make about the transformation of Fishermans Bend, what would they be?

Tell us your ideas.



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With guidance and advice from officers within:

Places Victoria

