

# COMMUNITY ENGAGEMENT SUMMARY: PHASE ONE

## WEST MELBOURNE STRUCTURE PLAN

APRIL-MAY 2015





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Issue 8 - Community Engagement Summary: Phase One (April/May 2015) - West Melbourne Structure Plan

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# ENGAGEMENT SNAPSHOT

## Why do we need a structure plan for West Melbourne?

West Melbourne is a long established area in inner Melbourne, with a unique variety of uses and a rich cultural and architectural heritage. Around 3800 people live in West Melbourne with an average age of 30 and more than one third (37 per cent) born overseas. The last West Melbourne Structure Plan was completed in 2005 and informed the current planning controls for the area. The study area outlined for the new West Melbourne Structure Plan covers a different area to the 2005 plan which included parts of North Melbourne and West Melbourne. Since 2005, a lot of change has been occurring in West Melbourne and further change is expected into the future. Particular areas in West Melbourne are subject to development pressures that exceed current planning controls and existing population and housing forecasts. Therefore, a new structure plan is needed to update the strategic vision for the area. The City of Melbourne is working with the community to prepare the new structure plan to guide and manage future change and improvements in West Melbourne.

## How are we engaging with the community?

The City of Melbourne is adopting a new, three phased community engagement approach for the West Melbourne Structure Plan. The approach involves an initial phase (Phase One) of engagement that allows the community to identify their key issues and priorities for the area and to directly inform the scope of structure plan before it is drafted. The outcomes of Phase One will inform a series of ideas and options for West Melbourne which will be tested and reviewed in the second phase of engagement (Phase Two). This feedback will be consolidated into a draft structure plan to be reviewed in the final phase (Phase Three) of community engagement.

The first phase of engagement occurred from 27 March to 14 June 2015 with the community participating via workshops, information sessions, and through the City of Melbourne's online community engagement forum Participate Melbourne.

## What did we hear during Phase One community engagement?

This report is a summary of what we have heard from the community during the first phase of community engagement. We wanted the community to tell us their views and hopes for West Melbourne in their own way. As a result, the responses were very qualitative in nature. The overall key messages for West Melbourne that emerged from the first phase of community engagement are summarised in Figure 1.

## What are the next steps?

The City of Melbourne will use the community feedback to inform emerging ideas and options to be reviewed by the community in phase two, the test and review stage.

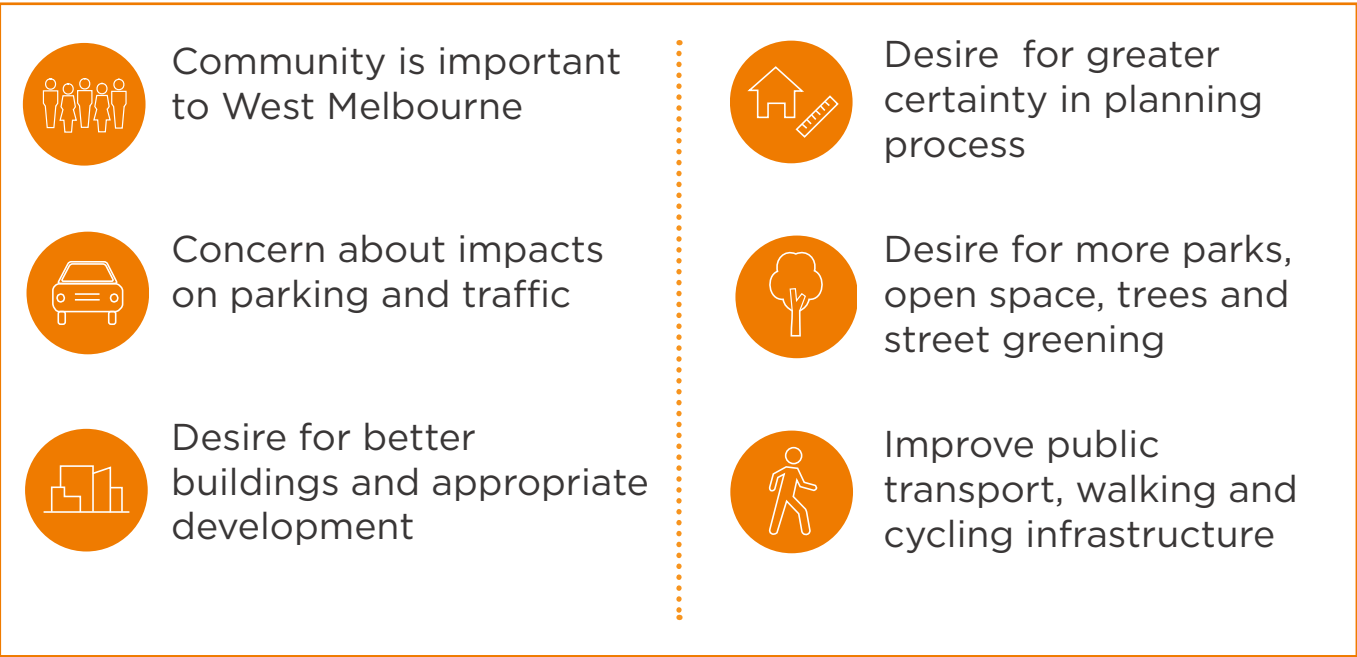


Figure 1: Key messages from Phase One community engagement

130+

People  
attended the  
two afternoon  
workshops

594

Document and  
information  
downloads

168

Overall  
contributions  
on Participate  
Melbourne





Looking north along Stanley Street, to St Mary Star of the Sea Catholic Church.

# **PART ONE**

## **INTRODUCTION**

**In this part you will find:**

- **Background information about West Melbourne**
- **The reasons we are producing a West Melbourne Structure Plan**

## Background

**The City of Melbourne is working with the community to prepare a new structure plan to guide and manage future change and improvements in West Melbourne.**

West Melbourne is a long established area in inner Melbourne, with a unique variety of uses and a rich cultural and architectural heritage. It is facing specific challenges related to its location between the intensive development of the central city and Docklands and the stable residential area of North Melbourne. Careful consideration and meaningful engagement with the local community is required to address these challenges to successfully manage future development.

This is why the City of Melbourne is starting with the community. Prior to developing potential proposals and options for a draft structure plan, the City of Melbourne conducted Phase One engagement to hear the community's views about West Melbourne and its future. This will be followed by Phase Two of community engagement which will focus on the 'test and review' of emerging ideas and options to help inform the development of the draft structure plan (see Figure 2).

This report is a summary of what we heard from participants during Phase One of community engagement.

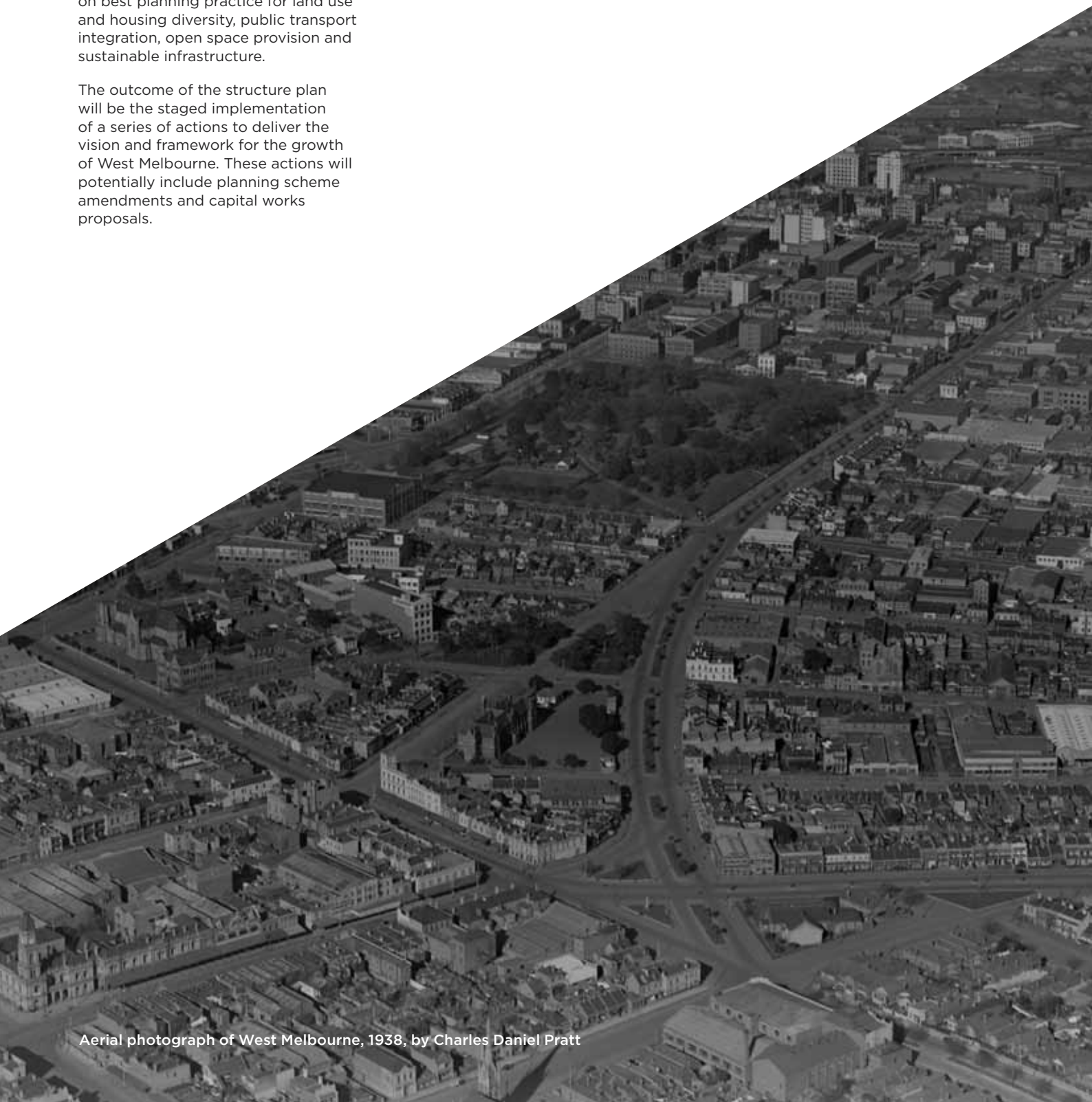


Figure 2: West Melbourne Structure Plan project timeline

## What is a structure plan?

A structure plan sets out a long-term vision for an area subject to change. It provides a comprehensive guide to planning and growth in an area, drawing on best planning practice for land use and housing diversity, public transport integration, open space provision and sustainable infrastructure.

The outcome of the structure plan will be the staged implementation of a series of actions to deliver the vision and framework for the growth of West Melbourne. These actions will potentially include planning scheme amendments and capital works proposals.



## Why do we need a structure plan for West Melbourne?

The West Melbourne Structure Plan (2005) is ten years old and was the document which informed the current planning controls for the area. The study area outlined for the new West Melbourne Structure Plan covers a different area to the 2005 plan which included parts of North Melbourne and West Melbourne. Since 2005, a lot of change has been occurring in West Melbourne and further change is expected to occur in the future. For these reasons, a new structure plan is needed to update the strategic vision for the area.

The Melbourne Planning Scheme currently identifies West Melbourne as an 'other local area' of incremental growth (see Figure 3), between the expanding central city and the more stable area of North Melbourne. With significant growth expected in surrounding urban renewal areas such as E-Gate, Arden-Macaulay and City North, along with the redevelopment of Queen Victoria Market (QVM), West Melbourne's role as an inner city local area neighbourhood is under pressure to change.

Some areas of West Melbourne are subject to development pressures that exceed existing population and housing forecasts and current planning controls. This could lead to a different character and more people than has been envisaged as well as a potential lack of community infrastructure to support such growth.

The City of Melbourne needs to ensure that this area becomes a sustainable and liveable neighbourhood supported by adequate and high quality open space, transport and community infrastructure.

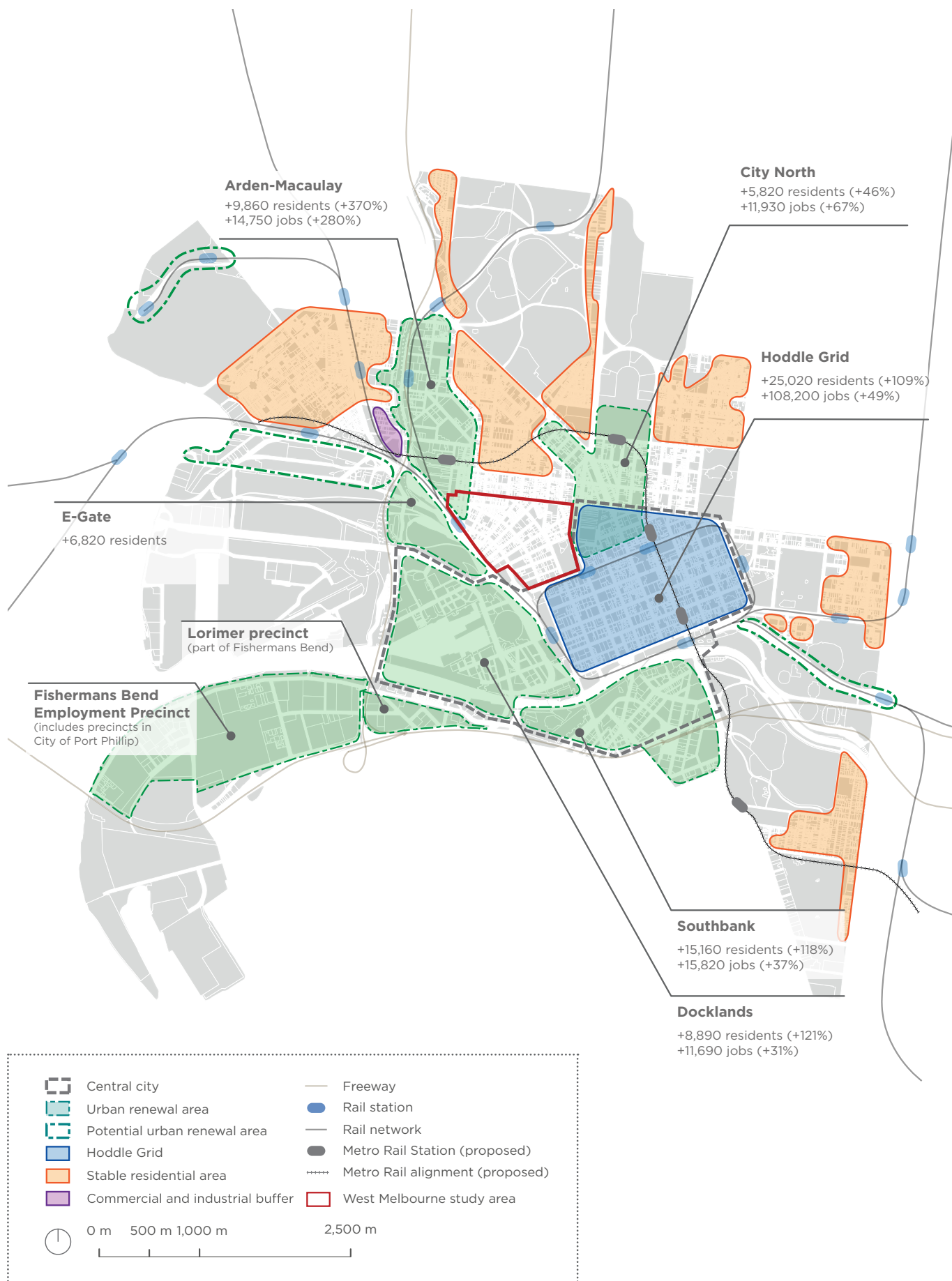
Any growth will also need to consider the area's existing character and heritage. A heritage review is already underway and this work will inform a planning scheme amendment to update heritage controls in West Melbourne. The review is being undertaken early in the project to ensure that it directly informs the structure plan process.

Three principle drivers for the project are:

- The changing context of the study area and the level of growth expected to occur in adjacent neighbourhoods.
- The ineffectiveness of current planning controls in withstanding development pressure in West Melbourne.
- The need to ensure development is supported by appropriate levels of infrastructure.

The five key project objectives are:

- To be directly informed by Phase One Engagement with the community and key stakeholders.
- To establish a shared vision and framework for the future growth, development and character of West Melbourne.
- To ensure that community infrastructure, open space and transport provisions meet the needs of a growing population.
- To help deliver current City of Melbourne strategies and policy objectives which apply in West Melbourne.
- To identify a set of actions to deliver the vision and framework for the growth of West Melbourne, likely to include a planning scheme amendment and capital works proposals.



**Figure 3: Melbourne Planning Scheme Growth Area Framework Plan (Clause 21.04-1)**

## West Melbourne study area

The suburb of West Melbourne is split between its residential area and its industrial area. West Melbourne's residential area is located to the east of the railway tracks and the industrial area is located to the west.

The West Melbourne Structure Plan study area is the residential area of West Melbourne, bounded by La Trobe Street to the south; Adderley Street, Dudley Street and Laurens Street to the west; Victoria Street to the north; and Peel Street and William Street to the east (see Figure 5).

This area accommodates a mix of residential, commercial and industrial uses along with the major regional open space of Flagstaff Gardens and North Melbourne Railway Station - a major interchange station connecting six train lines to the north-west of Melbourne.

The City of Melbourne's Municipal Strategic Statement (MSS), currently describes the combined North and West Melbourne area as follows:

*'North and West Melbourne has a strong residential base as well as commercial and industrial uses. Many of the area's streetscapes and buildings have been recognised for their heritage significance...'*

*'...North and West Melbourne should provide a balance of residential and commercial uses that maintains an emphasis on local community and liveability. There should be a clear distinction in scale from the central city with higher scales of development expected to be located at the central city fringe, around the North Melbourne railway station and along Flemington Road. In all other areas, a lower scale of development should be maintained...'*

The radial street pattern of Rosslyn, Stanley, Roden, and Hawke Streets presents a distinctive urban character for West Melbourne, complemented by the curved alignment of King and Spencer Streets. King and Spencer are both north-south arterial routes and Dudley Street is an east-west arterial route, the resulting through traffic has a significant influence on the study area, particularly on the movement network in West Melbourne.

The lower built form of the area provides a contrast to the high rise central city backdrop visible in the distance, and the adjoining rail yards provide an outlook over Docklands. West Melbourne contains many older industrial and residential buildings, including many heritage protected buildings.



Figure 4: Aerial photograph of West Melbourne Structure Plan study area

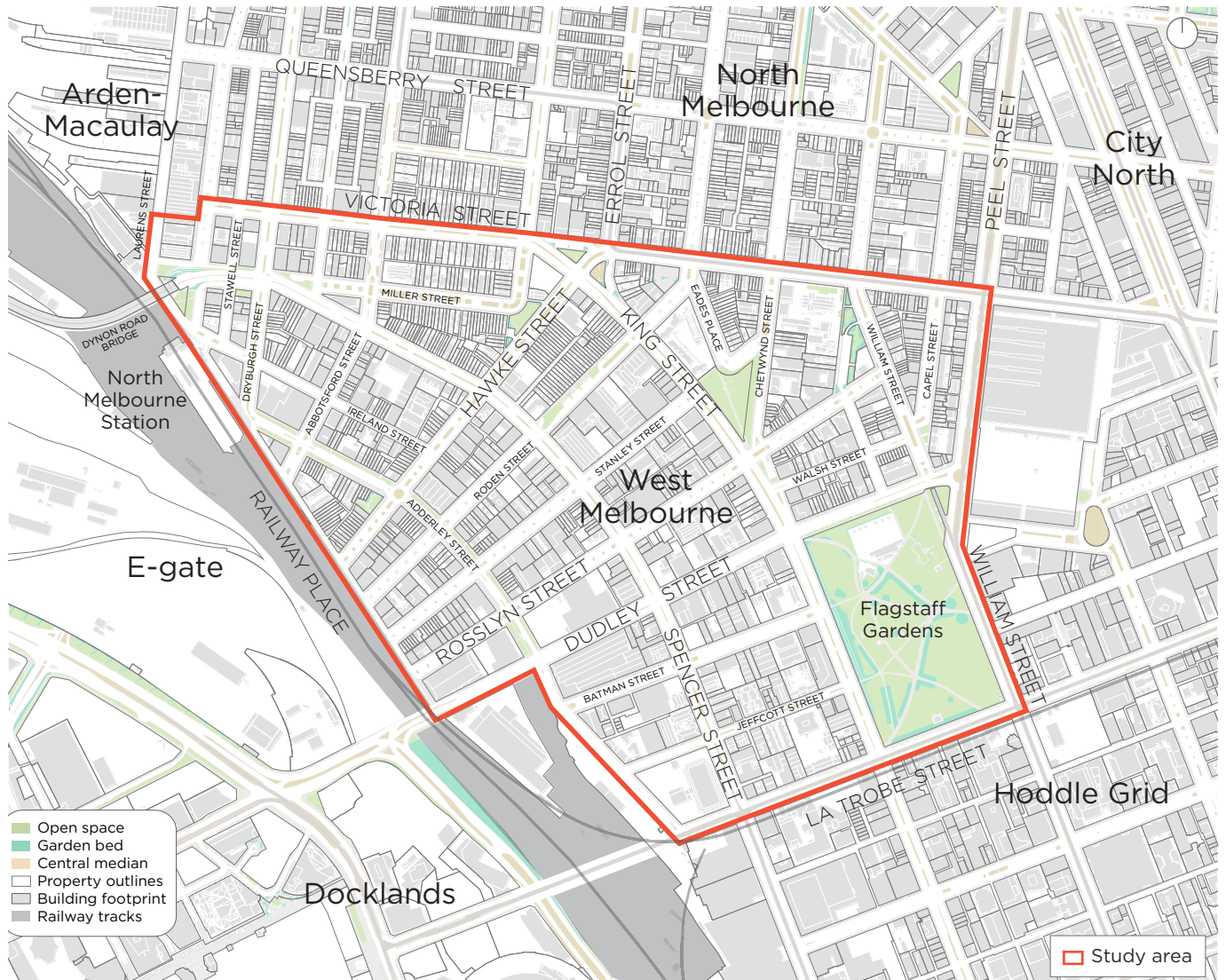


Figure 5: West Melbourne Structure Plan study area

### Plot sizes

The unique and diverse character of West Melbourne strongly reflects its historical past. A distinguishing feature of the area is its diversity of plot sizes ranging from small residential sites to large industrial sites (see Figure 6). Until recent times, the area has not experienced the high levels of development activity normally associated with a location so close to the central city. Recent pressure has seen industrial sites converted to residential use. These larger industrial sites are considered desirable for developers as they afford significant development opportunities.

### Development Activity

In recent years, there has been a significant level of development occurring in West Melbourne (see Figure 7). Many of the approved development applications have exceeded the discretionary height limits set out in the planning controls. The extent of development has caused uncertainty for the community and the development industry regarding what is considered appropriate in the area. This increase in higher density development has subsequent impacts on the population density of the area and the community infrastructure required to support this level of growth.



Figure 6: Plot sizes

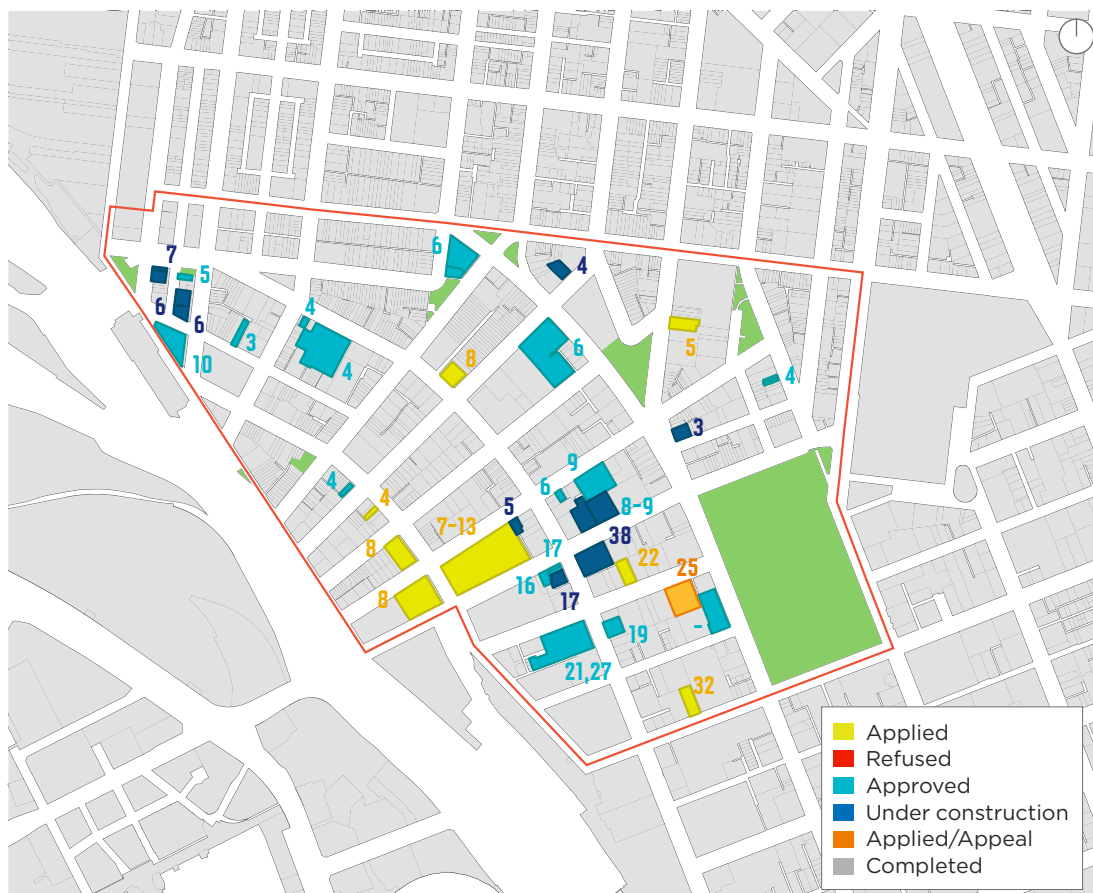


Figure 7: West Melbourne development activity, April 2016

## Who lives and works in West Melbourne?

Around 3800 people live in West Melbourne (according to the ABS 2011 Census of Population and Housing). The average age of people living in West Melbourne is 30 which is slightly older than the Melbourne municipality average age of 28.

More than one third (37 per cent) of West Melbourne's residents were born overseas with 30 per cent speaking a language other than English at home.

The median personal income was \$798 compared to \$711 for the municipality, with West Melbourne scoring higher than the overall municipality on the SEIFA Index (Socio-Economic Index for Areas), suggesting minimal evidence of social disadvantage in the area. West Melbourne's most common household (46 per cent) type was a family household (two or more persons, one of whom is at least 15 years of age, who are related by blood, marriage, de facto, adoption, step or fostering), with lone person households accounting for less than a quarter (23 per cent) and group households comprising 17 per cent.

In terms of transport, just under two thirds (62 per cent) of people who work in West Melbourne drive a car to get to work, about one third (28 per cent) catch public transport, 2 per cent walk and 2 per cent cycle (see Figure 8).

Over the past decade there has been a rapid transition taking place in West Melbourne towards higher density residential uses (City of Melbourne Census of Land Use and Employment (CLUE) 2014). Since 2004, dwelling numbers have almost doubled from 1251 to 2374 and three quarters of these dwellings are residential apartments. About 2800 residential dwellings are either under construction, approved or awaiting planning approval.

Coinciding with this residential growth in West Melbourne has been the transition of commercial and industrial spaces into residential dwellings. Consequently, there has been a reduction of employment from 7112 jobs to 5667, a decline of 20 per cent since 2004. According to CLUE, many relocating business which were in West Melbourne have moved to other parts of the municipality, such as Docklands or the central city.



## WEST MELBOURNE

### AREA SNAPSHOT

**3744**

West Melbourne residents  
(ABS, 2011)

**5667**

Jobs in West Melbourne  
(CLUE, 2014)

**2374**

Residential dwellings  
(CLUE, 2014)

**30**

Median age  
(ABS, 2011)

**7112**

Jobs in West Melbourne in 2004 (CLUE, 2014)

**74%**

Of dwellings are apartments  
(CLUE, 2014)

**37%**

Born overseas  
(ABS, 2011)

**-20%**

Decline in employment since 2004  
(CLUE, 2014)

**+90%**

Increase in residential dwellings since 2004  
(CLUE, 2014)

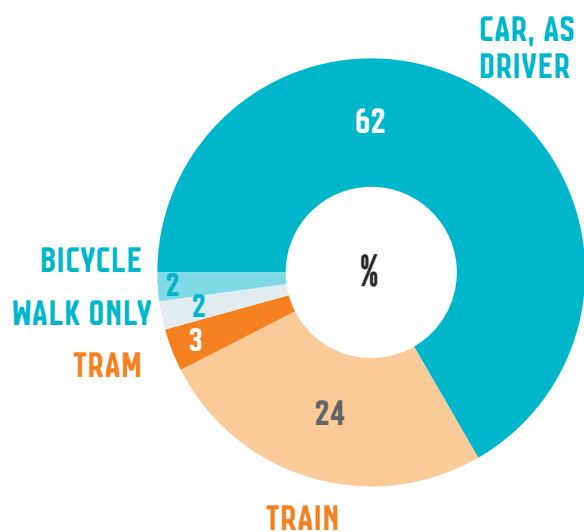


Figure 8: Method of transport of workers to West Melbourne Source: Australian Bureau of Statistics (ABS), 2011

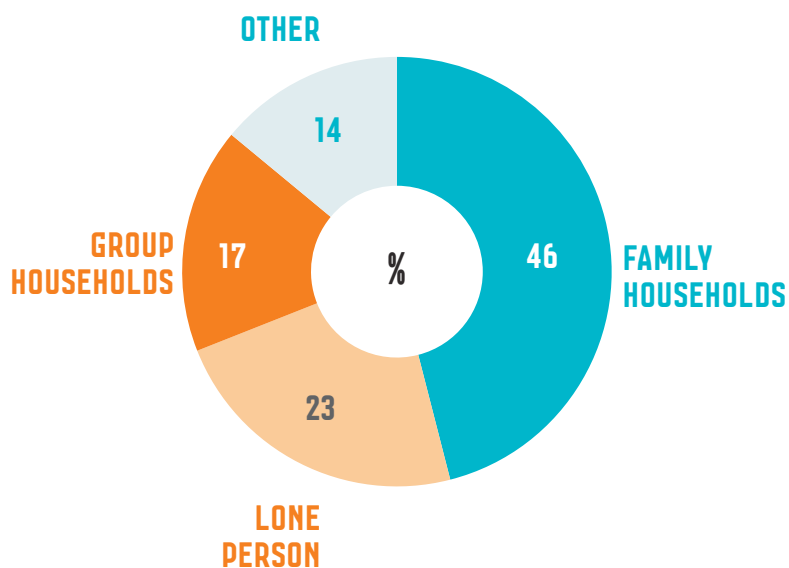


Figure 9: Household Types in West Melbourne Source: Australian Bureau of Statistics (ABS), 2011



Photograph from the walking tour held in Workshop One

# **PART TWO**

## **COMMUNITY ENGAGEMENT FINDINGS**

**In this part you will find:**

- **The approach to the first phase of community engagement**
- **A summary of what we heard at the workshops**
- **A summary of what we heard online**

## What is the first phase of engagement?

The City of Melbourne is adopting a new, three phased community engagement approach for the West Melbourne Structure Plan as outlined below. Phase One of the approach aims to provide an opportunity for the community to directly inform the draft structure plan's scope before it is drafted. The goals and objectives of Phase One were as follows:

### Goals

- Obtain a range of viewpoints about what is and isn't desirable in the context of growth in West Melbourne and how that should be represented within the draft structure plan.
- Discuss the drivers of growth and change in West Melbourne with the community.

### Objectives

- Provide sufficient background information to build on the existing understanding of the area.
- Be open to all issues and opportunities raised and consider them when refining the scope of the draft structure plan.
- Provide diverse opportunities and ongoing dialogue with the community to establish a shared vision for the future growth of West Melbourne in the context of an expanding central city.
- Identify potential avenues and techniques to engage with different stakeholder groups.
- Engage early with high interest and high impact stakeholders to encourage their participation throughout the process.
- Deliver a staged, targeted engagement program that seeks to bring the community along for the planning process.

### This report

Phase One of community engagement ran from 27 March to 15 June 2015 and included opportunities for the community to engage face-to-face and online. These opportunities included:

- Two Saturday afternoon workshops attended by over 130 people.
- Participate Melbourne website, with over 80 comments on the interactive map, over 50 'Visions' shared and over 35 feedback forms submitted.
- Two drop-in information sessions attended by around 25 people.
- 'Spreading the word' via post cards, mail outs, social media and corporate advertisements.

## PHASE ONE

### Initial phase of community engagement

Phase One of the community engagement approach is to provide an opportunity for the community to directly inform the scope and context of the structure plan before any proposals or ideas are developed.

## PHASE TWO

### Test and review workshops on emerging proposals

Phase Two of the engagement approach will provide an opportunity for the community and other stakeholders to help test and review emerging ideas and proposals to help inform a draft structure plan.

## PHASE THREE

### Community engagement on the draft structure plan

Phase Three of the engagement approach will provide an opportunity for the community and other stakeholders to comment on the draft prior to the structure plan being finalised.

## What happened in the workshops?

Workshop invitations were sent widely, (via letter and postcards) and the two community workshop sessions were well attended by residents, resident groups, property owners, developers, business operators and other stakeholders.

Both workshops were run by an external facilitator. Participants were encouraged to attend both the workshops as the second was designed to follow the first. However participants could still contribute meaningfully if only able to attend one workshop. Figure 10 is a summary of Participants' evaluations of the workshops.

The comments captured during the engagement show the diversity of opinions held by participants. The detailed summary reports of each workshop are available online through Participate Melbourne.



Figure 10: Participants' evaluation of Workshop One and Workshop Two

## Workshop One

**Saturday 18 April, 1.30pm to 4pm**

The purpose of the workshop was to provide an opportunity to share what the community likes about West Melbourne and identify concerns they might have for the area. The workshop consisted of four parts:

### 1. Introduction and context

How the City of Melbourne goes about the structure planning process, the role of the first phase of engagement and what the City of Melbourne will deliver.

### 2. Comments from the floor

Enabling individual 'top of mind' comments or questions about West Melbourne, the process, or any other related issues.

### 3. Walking tours

These tours occurred around Batman Street and Flagstaff Gardens, led by City of Melbourne officers to provide a real physical and visual context to describe how a structure plan provides direction and regulation on how an area evolves and to discuss current policies and developments. The tours also allowed for informal interactions and dialogue in small groups and between individuals. Participants were given a workbook to record comments, thoughts or questions during the walk, to bring back for group discussion.

### 4. Group discussion

These discussions considered the following questions:

- What does it mean to live in West Melbourne?
- How could future change in West Melbourne impact your local community?
- How could future change in West Melbourne strengthen your local community?

The answers to these questions are discussed adjacent and on the following pages.

## What does it mean to live in West Melbourne?

We wanted to find out what it meant to the community to live in West Melbourne. The answers to this question were diverse but there were a number of consistent themes that emerged, as highlighted in the adjacent word cloud (see Figure 11).

### Sense of community

The genuine sense of community in West Melbourne was highlighted in comments about its vibrant neighbourhood, friendly people, meeting places, diversity of facilities, demographic mix and cultural diversity. These comments suggested that participants felt accepted, engaged, and safe in the West Melbourne community.

### Proximity to city

Many participants identified that the liveability of West Melbourne is supported by its proximity to the central city.

West Melbourne is also valued for its central location relative to:

- North Melbourne, particularly the residential and retail areas around Errol and Victoria Streets.
- The central city and its amenities and workplaces.
- Public transport, trams and trains, medical facilities and universities.
- The Flagstaff Gardens and the Queen Victoria Market.

### Village character

Participants referred to the 'village' urban character of the area, with the areas' historical value and considerable proportion of preserved buildings. The wide roads, low-rise scale of development and heritage streetscapes are valued attributes of the area.

The sense is of feeling part of a major city, enjoying the 'busyness' of the place, but without being right in the heart of it.

### 'Village in the city'

**'It's home, it's a unique dynamic village that is on the verge of dramatic change'**

**'Easy access to city, work, park, restaurants, Docklands, public transport, arts - everything is close by and accessible.'**

**'Safe and a community. My home for a very long time.'**



Figure 11: A word cloud of the answers to the question: What does it mean to live in West Melbourne?

## How could future change in West Melbourne impact your local community?

There were 76 comments in total in response to this question. The main concerns were that future change in West Melbourne could impact the local community in the following ways:

- By reducing access to **parking** and increasing **traffic**.
- By discluding the community from the **planning process** and failing to control development.
- By negatively influencing **community** connection.
- By allowing excessive **building heights** that negatively impact the neighbourhood.
- By impacting **amenity**, reducing access to sunlight and increasing noise pollution.
- By overloading existing community **infrastructure**, in particular **schools**.
- By demolishing and altering **heritage** buildings.
- By decreasing the diversity of **land uses** in the area and reducing local employment.
- By generating unsustainable **population** growth.

Some of these concerns were raised more frequently than others (see Figure 12). The most regularly mentioned themes were parking and traffic, planning process and community.

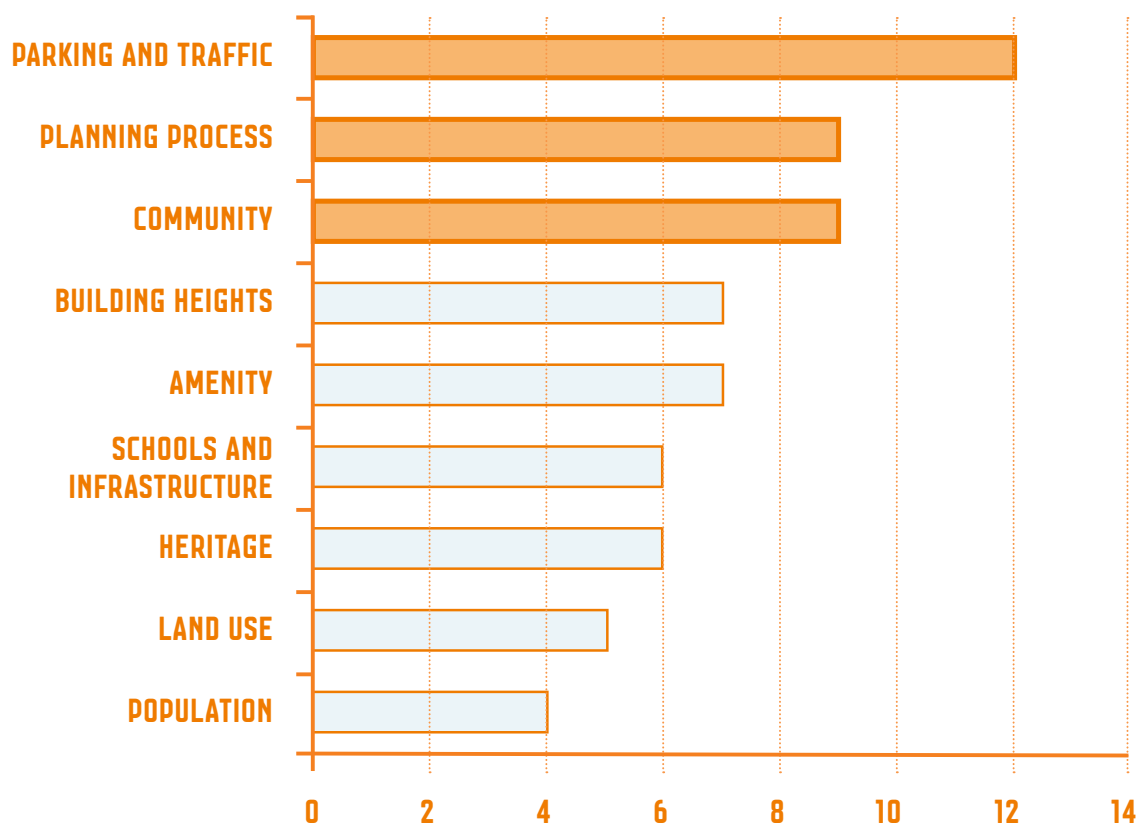


Figure 12: Number of comments relating to particular themes in response to the question: How could future change in West Melbourne impact your local community?

## How could future change in West Melbourne strengthen your community?

There were 68 comments in total in response to this question, with many ideas about how the community might benefit from change. The main strengths raised were that future change could strengthen the local community in the following ways:

- By encouraging mixed use and increasing access to community **infrastructure** and **schools**.
- By improving public **transport** and prioritising bikes and pedestrians.
- By increasing the amount of **open space**, dog parks and places to play sport.
- By creating a stronger and more inclusive **community**.
- By increasing the diversity of **land uses** in the area and providing local employment.
- By enhancing **attractions** like the Queen Victoria Market and Flagstaff Gardens.
- By making the area more **sustainable**, through greening and encouraging solar development.
- By producing certainty in **planning process** and benefiting from developer contributions.
- By placing greater restrictions on **parking** and through **traffic**.

Some of these strengths were raised more frequently than others (see Figure 13). The most regularly mentioned themes were, schools and infrastructure, public and active transport and open space.

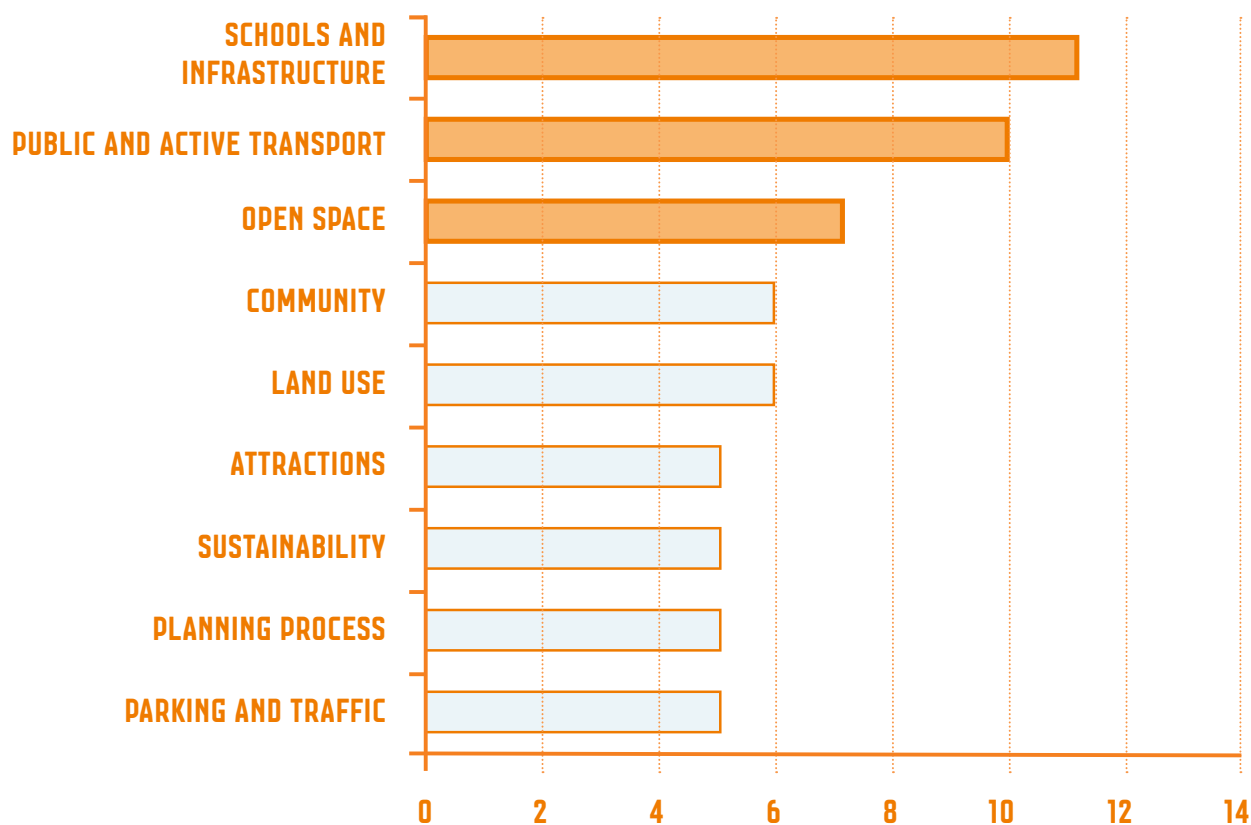


Figure 13: Number of comments relating to particular themes in response to the question: How could future change in West Melbourne strengthen your local community?

## Workshop Two

**Saturday 9 May, 1.30pm to 4pm**

The purpose of the second workshop was to provide an opportunity for members of the community to share their vision for West Melbourne's future and its priorities for the area. Participants were given a workbook which included:

- The project timeline.
- The small area profile report derived from The City of Melbourne's 2013 CLUE data.
- A note page for observations or comments.

The workshop consisted of four parts:

### 1. Reflections

A reflection on Workshop One via comments from the floor. A significant number of the attendees at the second workshop had also attended the first one.

### 2. West Melbourne profile

A presentation on the small area profile report for West Melbourne.

### 3. Small group discussions

Identification of people's priorities for the structure plan, using prompt cards to complete the sentence: 'A priority for me is ...'.

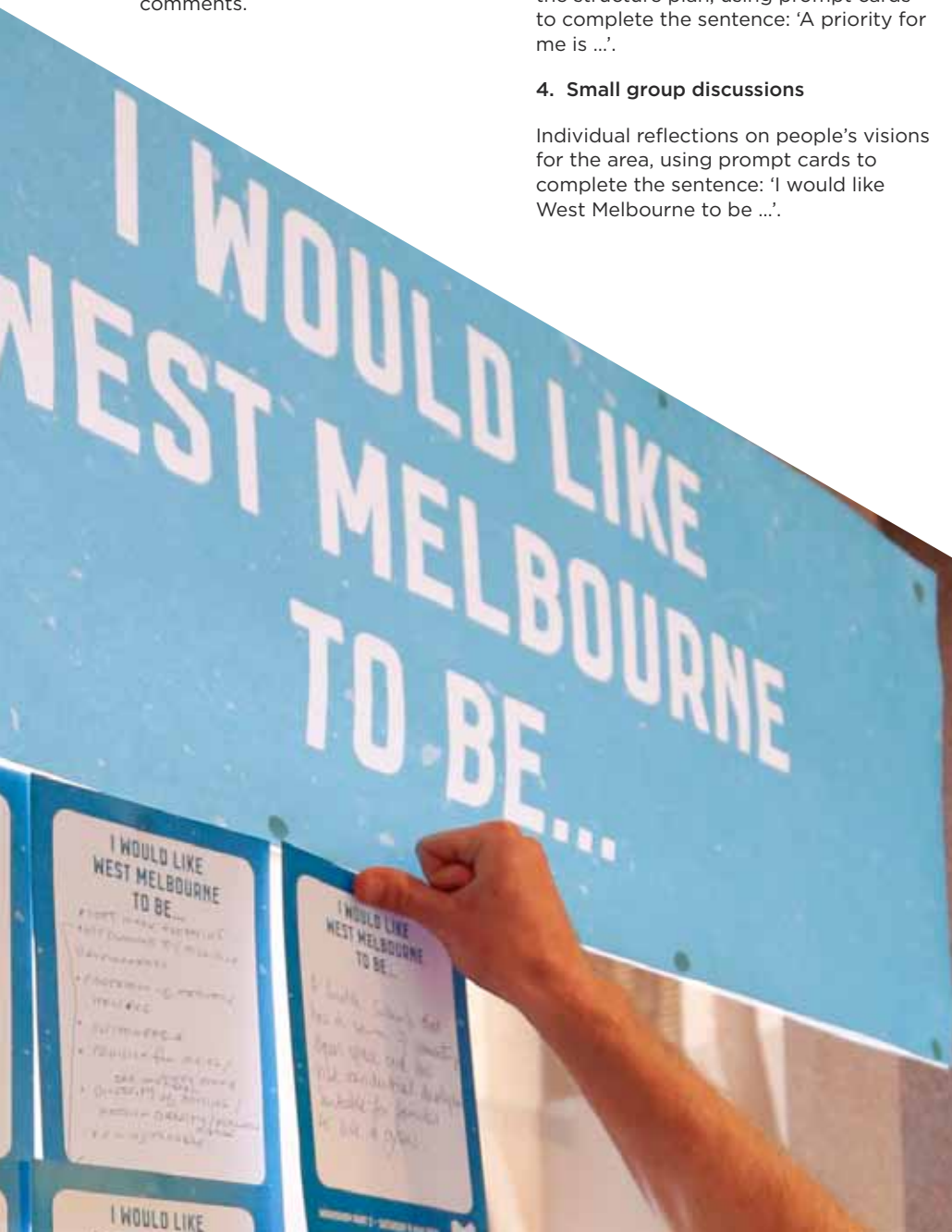
### 4. Small group discussions

Individual reflections on people's visions for the area, using prompt cards to complete the sentence: 'I would like West Melbourne to be ...'.

## What are your priorities for the West Melbourne structure plan?

The second workshop focused on establishing the community's priorities for West Melbourne. Participants worked together in small groups and reflected on current demographic data and on the outcomes of the first workshop to identify their priorities for the structure plan and their vision for West Melbourne. The small groups came up with over 150 priorities which were clustered into 15 categories at the workshop.

As shown in Figure 14 most of the priorities were grouped into the themes of 'built form', 'planning process' and 'open space'. On the following pages, the three main themes are discussed in detail while the other priorities are briefly summarised.



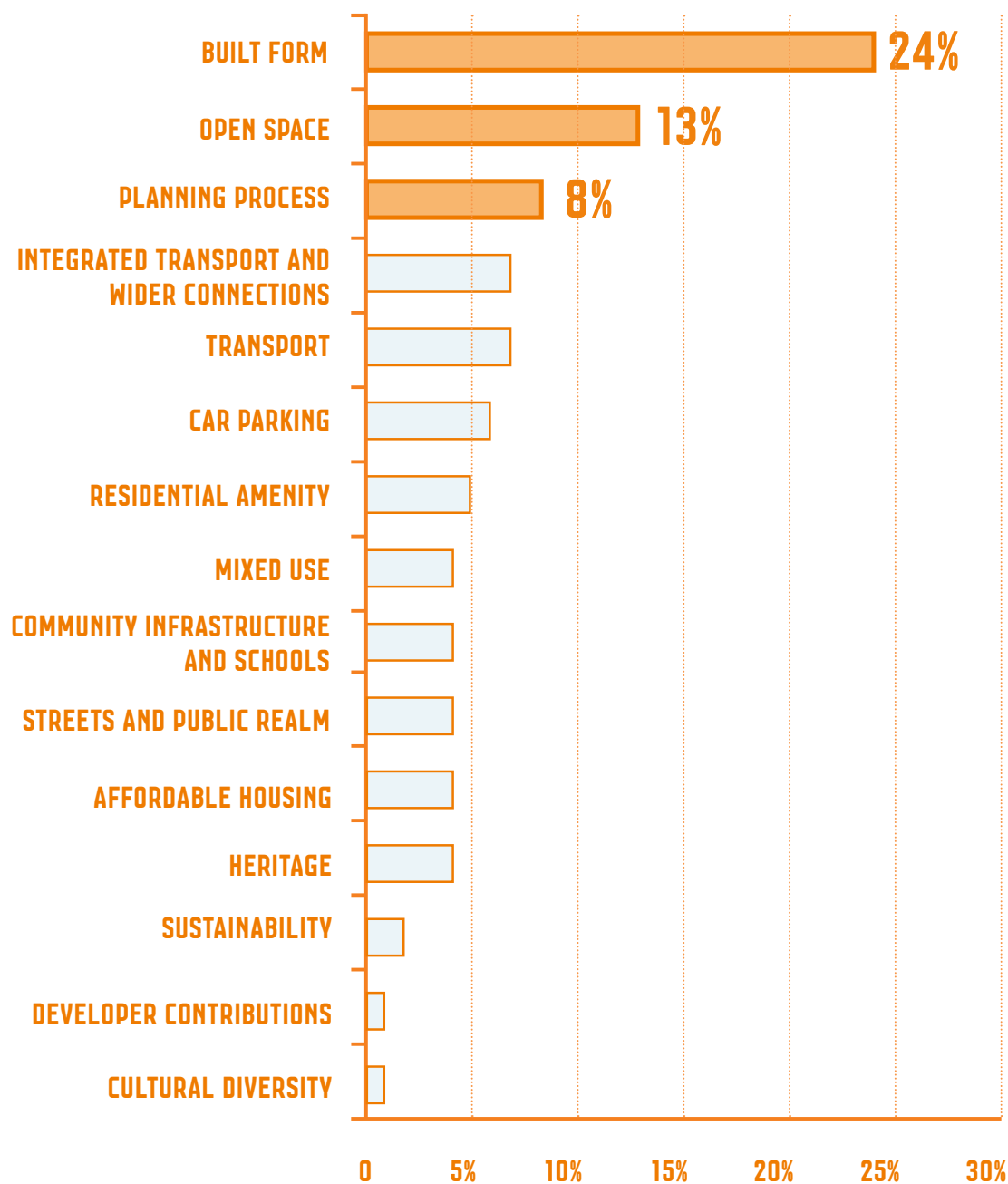


Figure 14: Key themes of the participants' priorities for the West Melbourne Structure Plan



## A priority for me is...

### Built form

Built form emerged as the key priority theme for the structure plan, with nearly a quarter of comments included in this category.

Many participants were concerned about building heights and maintaining the low-rise character in West Melbourne, particularly in the area north of Dudley Street.

A priority for some participants was to ensure that high-rise development is confined to the area south of Dudley Street.

Certainty in height limits is another key priority for participants. Many participants commented that mandatory height controls should apply in West Melbourne and suggested that this level of certainty is beneficial for residents and developers alike.

Protecting and enhancing existing heritage and neighbourhood character emerged as another key priority. Some participants would like to ensure that the scale of new buildings is respectful to existing buildings and streetscapes.

Participants also want the structure plan to ensure new apartments are of high quality design with good standards of internal amenity including larger rooms with ample natural light.

### Open space

Many participants identified the provision of more, improved and varied green open spaces as a priority for the West Melbourne Structure Plan.

Greener streetscapes with more street trees and other planting throughout the area is desired. Participants would like to have more tree-lined streetscapes in West Melbourne, with water sensitive urban design being employed as widely as possible.

A number of participants specified the desire for an off-lead dog park and some small pocket parks to be located in West Melbourne.

Some participants mentioned the desire for developers to subsidise or offset developments with open space for the community.

### Planning process

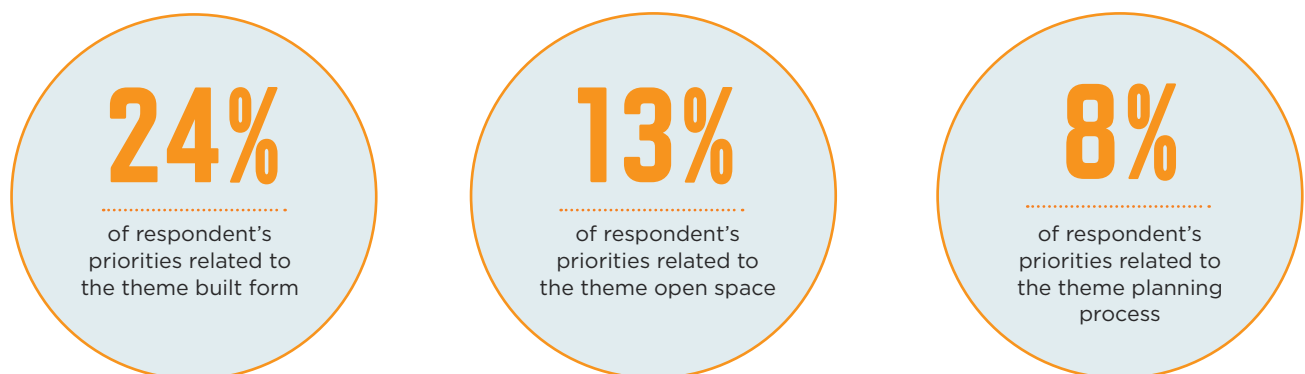
Participants expressed a desire for more robust planning provisions and more certainty and transparency in the planning process.

Residents want to be able to have genuine input into planning decisions and for the planning processes to be democratic.

Some participants indicated that the West Melbourne Structure Plan should be a 'positioning statement' informed by the local community and facilitated by the City of Melbourne.

A number of participants noted that the future planning provisions for West Melbourne should be carefully written, more specific and do better at protecting heritage. Participants also want the structure plan to be more than just a land use zoning plan and to define building heights, open spaces, recreational spaces and precincts.

Participants also expressed a desire for the structure plan to draw from success stories locally, nationally and overseas to ensure West Melbourne is a world leader in providing sustainable infrastructure to support a diverse and growing population.



**Figure 15: The main three themes that emerged from participant's response to the question: What are your priorities for the West Melbourne Structure Plan?**



Looking south-west along Spencer Street, West Melbourne

## Other priorities

Almost half of the priorities listed in Workshop Two related to the top three themes: built form, open space and planning process. However, the remaining 12 themes contained many other important priorities. Often the comments made were consistent, suggesting that the community shares a relatively similar vision for the future of West Melbourne. The following is a summary of the remaining priorities.

### Integrated transport and wider connections

- Improve the connections between West Melbourne and surrounding areas, Docklands, E-Gate and the central city.
- Provide sufficient infrastructure to support the growing population - schools, childcare facilities and public transport in particular.
- Prepare for the impact of development in North Melbourne and E-Gate and consider integrating E-Gate development with West Melbourne.

### Transport

- Increase bicycle infrastructure including more bike paths, bike parking and hire bikes.
- Improve public transport, extend the tramline along Spencer Street and strengthen east-west tram connections.
- Prioritise walking and increase the number of pedestrian crossings.
- Reduce traffic and the noise generated by traffic.
- Reduce speed limits in residential streets, particularly Hawke Street.

### Car parking

- Complete a parking utilisation study of the area, Increase permit parking and parking restrictions.
- Remove parking that imposes traffic, particularly at points on Hawke Street.
- Ensure developments provide off-street parking as on-street parking is reaching capacity.

### Residential amenity

- Improve internal amenity of apartments through minimum apartment sizes, minimum ceiling heights, access to natural light and access to outdoor spaces.

### Mixed use

- Ensure developments include community spaces and provide a range of apartment sizes with different numbers of bedrooms provided.
- Increase the amount of commercial space included in developments and support small business and residential retail.
- Create a retail district around North Melbourne Station.
- Differentiate between the developed residential area south of Dudley Street and the mixed use area to the north of Dudley Street.

### Community infrastructure and schools

- Provide adequate community infrastructure to support the growing population, particularly services that support families.
- Assess need for childcare, primary schools and secondary schools, private education is not accessible to everyone.

### Streets and public realm

- Improve lighting and security, particularly at underpasses.
- Make the streets greener.

### Affordable housing

- Residential developments should include 20 per cent affordable housing.
- Encourage student housing and alternative housing models that are sustainable and support community inclusion.
- Consider the need for affordable housing for long term residents whose income is likely to reduce later in life.

### Heritage

- Maintain low rise and heritage character of the area, Victorian and Edwardian streetscapes should be preserved.
- Buildings that reflect the history of West Melbourne need to be retained, including industrial buildings.
- Ensure new developments are similar in scale to adjacent heritage buildings and improve and enhance the historical and cultural value of the area.

### Sustainability

- Developments should be made of high quality sustainable materials.
- Promote recycling and introduce water capture infrastructure.

### Developer contributions

- Developers should contribute to the provision of infrastructure in the area.

### Cultural diversity

- Equal access to opportunities for all community members.

### **I would like West Melbourne to be...**

Participants produced 41 vision statements about what they want West Melbourne to be like in the future. The vision statements represented diverse and sometimes unique perspectives. The vision statements are represented by a word cloud (see Figure 16).

As was the case in Workshop One, participants believed that community was an important aspect of West Melbourne. They expressed a desire to see the existing community retained and strengthened in the future of the area and for it to be 'vibrant', 'diverse', 'safe' and 'integrated'. Participants wanted West Melbourne to be a pleasant, harmonious and attractive place to live, work and raise children.

Participants also wanted to see the scale of buildings in West Melbourne to contrast with the high-rise buildings in the central city, with many specifying that buildings in West Melbourne should be low-rise. Vision statements included the desire for heritage buildings to be retained and protected and also for new buildings to be of high quality design. Participants also expressed the desire for West Melbourne to be a much greener place with more trees, vegetation, parks, and general greenery.

**'An integrated community with low rise development which has not been overrun by city height and density.'**

**'The best example of urban renewal and industrial regeneration in the country. A brave, bold, progressive suburban village that takes Melbourne's famous liveability to a new level.'**

**'To continue to be a mixed use area and mixed social community. A sustainable developed area - we can set the bar for intelligent development. Well supported by infrastructure, a natural extension to the CBD.'**

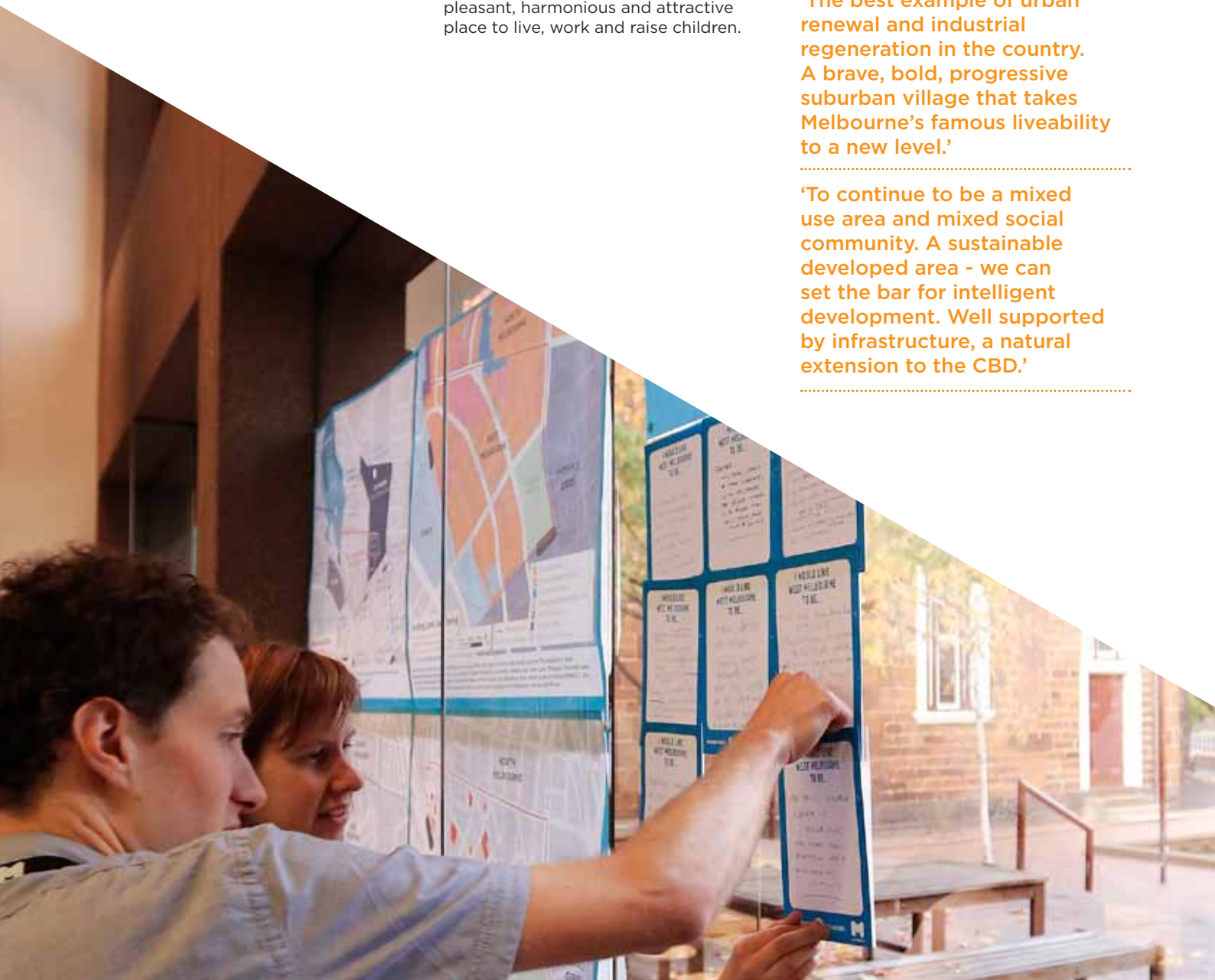




Figure 16: A word cloud of the individual vision statements in Workshop Two - I would like West Melbourne to be...

## What happened online?

The community was invited to provide comments via the West Melbourne Structure Plan page on the City of Melbourne's online community engagement portal, Participate Melbourne. A series of responses to frequently asked questions were also provided on the website (updated during the course of the engagement) to clarify the roles of the City of Melbourne and to provide further information about how West Melbourne will be integrated with surrounding areas.

The page contained several different components:

- A feedback form, asking people to respond to the question: 'What are your priorities for West Melbourne?'
- An interactive map asking people to respond to the question: 'What do you like about West Melbourne and what are your concerns for the area?'
- A 'visions wall' where people could type, on blue post-it style notes, their response to the question: 'What is your vision is for West Melbourne's future?'
- The project timeline.
- Background resources and supporting data provided through the document library.

The overall statistics from the Participate Melbourne engagement are shown in Figure 17.

## What are your priorities for West Melbourne?

A total of 36 feedback forms were submitted online via the Participate site.

As can be seen in Figure 18, the highest four priorities raised in these submissions related to the key themes of:

1. Open space.
2. Bicycle infrastructure.
3. Built form.
4. Trees and greenery.



Figure 17: Statistics from the West Melbourne Structure Plan Participate Melbourne website

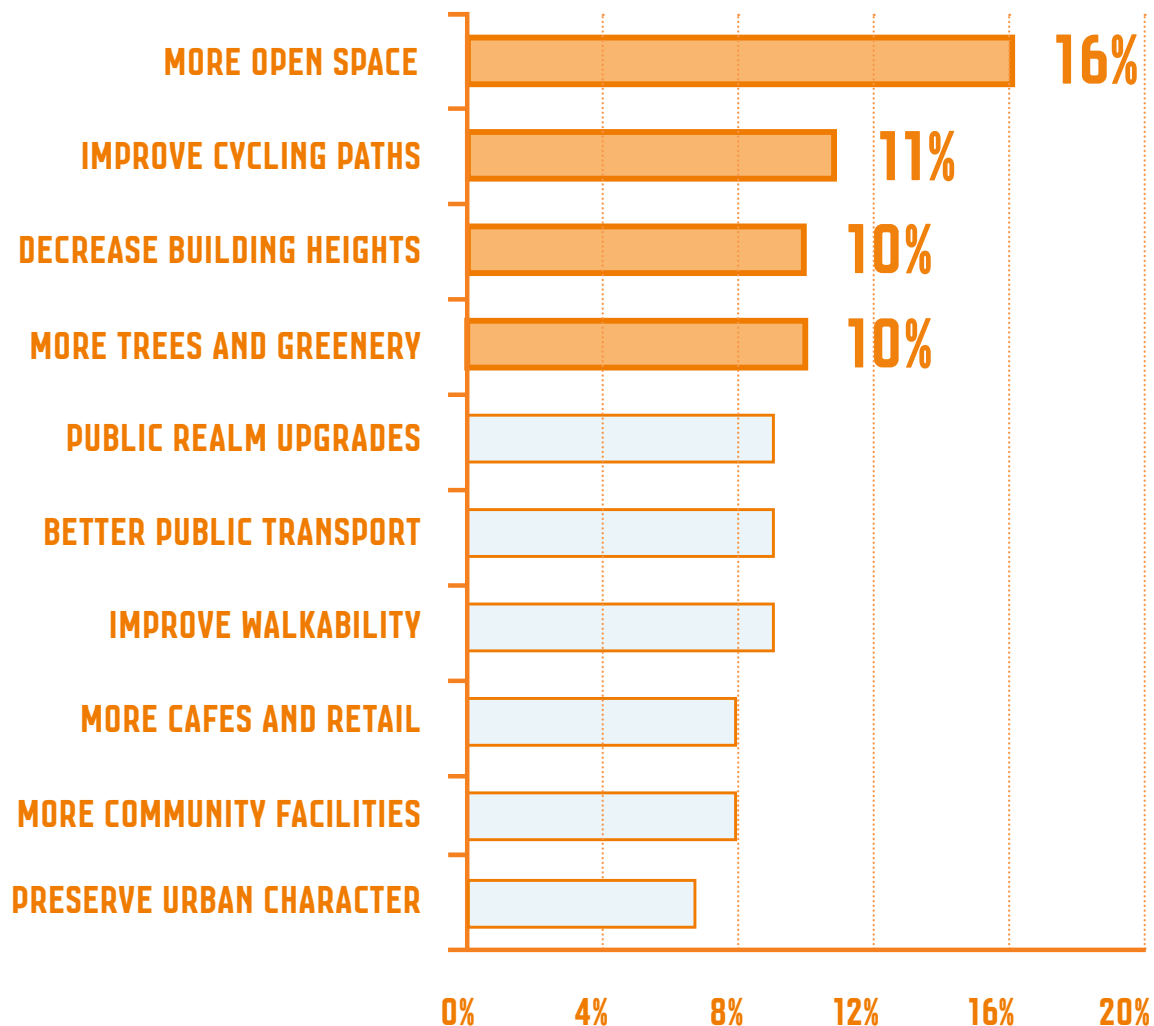


Figure 18: Key themes of the participants' priorities for the West Melbourne Structure Plan on Participate Melbourne.

## What do you like about West Melbourne and what are your concerns for the area?

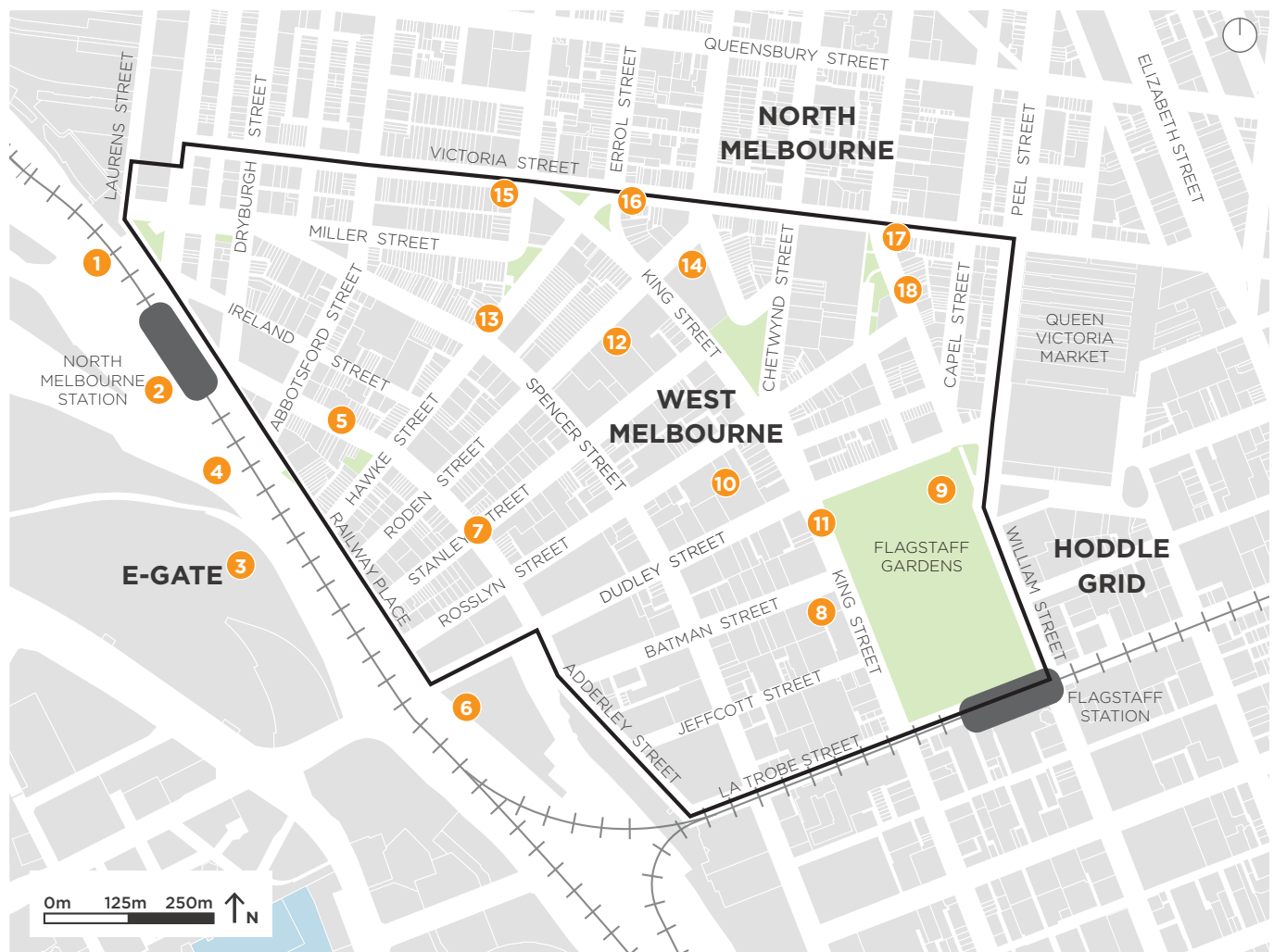
The Participate Melbourne website allowed people to pin their comments to a map of West Melbourne. A total of 80 comments were made.

Some of these comments specified likes and concerns for West Melbourne however most were suggestions for possible improvements to the area.

A selection of the comments related to specific streets and places. These have been mapped below (see Figure 19) to create a visual representation of some of the ideas shared by the public.

Three main themes emerged from the comments posted on the map:

1. About one quarter of the comments related to the desire for improved public transport and improved walking and cycling paths.
2. About one fifth of the comments related to suggestions for development at appropriate building heights in certain areas of West Melbourne.
3. About one fifth of the comments on the map related to the desire for more open space and parks and greener streets.



**Figure 19: Comments relating to a specific place in West Melbourne that were pinned to the online Participate Melbourne map**

25%

Improve public transport and walking/cycling paths

20%

Appropriate development with mostly low building heights

19%

More open space/parks and greener streets

- 1 'Reinstate pedestrian footbridge towards Moonee Ponds trail and improve pedestrian access to Docklands, creating urban green corridor.'
- 2 'Train station renamed to West Melbourne Train Station, tram connection, bike paths, access to Docklands, bike parking.'
- 3 'Think outside the box, move trains underground and make a park'
- 4 'Access to Docklands by pedestrians is difficult and unfriendly. Better integration could be achieved.'
- 5 'Larger park needed in this area. This one is appreciated, but grossly inadequate.'
- 6 'This is a horrible intersection for pedestrians, please improve.'
- 7 'Adderley St is an important bike route between North Melbourne Station/ Abbotsford St and La Trobe St. Please improve these bike lanes.'
- 8 'Ask Vic roads to install a Pedestrian crossing for better access to the park especially now a school is planned for this location.'
- 9 'I love walking in Flagstaff Gardens. It is a great asset for nearby residents and should be looked after.'
- 10 'Avoid any extension of the CBD into West Melbourne. Discourage all large scale development, especially beyond Dudley Street.'
- 11 'Need bike lanes along King Street. Scary riding with angry traffic during peak times. King St is main access road to both CBD/ North Melbourne.'
- 12 'Rezoned warehouses would be perfect for establishing a housing co-operative to help meet the City of Melbourne's affordable housing targets.'
- 13 'Opportunity to convert Spencer Street into an attractive boulevard from the west with tree planting, improved median strips footpathing, etc'
- 14 'Eades Place. Remove free 4hr parking to stop city workers parking and moving cars all day. Add speed humps and trees. Crisis centre also an issue.'
- 15 'Perfect place for a park, open space, playground, tennis courts etc. Worst location for an apartment block due to noise and traffic.'
- 16 'Terrible intersection for bikes and pedestrians entering Errol Street'
- 17 'Allison Lane from Victoria to San Marco could be greened as a walkway without negatively affecting amenity.'
- 18 'Graffiti mural laneways like Degraves Street.'

## What is your vision for West Melbourne's future?

We also asked the community on Participate Melbourne what they would like West Melbourne to be in the future. A total of 54 vision statements were posted on the 'vision wall'. As shown in the word cloud in Figure 20, the vision statements included a great variety of suggestions. Again, 'community' was frequently a key part of participants' vision, with many wanting the community feel of West Melbourne to be enhanced in the future.

Vision statements also expressed the desire for West Melbourne to be better connected to Docklands, particularly via a pedestrian link from North Melbourne Station. Many also stated that they did not want West Melbourne to become like the Docklands area, but rather wanted it to be developed carefully and comprehensively planned.

There was a desire for low-rise buildings and some included a vision for quality high-rise buildings, but only in appropriate areas of West Melbourne.

**'Quality high rise buildings up to Station with great facilities to extend city & encourage people to live and stay on this side of the city'**

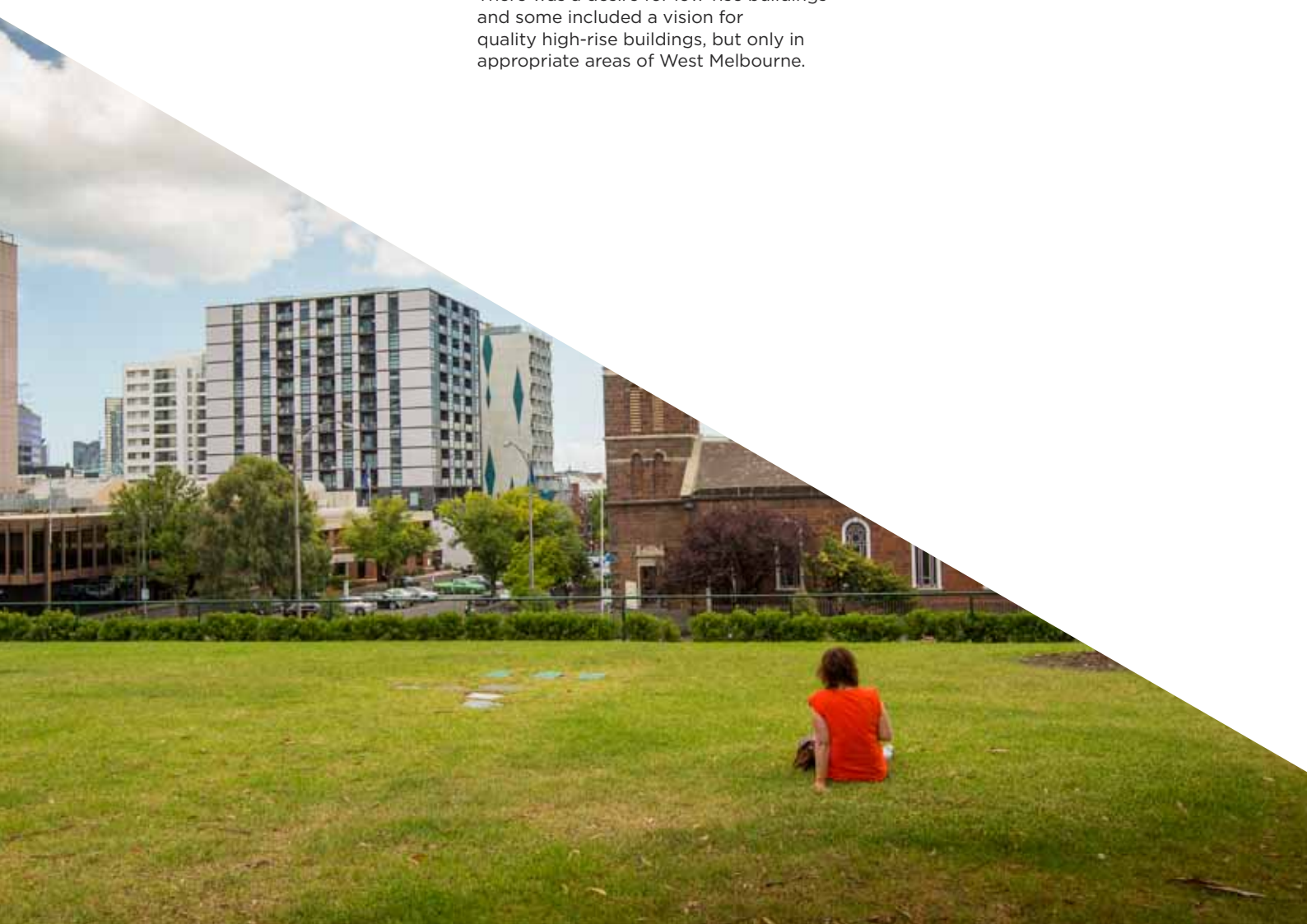
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**'Avoid any extension of CBD into West Melbourne. Discourage all large scale development, especially beyond Dudley St.'**

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**'Keep the industry here. A well rounded city has more than just retail and hospitality as part of its economic engine.'**

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## Next Steps

All of the feedback from the Phase One community engagement will be used to inform Phase Two of the community engagement - 'Test and Review' (see Figure 21).

Phase Two of the engagement approach will provide an opportunity for the community and other stakeholders to help test and review the emerging ideas and proposals for the draft structure plan. This phase will involve community workshops that will be similar to those held during Phase One. These are expected to be held in mid 2016.

Participants of Phase One community engagement will be notified about Phase Two and relevant information will be posted to the Participate Melbourne page:

[participate.melbourne.vic.gov.au/westmelbourne](http://participate.melbourne.vic.gov.au/westmelbourne)



Figure 21: West Melbourne Structure Plan project timeline



## How to contact us

**Online:** [melbourne.vic.gov.au](http://melbourne.vic.gov.au)

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03 9280 0718	Ελληνικά
03 9280 0719	Bahasa Indonesia
03 9280 0720	Italiano
03 9280 0721	國語
03 9280 0722	Soomaali
03 9280 0723	Español
03 9280 0724	Türkçe
03 9280 0725	Việt Ngữ
03 9280 0726	All other languages

**National Relay Service:** If you are deaf, hearing impaired or speech-impaired, call us via the National Relay Service: Teletypewriter (TTY) users phone 1300 555 727 then ask for 03 9658 9658  
9am to 5pm, Monday to Friday  
(Public holidays excluded)

