

FISHERMANS BEND

VISION

The next chapter in
Melbourne's growth story

September 2016





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THE VISION

“A thriving place that is a leading example for environmental sustainability, liveability, connectivity, diversity and innovation.”

THE NEXT CHAPTER IN MELBOURNE'S GROWTH STORY

- > Fishermans Bend is an unparalleled renewal opportunity at the heart of Melbourne. An area more than twice the size of the current CBD, Fishermans Bend is the next chapter in Melbourne's growth story.
- > A benchmark for sustainable and resilient urban transformation, Fishermans Bend is planned to be Australia's largest urban renewal Green Star – Community.
- > Melbourne is Australia's fastest growing city and is set to become Australia's biggest. Fishermans Bend will support this growth – providing 60,000 jobs and a range of well-serviced, higher density housing options for 80,000 people.
- > Fishermans Bend will play a vital role in securing new high value jobs for Victoria, building on its legacy of world-leading technology and innovation.
- > New and improved connections will link Fishermans Bend to the CBD and Melbourne's transport network, and leverage its strategic location between Port Phillip Bay, the Yarra River and the CBD. It will boast unprecedented levels of walking, cycling and public transport connectivity that will set a new benchmark for Melbourne.
- > Heritage and culture will be celebrated and are integral to generating a collection of diverse, mixed use places. Fishermans Bend will provide high quality open space, community services, schools, medical facilities, as well as retail, cultural and entertainment options to build on Melbourne's acclaimed liveability.

Disclaimer

City of Port Phillip and City of Melbourne council officers have provided guidance and advice during the preparation of this *Vision* document. This document does not necessarily reflect the views of the Councils.

Concepts, strategies and ideas build on the *Fishermans Bend Urban Renewal Area Draft Vision 2013* and consultation on the *Recast Vision*. The content of this document requires refinement and further assessment of options and feasibility.

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Cover Image courtesy of Lensaloft Aerial Photography.

Printed by: Department of Environment, Land, Water and Planning

ISBN 978-1-76047-300-6 (Print)

ISBN 978-1-76047-301-3 (pdf/online)

ACCESSIBILITY

If you would like to receive this publication in an alternative format, please telephone the DELWP Customer Service Centre on 136186, email fishermansbend@delwp.vic.gov.au, or via the National Relay Service on 133 677 www.relayservice.com.au. This document is also available on the internet at www.fishermansbend.vic.gov.au

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FOREWORD

MINISTER FOR PLANNING

What makes Melbourne special?

What must we do to ensure our city remains liveable and sustainable in the 21st century?

We know Melbourne is in the midst of a population boom to rival the Gold Rush and the post-War years. We know Victoria needs to manage that growth to ensure the state has the people it needs to care for its ageing population and transition to a low-carbon economy. We know we need to work at a state-wide, regional and local level to break the link between growth and congestion—and, in doing so, make Melbourne and Victoria global leaders in productivity, sustainability and liveability.

And we know that now is the time to respond to these challenges and secure Victoria's future by committing to a generation of action.

The Andrews Government has already started taking action through projects of national importance like the Metro Tunnel Project.

This *Vision* is all about taking the opportunity to—between now and 2050—build a new neighbourhood on the doorstep of the Central Business District that is an affordable and accessible place to live and work.

In May, the Government released a *Recast Vision* for Fishermans Bend to encourage input from members of the public.

People told us they wanted Fishermans Bend to be a leader in innovation and sustainability. They wanted good transport networks and community facilities to be prioritised.

They wanted Fishermans Bend to have affordable housing and be prepared for climate change, with a healthy biodiversity and community. And they wanted Fishermans Bend to stay in touch with its local history—going back beyond European settlement to the area's Aboriginal owners.

That feedback helped us understand that there needed to be a stronger distinction between precincts within Fishermans Bend. It also reinforced the need to manage the kinds of planning issues—from affordability to building heights to shadowing to separation—that will determine the liveability of what will become inner-Melbourne's newest neighbourhood.

The lessons we learned from that public feedback informs the basis of the *Fishermans Bend Vision*.



The *Vision* will now be used to create a draft *Fishermans Bend Framework*. That *Framework* will outline the area's strategic direction for transport infrastructure, community infrastructure, public space and density—as well as providing guidance on the location of activity centres in each precinct and the development of sustainability targets.

Strong partnerships are integral to delivering the vision. I wish to thank my Ministerial Advisory Committee, the City of Port Phillip and City of Melbourne, State Government departments and agencies who worked with the Fishermans Bend Taskforce to establish a clear direction for future planning work and delivery. We are also committed to working collaboratively with the community, businesses and the development sector so that we strike the right balance that will set Fishermans Bend up for success now and well into the future.

Fishermans Bend is a golden opportunity for Melbourne and Victoria. It is a chance to create the kind of inclusive, creative, sustainable neighbourhood that our city needs to remain marvellous—and inspire and inform future developments across the state.

Our Government wants to make Fishermans Bend the global benchmark for urban living in the 21st century.

A handwritten signature in blue ink that reads "Richard Wynne". The signature is written in a cursive, flowing style.

The Hon Richard Wynne MP
Minister for Planning

MAYOR OF PORT PHILLIP

The City of Port Phillip welcomes the *Fishermans Bend Vision* as a 'once-in-a-lifetime' opportunity to set bold standards and innovative benchmarks in sustainability and liveability for the 80,000 residents and 60,000 workers expected there by 2050.

The Vision will seamlessly integrate modern design with the area's rich cultural heritage. Fishermans Bend's significance requires innovative and aspirational targets for housing diversity, building design, open space, walkability, sustainability, transport and economic development.

We understand that early investment in the right infrastructure is needed to generate highly liveable communities. The Ferrars Street Education and Community Precinct is an example. Together with the Victorian Government, Council has purchased land for a park and funded community, sporting facilities and upgrades to surrounding streets.

As a passionate advocate for achieving the best possible future for Fishermans Bend, the City of Port Phillip looks forward to continuing its partnership with the Victorian Government, the City of Melbourne and our community.



Fishermans Bend will reshape how Melburnians perceive urban growth. Ninety-eight per cent of Port Phillip residents are "proud of, connected to, and enjoy living in the neighbourhood" and we want future Fishermans Bend residents to feel the same.

Cr Bernadene Voss
Mayor, City of Port Phillip
6 September 2016

LORD MAYOR OF MELBOURNE

Our urban growth areas have a significant role to play in the future prosperity of Melbourne. Fishermans Bend presents a strategic renewal opportunity. At 485 hectares, it is double the size of the CBD and is predicted to be home to 80,000 people and a base for 60,000 jobs.

The majority of land in Fishermans Bend is privately owned which necessitates a meaningful partnership with the private sector and state and local governments.

The City of Melbourne has a proven track record in urban renewal. Timely delivery of infrastructure and enabling strategic sites, along with design-led planning frameworks are critical precursors to future development.

Early developments must be high quality, with each stage of renewal contributing to a positive legacy for the City. The important river crossing to connect the established central city to Fishermans Bend must be urgently resolved.



Our ambition for Fishermans Bend revitalisation is one of astute planning, innovation and creativity. If we get it right, then Fishermans Bend will become an exemplar for urban renewal.

Robert Doyle
Lord Mayor, City of Melbourne
6 September 2016

INTRODUCTION

The *Fishermans Bend Vision* (the *Vision*) was prepared by the Fishermans Bend Taskforce.

The *Vision* sets out the future development of Fishermans Bend up to 2050 and is informed by consultation on the *Recast Vision*.

The *Recast Vision* was a response to a recommendation from the Fishermans Bend Ministerial Advisory Committee (MAC) to expand, refresh and redefine the vision for Fishermans Bend—using the *Fishermans Bend Urban Renewal Area Draft Vision 2013* as a foundation.

In particular, the *Recast Vision* needed to:

- Acknowledge job diversity—with the addition of the Employment Precinct
- Align with the refresh of Plan Melbourne—our city's blueprint for growth and sustainability to 2051
- Ensure Fishermans Bend remained liveable

The *Recast Vision* included 10 Strategic Directions and a vision for each precinct to 2050.

Community feedback on the *Recast Vision* was sought on three key questions:

1. Is this a vision that reflects your own aspirations for the future of Fishermans Bend?
2. Are the 10 Strategic Directions still relevant today?
3. What can be changed or improved about the vision?

The *Recast Vision* was open for public consultation from 27 May to 1 July 2016. A Public Engagement Report has been produced outlining the feedback from the consultation. That report together with the written submissions is available at www.fishermansbend.vic.gov.au

The majority of public feedback supported the *Recast Vision*. A number of key themes also emerged from the public feedback:

- Make Fishermans Bend a place for world-class leadership in innovation and sustainability
- Place greater emphasis on a strong transport network
- Provide further information on sustainability
- Increase the response to climate change
- Work with developers and land owners
- Create planning certainty
- Develop an appropriate funding strategy
- Create opportunities for affordable housing
- Cultivate biodiversity
- Establish healthy communities

Following consultation on the *Recast Vision*, the study area for the Employment Precinct has been amended to protect the operation of the working port and include Westgate Park and surrounding Parks Victoria land holdings. This brings the total renewal area to 485 hectares.

The overarching vision for Fishermans Bend now reflects the opportunity to set new benchmarks for inner city urban renewal and the importance of connectivity within Fishermans Bend and to neighbouring areas.



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The 10 Strategic Directions were generally supported and have been slightly amended to better reflect and align with the refresh of Plan Melbourne across:

- Transport
- Building climate change resilience
- Housing supply, diversity and choice
- Sustainability and energy efficiency measures

In addition, planning for Fishermans Bend will be complemented by work on better apartment design standards and reforms underway to the built form environment including scale and density.

The *Vision* sets the underlying principles to assist in the detailed future planning work and delivery of the *Fishermans Bend Framework* and precinct plans.

The *Fishermans Bend Framework* will outline strategies for transport infrastructure, community infrastructure, public space, density, Aboriginal and European cultural heritage, activity centres and sustainability.

Following the finalisation of the *Framework*, precinct plans will be prepared to reflect, in fine-grain detail, the strategies outlined in the *Framework*.

Precinct plans will also provide the further detail on implementation, staging and timing of development in Fishermans Bend.

The feedback gathered during consultation on the *Recast Vision* has been used to develop this document – the *Fishermans Bend Vision*.

This *Vision* will be used as a guiding document to help deliver a world-class urban renewal area in the heart of Melbourne.

WORKING WITH THE COMMUNITY THROUGHOUT THE PROJECT

The Fishermans Bend Taskforce is committed to ongoing engagement at each stage of the project (see diagram below).

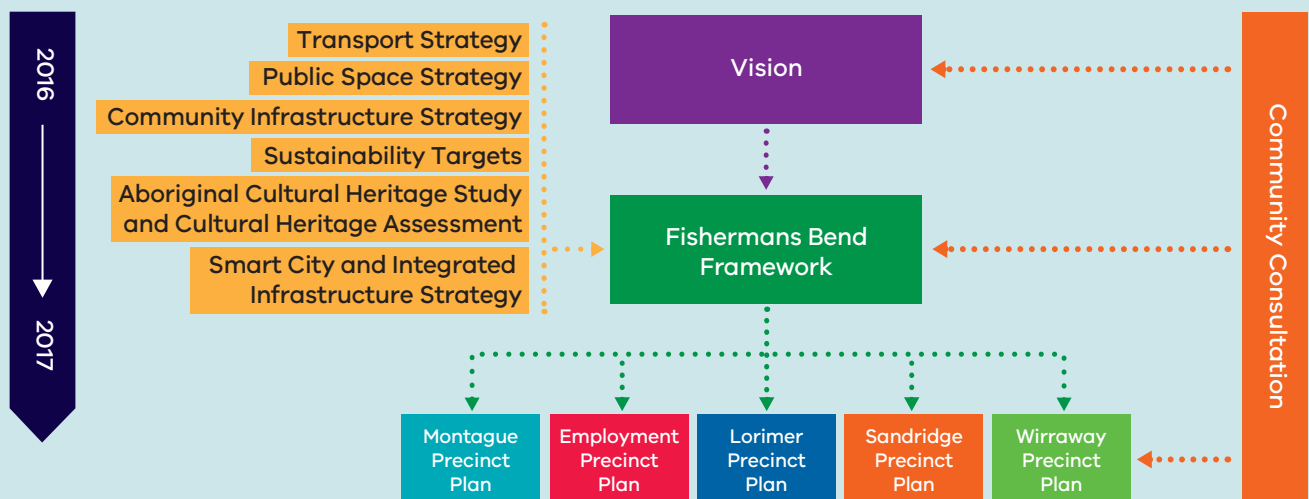
A comprehensive program of engagement will be delivered over the next few months.

A range of workshops, information sessions, round tables, speaker panels and other events will be held over coming months as part of consultation on the draft *Fishermans Bend Framework*.

The latest project and event updates and the ability to register interest in particular topics is available on the Fishermans Bend website www.fishermansbend.vic.gov.au

Further opportunities to have a say will be available at each release of the individual precinct plans during 2017.

Diagram 1: Project Phases



Planning phases for Fishermans Bend

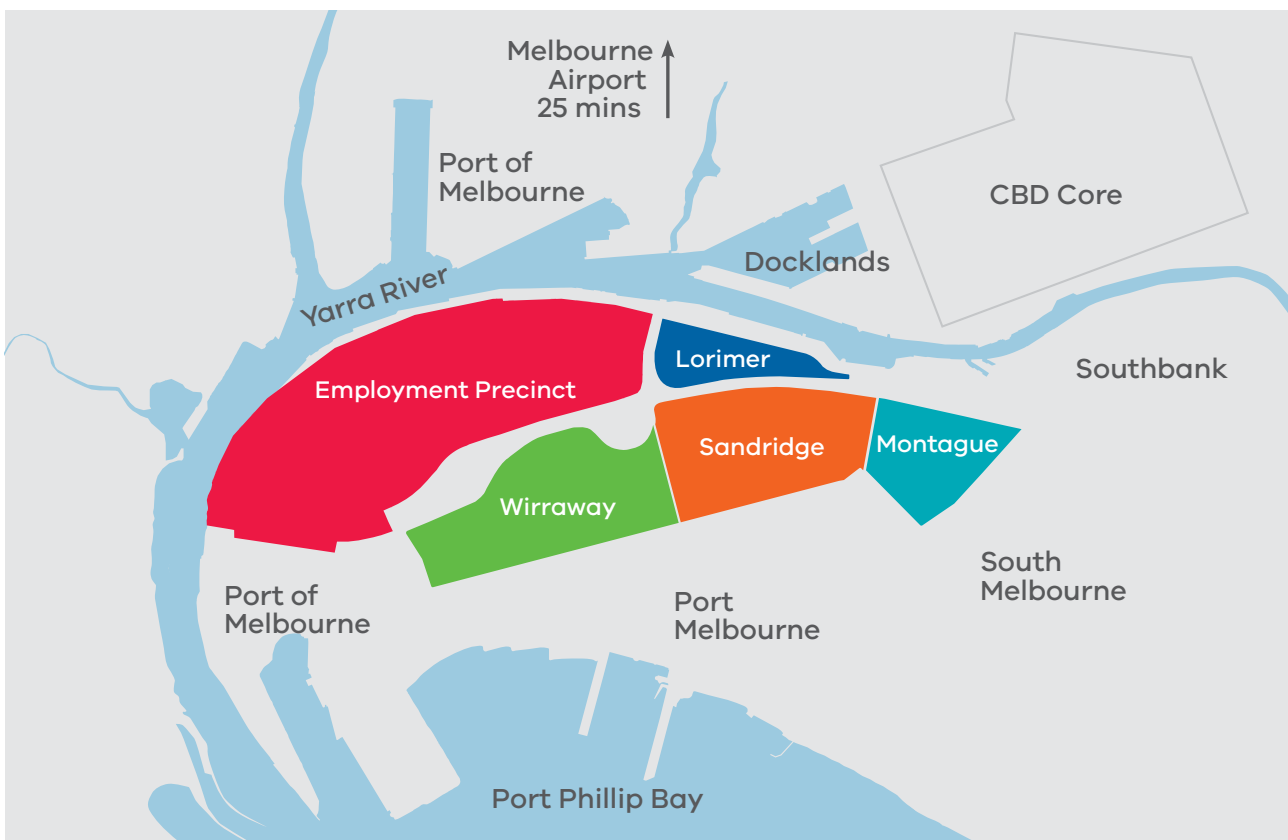
A Planning Scheme Amendment will be required to implement the Fishermans Bend Framework and precinct plans in the planning schemes of the City of Melbourne and the City of Port Phillip.

THE NEXT CHAPTER IN

MELBOURNE'S GROWTH STORY

Fishermans Bend is Australia's largest urban renewal area. When the project was declared in July 2012, the renewal area amounted to 250 hectares. In April 2015 the Victorian Government announced a recast of the project, which included the addition of the Employment Precinct.

Following consultation on the *Recast Vision*, the study area for the Employment Precinct has been amended to protect the operation of the working port and include Westgate Park. This brings the total renewal area to 485 hectares.



PLANNING FOR A LIVEABLE FISHERMANS BEND

Fishermans Bend will need to be more than just a great place to work, invest and do business – it must also be a great place to live.

We know that Melbourne's acclaimed liveability gives our city a valuable advantage in attracting and retaining talent from an increasingly mobile global workforce.

Latest projections show that Victoria is on track to have a population of 10.1 million by 2051, with 8 million people living in Greater Melbourne¹.

Fishermans Bend will play an important role in

Melbourne's growth and prosperity, supporting 80,000 residents and 60,000 jobs.

The way Fishermans Bend is planned and developed will have a significant influence on the future liveability of our city.

That is why it is so important that good transport, community infrastructure, public spaces and high quality design is incorporated into the planning for Fishermans Bend.

Planning for Fishermans Bend will be complemented by *Plan Melbourne 2016*, *Better Apartments* and learnings from the *Central City Built Form Review*.

¹ Victoria in Future 2016

NEW BENCHMARKS

FOR URBAN RENEWAL

Fishermans Bend is an opportunity to set new benchmarks for inner city urban renewal, in respect to economic prosperity, sustainability, design, smart urban management, community service provision, as well as active and public transport.

Fishermans Bend is unique. There are few international benchmarks of this scale, with multiple private landowners. This will require new planning approaches and new ways of thinking.



People told us they wanted Fishermans Bend to be a leader in innovation and sustainability. They wanted good transport networks and community facilities to be prioritised.



Primary and secondary **schools** across Fishermans Bend

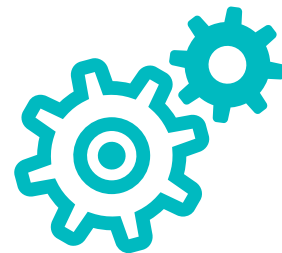


Open space within 200 metres walking distance for all residents and workers

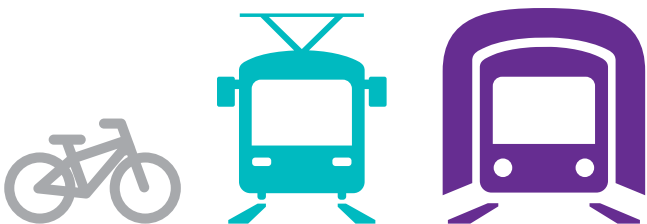


A target for 80 per cent of **transport movements** to be made by public transport, walking or cycling

At least one **activity centre** in each precinct including retail, jobs and community services



Diverse and affordable **housing opportunities**



An **integrated transport strategy** including cycle paths, tram lines and an underground rail line

Delivery of **catalyst projects** – the Ferrars Street Education and Community Precinct is just the first of these to be rolled out



SECURING OUR ECONOMIC FUTURE

Australia operates in an increasingly competitive global economy, where cities compete for investment and talent.

Melbourne is fortunate to have a pipeline of urban renewal projects within close proximity to the CBD. This ensures that well-located land is available to support increased commercial and residential growth.

A range of employment opportunities will be supported across Fishermans Bend, with each precinct establishing its own unique sectoral mix. Economic activity will be an integral part of the social and cultural success of Fishermans Bend.

The addition of the Employment Precinct, with its rich manufacturing legacy and renewed focus on design, engineering, education and advanced manufacturing, provides an opportunity to attract new jobs to Victoria – helping to grow and diversify our economy.

MAKING FISHERMANS BEND SUSTAINABLE AND RESILIENT

Planning for Fishermans Bend will be based on principles of social, economic and environmental sustainability.

Sustainability is embedded in the planning process and the planning framework will be developed and independently accredited using the Green Star – Communities tool.

Australia's largest Green Star – Community

Home to 80,000 residents and 60,000 jobs, Fishermans Bend will be Australia's largest Green Star – Community.

Developers and the community can have confidence that the important elements of an engaging, liveable, prosperous and environmentally sustainable community have been embedded in the planning for Fishermans Bend.

Green Star – Communities is a tool developed by the Green Building Council of Australia to guide the development of sustainable communities and provide independent certification of outcomes.

The tool has five categories: governance, liveability, economic prosperity, environment and innovation. In order for a project to be certified, it must demonstrate a minimum of Australian Best Practice.

The Taskforce is developing a planning framework for Fishermans Bend that embeds the requirements of Green Star – Communities.

DESIGN AND BUILT FORM

Fishermans Bend will build on Melbourne's legacy of good planning and design, and will support a range of medium and higher density built form.

The scale of Fishermans Bend is an opportunity to influence positive changes in the Victorian higher density apartment market – in areas such as design and sustainability. As such, a high standard of site responsive and sustainable design will be required and supported through appropriate design guidance.



SMART URBAN MANAGEMENT

The world is rapidly changing – technology, climate change, urbanisation and increased global connectivity means that cities need to become “smarter” if they are to remain competitive.

Data digitalisation is leading to efficiencies in public administration and improvements in how cities meet the needs of people, economy and environment.

An integrated infrastructure plan is being developed for Fishermans Bend. This plan will look at opportunities to embed smart city thinking into the design and operation of infrastructure to manage utilities and resources more efficiently and support increased resilience.

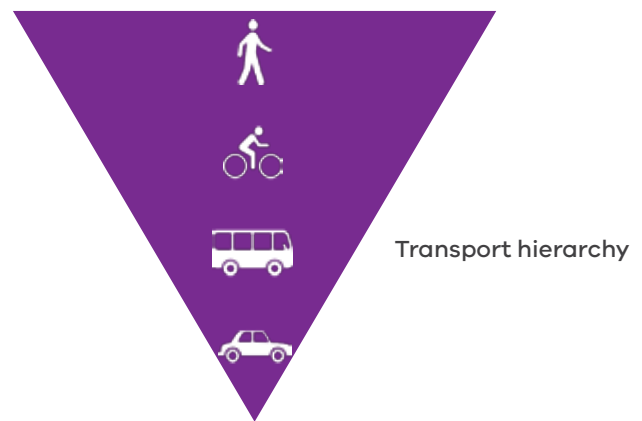


INTEGRATING TRANSPORT AND LAND USE

Integrated planning of transport, land use and density will be key to delivering walkable, vibrant and prosperous neighbourhoods in Fishermans Bend.

Transport

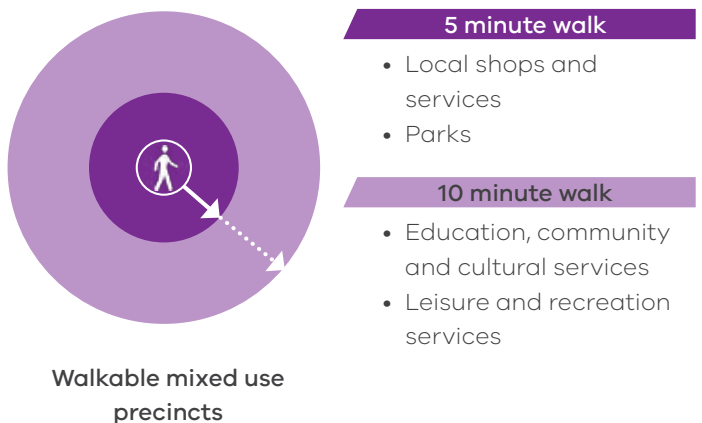
Transport planning and road space allocation is being informed by a hierarchy that puts walking as a first choice for getting around. Walking, cycling and public transport will be used for most trips within Fishermans Bend.



Land use

A number of activity centres, which will support retail, employment and community services, will be planned across Fishermans Bend.

These activity centres will be located close to public transport and key community spaces, and distributed so that most daily needs will be met within approximately ten minutes walk from home.



Walkable mixed use precincts

5 minute walk

- Local shops and services
- Parks

10 minute walk

- Education, community and cultural services
- Leisure and recreation services

FISHERMANS BEND SUSTAINABILITY GOALS

In order to drive best-practice sustainability outcomes for Fishermans Bend, eight sustainability goals have been identified.

Targets are currently being developed for each of these goals to clearly outline the sustainability expectations for the project and provide benchmarks for success.



An inclusive and healthy community

Fishermans Bend will be a community for people of all ages and backgrounds. It will provide a range of dwelling options for all types of households, including families.

Community services, such as schools, health services, community meeting spaces, library services, sporting facilities and high quality public spaces, will ensure that people have opportunities to lead connected and healthy lives.



A prosperous community

Planning will support diverse employment and education opportunities across all precincts.

Local and metropolitan jobs will be supported across a range of sectors – complemented by education and training opportunities.

Opportunities for commercial and creative industries will need to be preserved to ensure that a balanced mix of uses is provided, building on the area's existing strengths.



A low carbon community

Greenhouse gas emissions will be minimised through energy-efficient design, construction and operation of buildings, renewable energy generation, energy storage and significant reductions in the use of private cars.

Integrated and smart management of energy within precincts and large sites will improve energy efficiency outcomes for Fishermans Bend.



A water sensitive community

Potable water use will be minimised in Fishermans Bend. Buildings and public spaces will use recycled water and rainwater for non-potable uses, such as toilet flushing and irrigation. An integrated water recycling facility will be developed to supply the third-pipe network.

Stormwater detention will be provided within buildings. Landscapes will be designed to incorporate water sensitive urban design principles to improve water quality and manage flooding.



**A climate adept
community**

As Melbourne experiences the impacts of climate change, it will be important for Fishermans Bend to be resilient to extreme weather events – including flooding, drought, heatwaves and storm surges associated with sea level rise.

In the future, the urban heat island effect will be lower than that experienced in other areas of the city and in Fishermans Bend today.



**A connected and
liveable community**

People will be connected through integrated walking, cycling and public transport links, as well as high-speed data networks.

A walkable street network, safe and connected cycle routes, trams and a train line will make choosing sustainable transport options easy.

Activity centres will be located near public transport, community services and public spaces to ensure that people can access their daily needs close to where they live and work. Less than one in five trips will be made by private car.



**A low waste
community**

Recycling will be maximised and waste to landfill reduced. Waste management systems will divert organic waste from landfills. Construction and demolition waste recycling opportunities will be maximised through reuse and recovery of building materials.

Opportunities for advanced resource recovery (such as energy from waste) will be investigated, as will local, place-based waste solutions.

Building design guidelines will support increased rates of recycling and diversion from landfill through best practice design and operation.



**A biodiverse
community**

Biodiversity will be supported in Fishermans Bend. Public spaces and buildings will create habitat opportunities for indigenous flora and fauna.

This will be achieved through appropriate planting in streets and parks, as well as the use of green walls and roofs on buildings.

Green links will be established to link Fishermans Bend to surrounding areas of biodiversity.

STRATEGIC DIRECTIONS

THE PLANNING AND DEVELOPMENT OF FISHERMANS BEND WILL BE INFORMED BY 10 STRATEGIC DIRECTIONS:



1. The creation of 21st century jobs

Fishermans Bend enhances Victoria's economy through the creation of additional high-value jobs and businesses, capitalising on its strategic location close to the CBD and the Port. Major connections to Melbourne Airport and the city's growth areas are complemented by new and improved active and public transport to support jobs growth.

2. The timely provision of infrastructure

Fishermans Bend is supported by a holistic infrastructure plan and funding model that promotes the early delivery of catalyst projects, co-ordinates the staged delivery of key infrastructure by all levels of Government and the private sector and balances the transition of existing industries.



3. A place that is easy to get around

Fishermans Bend is underpinned by an integrated and sustainable transport network that provides ease of movement, both within the district and to surrounding areas, including the CBD. Walking, cycling and public transport infrastructure ensures that people use sustainable transport modes as their first choice.



4. A vibrant mix of uses and activities

Fishermans Bend supports a vibrant mix of uses across its precincts, including employment. A mix of well-designed and located housing, employment opportunities, retail and community facilities are integrated with the design of streets and public spaces to provide a strong foundation for community life.



5. Distinctive and unique neighbourhoods

Fishermans Bend is home to a series of distinctive neighbourhoods that reflect their unique locations, histories and urban form. The planning and design of each precinct responds to elements such as proximity to the CBD, Yarra River, Port and the Bay, as well as a rich layering of Indigenous, natural and industrial heritage. A grid of safe and inviting streets and public spaces is complemented by well-designed buildings of different types and scales.



6. Diverse communities

Fishermans Bend is a place for a diverse range of people at all stages of life. A variety of housing types, including higher density and medium scale apartments, are complemented by community services, well-designed open spaces and tree-lined streets. This creates a place where families of all types can live fulfilling lives. Affordable housing is provided as part of the residential mix.



7. A high quality built environment

Fishermans Bend has a high quality built environment that incorporates best practice environmentally sustainable design and adaptable use into compact urban form, developed to recognise the importance of human scale.

8. A sustainable and resilient place

Fishermans Bend is sustainable and resilient. The principles of Green Star – Communities are embedded in the planning and design of the project, and sustainability commitments and outcomes will be independently certified. Integrated design of energy, water and waste infrastructure supports sustainable and resilient living.



9. Manage industrial legacy and ground conditions

Precinct planning allows the early consideration of environmental constraints and implementation of cost effective, collaborative solutions to achieve safe outcomes for the community. Development controls take into account local ground conditions and areas subject to flooding.

10. Strong partnerships, effective governance and civic leadership

Most of the developable land in Fishermans Bend is privately owned, making it distinct from many other high-profile urban renewal projects around the world. Fishermans Bend is underpinned by collaborative, strong partnerships and a clear governance framework. Plans and approval processes promote best-practice design and construction methods and provide certainty to the development industry.





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WHAT COULD FISHERMANS BEND

BE IN 2050?

Fishermans Bend celebrates and showcases the best that Melbourne has to offer – great places, world-class design, thriving businesses and healthy, prosperous communities. As Australia's largest urban renewal area, Fishermans Bend is celebrated as an exemplar of sustainable and resilient urban transformation.

Bayside, riverside and cityside, Fishermans Bend occupies a unique position in Melbourne, between the city and the bay, with connections to surrounding suburbs and Melbourne's growing west.

Melbourne is now a city approaching 8 million people and experiences more hot days and extreme weather events. The city also operates in an increasingly connected and competitive global environment. Fishermans Bend plays a vital role in ensuring that Melbourne meets the challenges and seizes the opportunities of this changing world.

485 hectares of land, only minutes from Melbourne's CBD, has been transformed into a series of diverse, walkable, higher-density neighbourhoods that support around 80,000 residents and 60,000 workers. Fishermans Bend is a world-class location for high technology, education and research jobs that are an integral part of Australia's economy.

Fishermans Bend provides safe, welcoming and vibrant places for all people, including families. A diverse mix of housing options, public spaces

and community facilities are integrated with a range of innovative industries and businesses. Leafy streets, intimate laneways and great public spaces frame contemporary architecture – celebrating both Aboriginal and European heritage and culture.

A generous tree canopy keeps Fishermans Bend cool in summer. Not only are the public spaces green – so, too, are the buildings. The buildings incorporate vertical and roof-top greening – saving water while supporting a rich biodiversity throughout the area. A network of boulevards and green links connect neighbourhoods and public spaces, providing a focus for city life as well as high quality public transport, walking and cycling infrastructure.

An underground rail line – together with trams and high-frequency buses – connect Fishermans Bend to Melbourne's transport network, the CBD and Domain interchange. Efficient connections to the Port of Melbourne are also provided.

The need for car parking has been reduced and one-in-five trips are now made by private car. Instead, the efficient and direct public transport network reduces traffic congestion and carbon emissions.

Fishermans Bend has transformed into a series of distinctive places that reflect Melbourne's past and define its future.



MONTAGUE IN 2050

Montague is a diverse and well-connected mixed-use precinct with a range of buildings. It comprises of two neighbourhoods, each with their own character and identity.

Located between the Westgate Freeway and the 109 light rail route, the northern neighbourhood has a strong mixed use focus, including residential and office activity. The buildings are carefully designed to achieve human scale at street level.

The northern neighbourhood is supported by a range of community services co-located within mixed-use developments. Normanby Road is a vibrant boulevard and an extension of Williamstown Road, with a strong cycling connection linking Fishermans Bend to the CBD.

The southern neighbourhood has a range of building types. Its network of gritty streets and laneways support a myriad of businesses, including shops, cafés and creative industries that contribute to the neighbourhood's vibrant and eclectic character. The area is safe and lively, both day and night, with street art and a strong pedestrian focus.

Heritage and character buildings have been adapted to provide high amenity housing and commercial opportunities. Lower scale residential and commercial buildings along City Road and Boundary Street ensure that the precinct is well integrated with its neighbours.

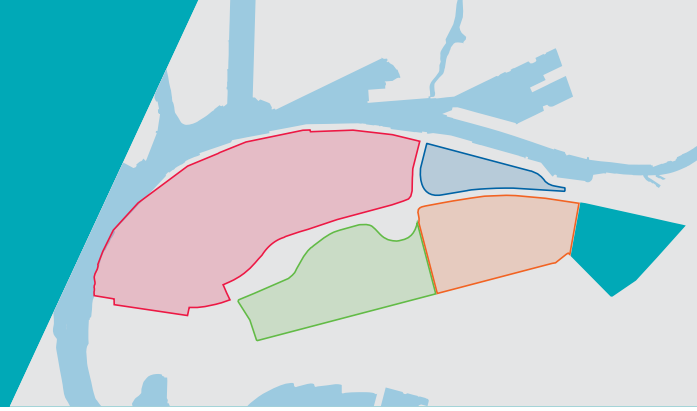
Montague is well linked to the CBD and surrounding areas. Light rail, as well as high frequency buses make it easy to connect with friends, family and employment destinations.

Ferrars Street provides a pleasant walking and cycling connection to the South Melbourne Market as well as the Yarra River and South Wharf precinct. There are also strong links to Sandridge and Lorimer, as well as Albert Park, with its major recreational and sporting facilities.



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A DIVERSE AND WELL-CONNECTED MIXED-USE PRECINCT CELEBRATING ITS SIGNIFICANT CULTURAL AND BUILT HERITAGE, AND NETWORK OF GRITTY STREETS AND LANEWAYS.



The open space near the corner of Buckhurst and Ferrars Street is a key landscape asset for the precinct, connected to a series of public spaces and the Buckhurst Street green spine.

A community hub, co-located with the Primary School in Ferrars Street, is a focus for the local community. It is supported by another community hub co-located at the Montague Continuing Education Centre.

The Buckhurst Street green spine connects these two hubs with a series of complementary activities, creating the heart of Montague through an activated public realm. Montague's southern neighbourhood has been established as a diverse and family friendly community.

Buckhurst Street is safe, pleasant and tree lined, with strong cycling and walking connections to Bay Street, Port Melbourne and the City. It is a cosmopolitan destination for retail and dining, providing a focus for community interaction.



Montague's southern neighbourhood has been established as a diverse and family friendly community.



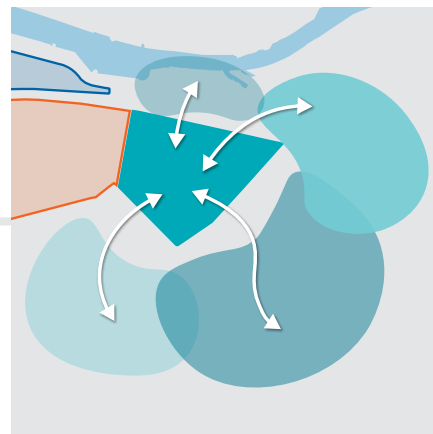
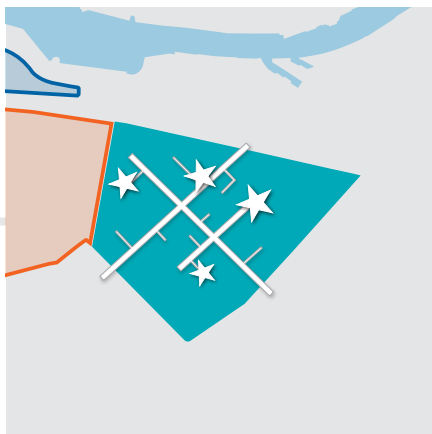
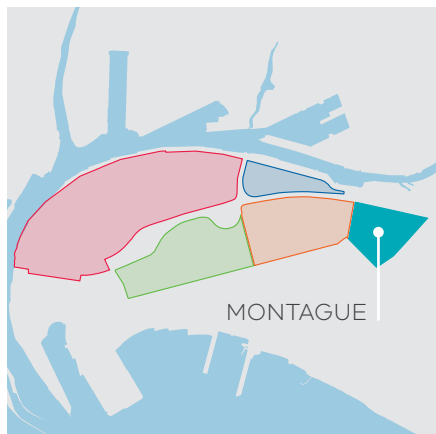
MONTAGUE PRECINCT DIRECTIONS

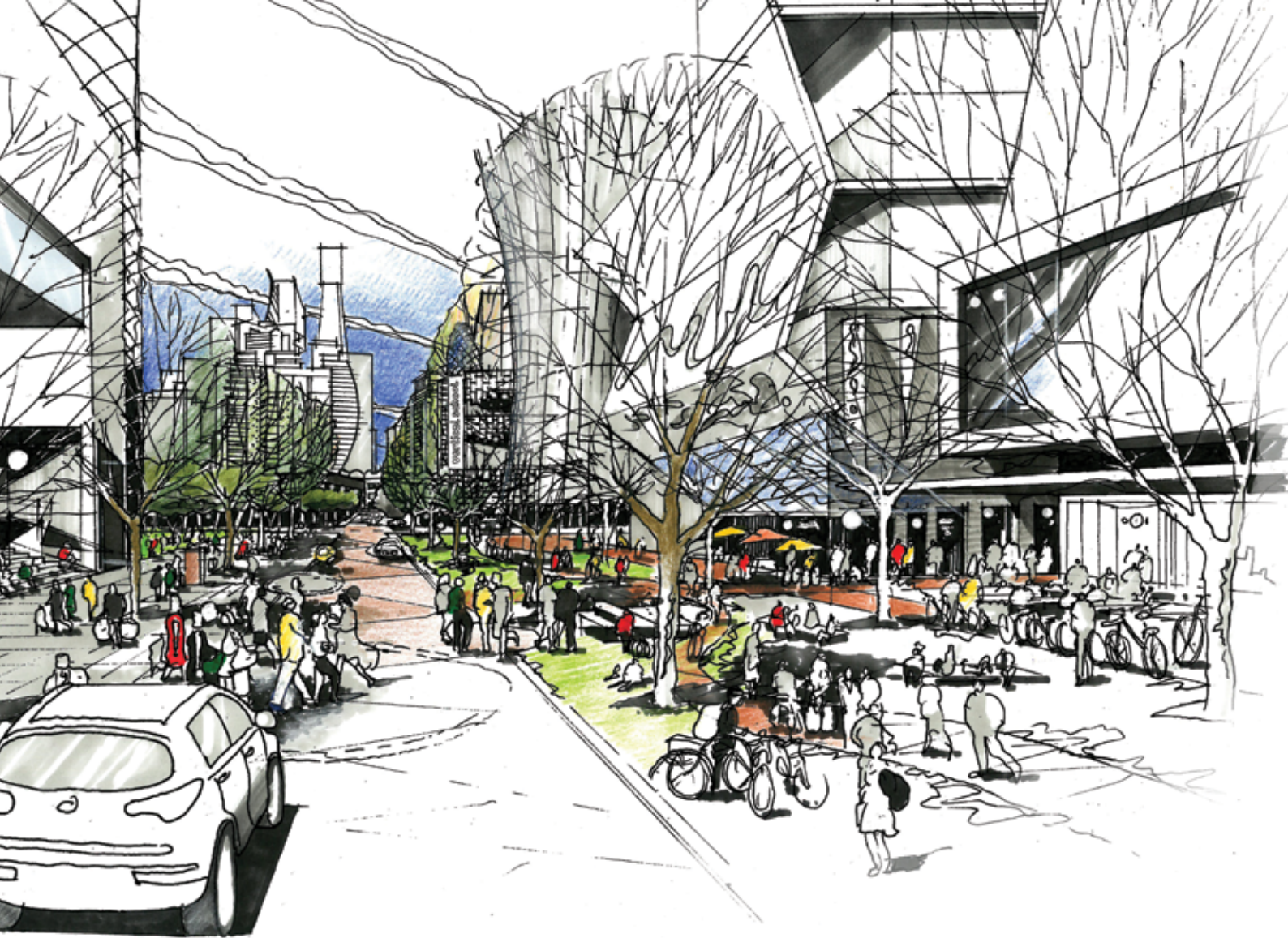
Celebrate heritage buildings and urban form

including fine-grain built form and laneways

Strengthen links to surrounding places

including South Melbourne, Albert Park, Bay Street, South Wharf and Docklands





Buckhurst Street, Montague
Artistic impression

Support a vibrant Buckhurst Street anchored by community hubs

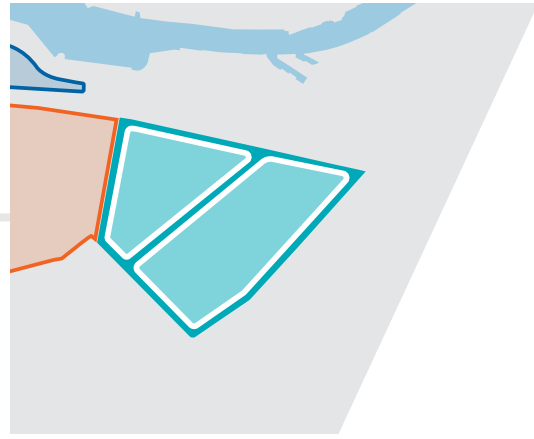
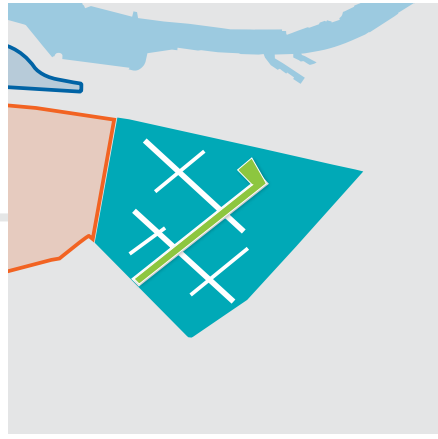
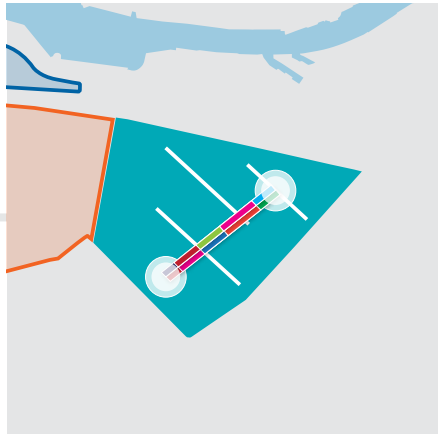
through mixed-use developments, active street edges and high quality public realm

Establish a green spine through the precinct

along Buckhurst Street

Support two distinctive neighbourhoods

to the north and south of the 109 tram line



LORIMER IN 2050

Lorimer, together with the Yarra's Edge Precinct in Docklands, is a keystone central to Melbourne's identity as a river city.

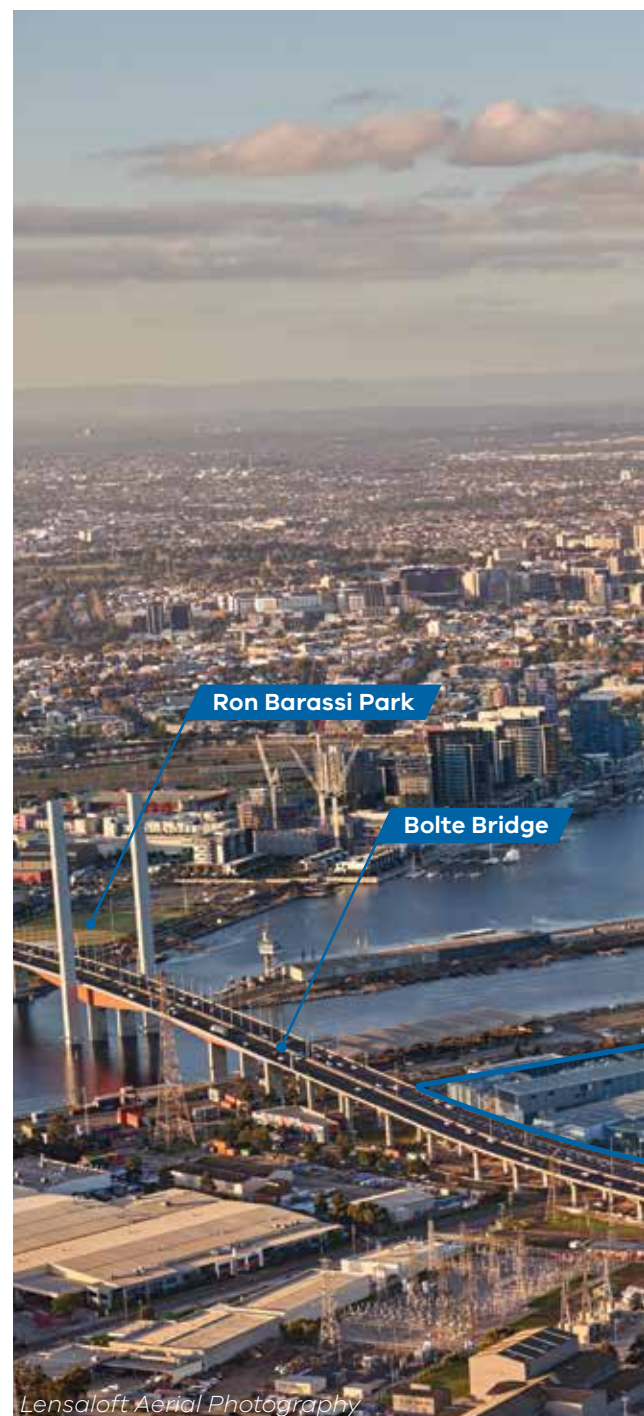
River crossings for walking, cycling and public transport continue the legacy of connecting Melbourne – linking Fishermans Bend to Docklands, the CBD, and further afield to the renewal areas around North and West Melbourne. Water transport links Lorimer to the CBD, Docklands and the Employment Precinct.

The precinct promotes healthy and diverse lifestyle choices to the full.

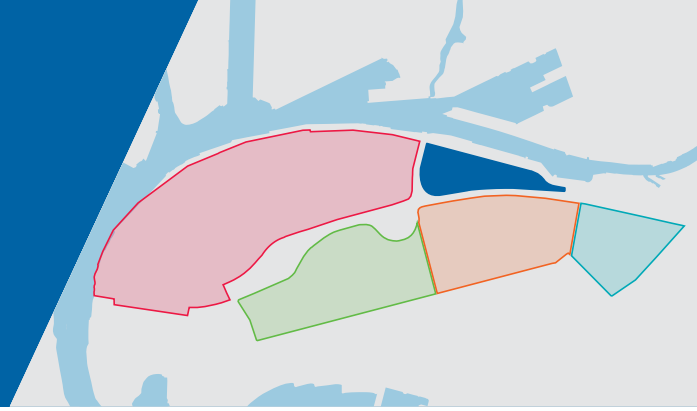
A green spine extends from the river, through the centre of Lorimer, and beyond to the Employment Precinct. This provides a safe, walkable connection between jobs, homes, community facilities, shopping and entertainment. It links a series of public spaces with different roles and characters, provides a recreational corridor and a significant biodiversity connection to Westgate Park. This ensures that residents and workers have well-designed places to meet and gather.

Lorimer Place is the heart of the precinct, characterised by lower scale development incorporating cafés, retail, small businesses and local start-ups.

The high frequency east-west light rail link makes it easy to access the CBD and the Employment Precinct. Sandridge can be reached by a short walk or bike ride along Ingles Street, which is now an active and landscaped boulevard with public transport access.



A VIBRANT, MIXED USE PRECINCT CLOSE TO THE YARRA RIVER AND CONNECTED TO MELBOURNE'S CBD, DOCKLANDS AND EMERGING RENEWAL AREAS



Lorimer Street provides increased east-west accessibility, with a focus for walking, cycling and public transport. This aspiration became reality when the dedicated freight route from Webb Dock was completed. It's just like other CBD streets with shops, offices, and great public spaces.

Smaller streets and laneways link to Lorimer Street, inviting people to explore the precinct or wander down to the river edge.

Taller buildings are located closer to the freeway. They are designed to provide a buffer to the freeway and form an attractive backdrop to the precinct.

The community facilities in Lorimer are valued, and often used by residents and workers in Docklands as well as the rest of Fishermans Bend.

Developers partner with government to provide space for community services in their buildings. Facilities such as schools, libraries and medical centres are located within commercial and residential buildings, contributing to the vibrant mixed-use nature of the precinct.

Lorimer enjoys a real sense of community. People of all backgrounds and ages find Lorimer a welcoming and convenient place to live and work.



Developers partner with government to provide space for community services in their buildings



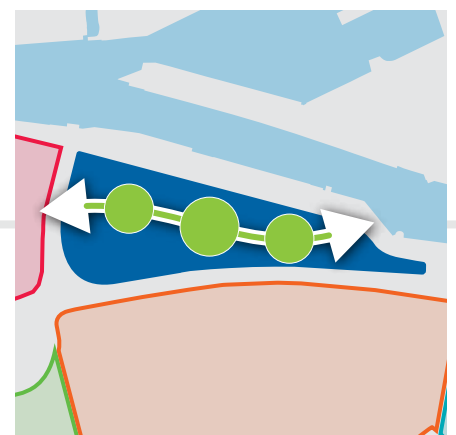
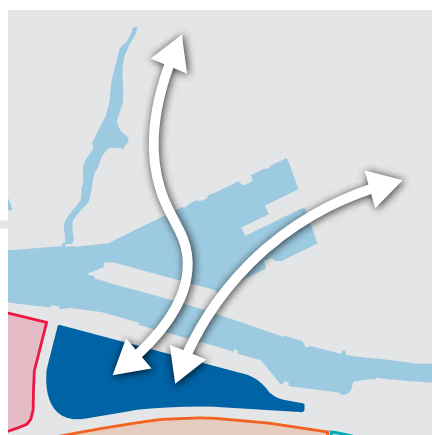
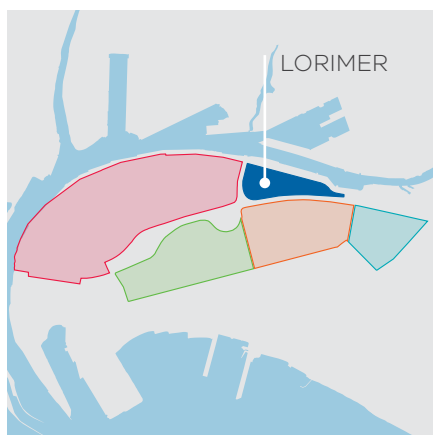
LORIMER PRECINCT DIRECTIONS

Connect to the CBD and suburbs to the north

including Docklands,
North Melbourne and
West Melbourne

Link key public spaces with a green spine

providing opportunities for
recreation, active transport
and biodiversity



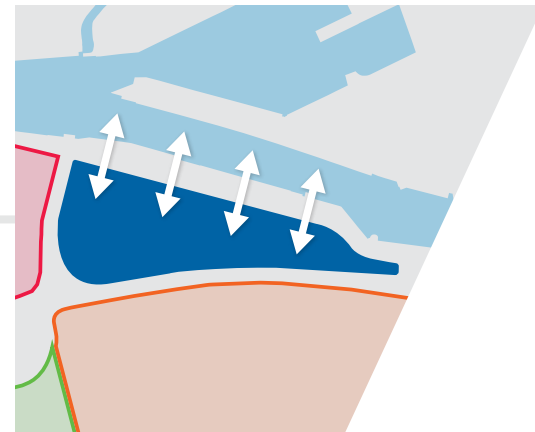
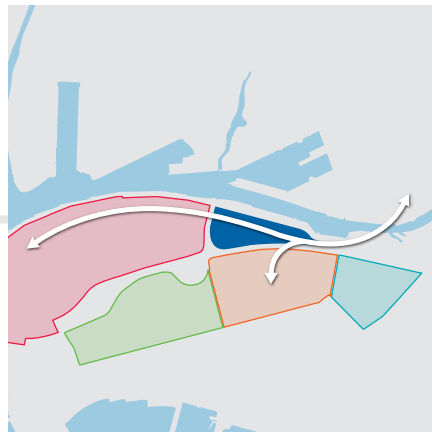
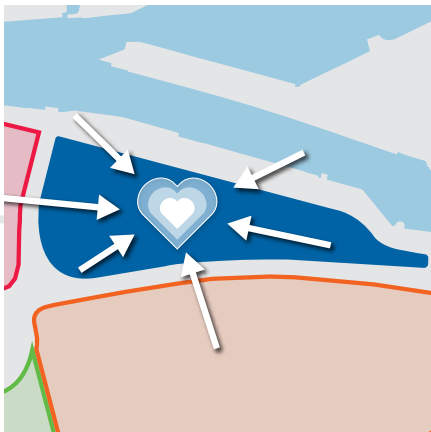


Lorimer Place, Lorimer
Artistic impression

**Establish a
neighbourhood heart**
as a low scale, fine grain
centre of activity

**Support an east-west active
and public transport link**
to connect to the CBD and the
Employment Precinct

Embrace the river
by improving connections
across Lorimer Street and
through Yarra's Edge



SANDRIDGE IN 2050

Sandridge is one of Melbourne's premium office and commercial locations, with excellent access to the CBD.

It provides high quality vibrant streets and public spaces, well served by public transport, walking and cycling links.

Professional services and creative businesses are attracted to Sandridge – the commercial sized floorplates in many of the buildings are ideal for their needs.

Proximity and good connections to the CBD, Melbourne's west, Docklands, the Employment Precinct, South Melbourne and Domain ensure that businesses in Sandridge can access a wide range of clients and services. The new train station has further improved access to the precinct.

Architecturally diverse towers north of and along the Fennell-Plummer Street boulevard extend Melbourne's skyline towards Port Phillip Bay.

These buildings are designed to provide an attractive street level experience and protect public spaces from overshadowing. Residents and workers in these towers enjoy spectacular views towards the CBD, Port Phillip Bay and across the surrounding suburbs.

The scale of built form is lower closer to Garden City and Port Melbourne, to respect the existing scale of these areas.

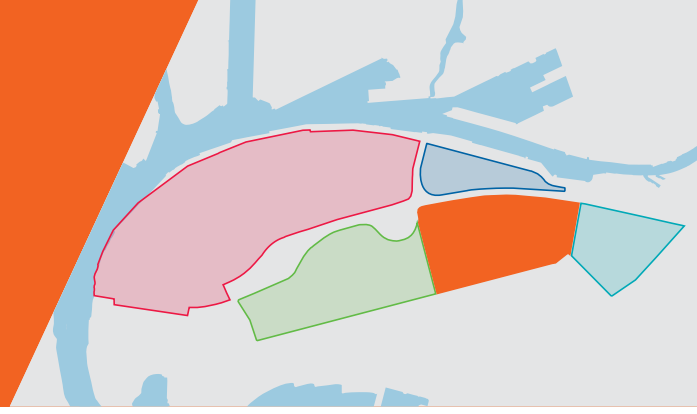
Public spaces and larger buildings around Fennell and Ingles Streets integrate with the Ingles Street bridge, seamlessly linking Sandridge to Lorimer.

Community services for residents and workers in Sandridge are delivered through mixed use developments and community hubs.



Lensaloft Aerial Photography

ONE OF MELBOURNE'S PREMIUM OFFICE AND COMMERCIAL CENTRES, BALANCED WITH DIVERSE HOUSING AND RETAIL



The transport network in Sandridge, including the Plummer-Fennell Street light rail corridor and enhanced bus routes, provide safe and convenient connections within and outside Fishermans Bend. Wide footpaths and dedicated cycle routes along tree lined streets encourage healthy, active transport.

A series of public spaces, including piazzas, event spaces, sporting grounds, intimate formal gardens and playgrounds are linked through a network of boulevards, living streets, laneways and shared paths.

North Port Oval, with its historic grandstand, is a key anchor for the local community and supports many civic and recreational uses. State and local governments have worked together with the sports clubs that use North Port Oval to expand the ground and its program, and to improve the quality of facilities.

Sandridge is an exemplar of sustainable and resilient mixed-use development, and is the lynchpin for Fishermans Bend’s identity as a world class urban renewal area.

“ *The scale of built form is lower closer to Garden City and Port Melbourne, to respect the existing scale of these areas* ”



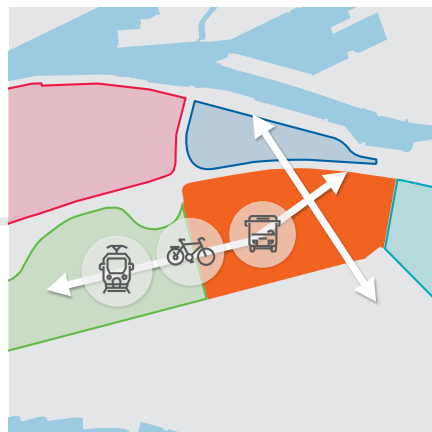
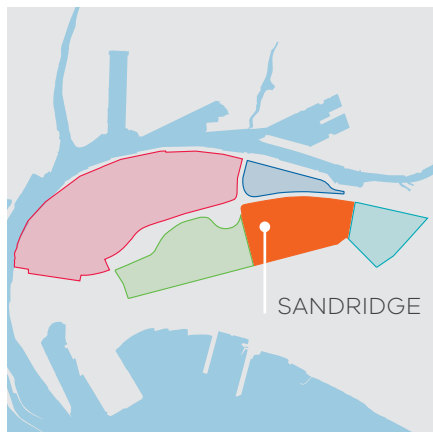
SANDRIDGE PRECINCT DIRECTIONS

Develop multi-modal transport corridors

to connect with surrounding suburbs

Focus density around public transport nodes

to encourage public transport use and promote commercial activity



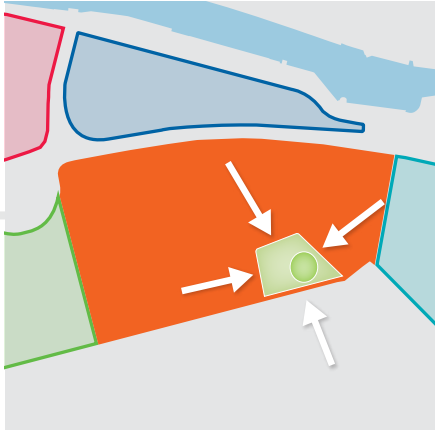


Ingles Street, Sandridge
Artistic impression

Celebrate North Port Oval
 as an anchor for the community

**Encourage master planning
 of large sites**
 to promote through-block links
 and development of privately
 owned public spaces

**Support commercial
 development**
 to grow jobs and take
 advantage of large land
 parcels



WIRRAWAY IN 2050

Wirraway is a family friendly neighbourhood. Small parks, plazas and playgrounds throughout the neighbourhood are linked by leafy streets lined with different types of shops, businesses and homes.

Wirraway provides a choice of diverse housing, including small to medium scale apartment buildings. There are also some higher-rise developments with views to surrounding suburbs and the Bay.

Residential developments provide intimate-scaled green spaces where people can meet, gather and relax. The contemporary architecture in Wirraway sensitively references the area's cultural and industrial heritage.

JL Murphy Reserve is a major green space in Fishermans Bend. It is a focus for recreation, active throughout the day and evening, with organised sports and leisure activities.

The Reserve incorporates best practice stormwater management, which contribute to Fishermans Bend's status as a model for water sustainability. Local schools use JL Murphy Reserve during the day for outdoor activities, sharing the space with the broader community.

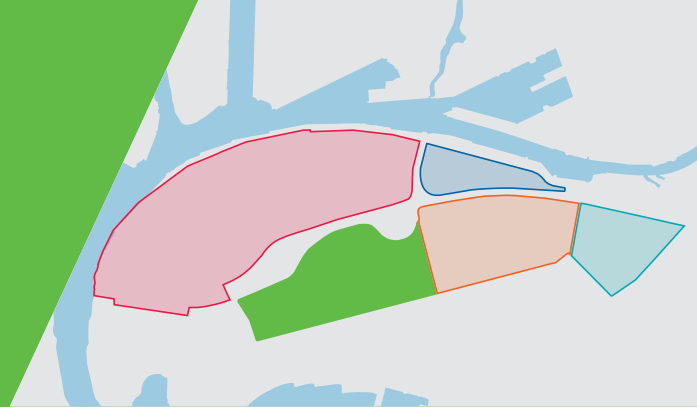
Wirraway is known for its thriving arts scene. Small galleries, art and design centres and cultural facilities attract visitors from all over Melbourne, as well as tourists from further afield. The arts culture of Wirraway is a key element of Fishermans Bend's success as a place for innovation and creativity.

Service industries, as well as research and development hubs build off connections to the Employment Precinct. There is a real diversity of workers here.

The heart of Wirraway is located near the intersection of two important public transport routes on Plummer and Salmon Streets. It includes many small businesses,



A FAMILY FRIENDLY INNER CITY
NEIGHBOURHOOD CLOSE TO THE BAY
AND WESTGATE PARK



speciality retail, restaurants and cafés, co-located with a variety of community facilities, providing an attractive and engaging experience along Plummer Street Boulevard. Regular trams along the Boulevard ensure that Wirraway is well connected to the city and beyond.

This local centre has higher densities than some other parts of Wirraway, with slender commercial buildings punctuating the generally lower rise skyline. Buildings step down towards Williamstown Road to respect Garden City’s low scale built form.

Wirraway and the Port of Melbourne coexist comfortably, with popular cycle and walking routes providing an accessible landscaped buffer. People can easily walk and ride to Sandridge Beach, Westgate Park and back through Fishermans Bend towards the city.

This is a place for people of all ages – from young people who have great access to schools and other community facilities, adults who work and meet in well designed public spaces and buildings, and older people who can carry out active lives with great recreational and cultural facilities.

Wirraway is a place for everyone.



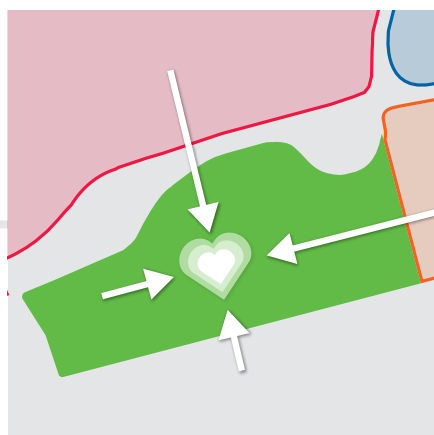
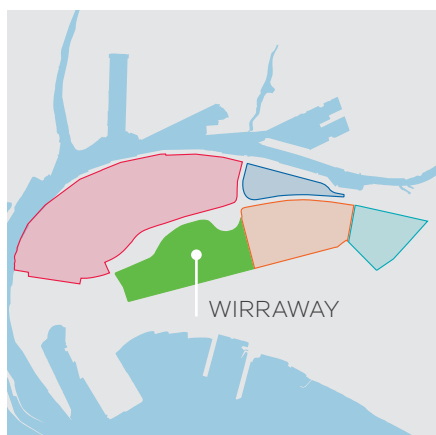
The heart of Wirraway is located near the intersection of two important public transport routes on Plummer and Salmon Streets



WIRRAWAY PRECINCT DIRECTIONS

**Establish a local centre
with a mix of uses**
at the corner of Plummer
and Salmon Streets

Provide green links
between new and existing
public spaces



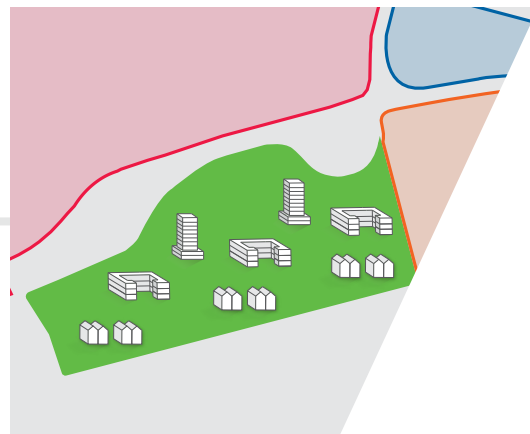
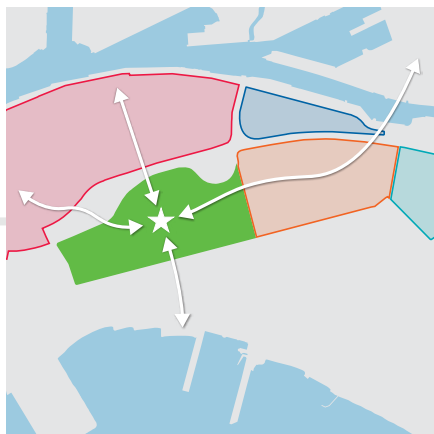


Plummer Street, Wirraway
Artistic impression

Support arts and cultural activity
to drive creativity and innovation throughout the area

Connect to surrounding precincts and destinations
including Sandridge, the Employment Precinct, Garden City and the Beach

Encourage diverse building types and scales
including low and medium scale apartment buildings



EMPLOYMENT PRECINCT IN 2050

The Fishermans Bend Employment Precinct is a world renowned location for innovative industries — attracting international investment and producing world-leading research, engineering, technology and products. Its economy is highly productive and profitable, but with a low environmental impact, and complements Fishermans Bend as a whole through compatible land uses.

World-class transport and IT infrastructure enhances the daily experience for workers and visitors alike. Its strategic location in Melbourne makes this an attractive place to work for highly skilled professionals.

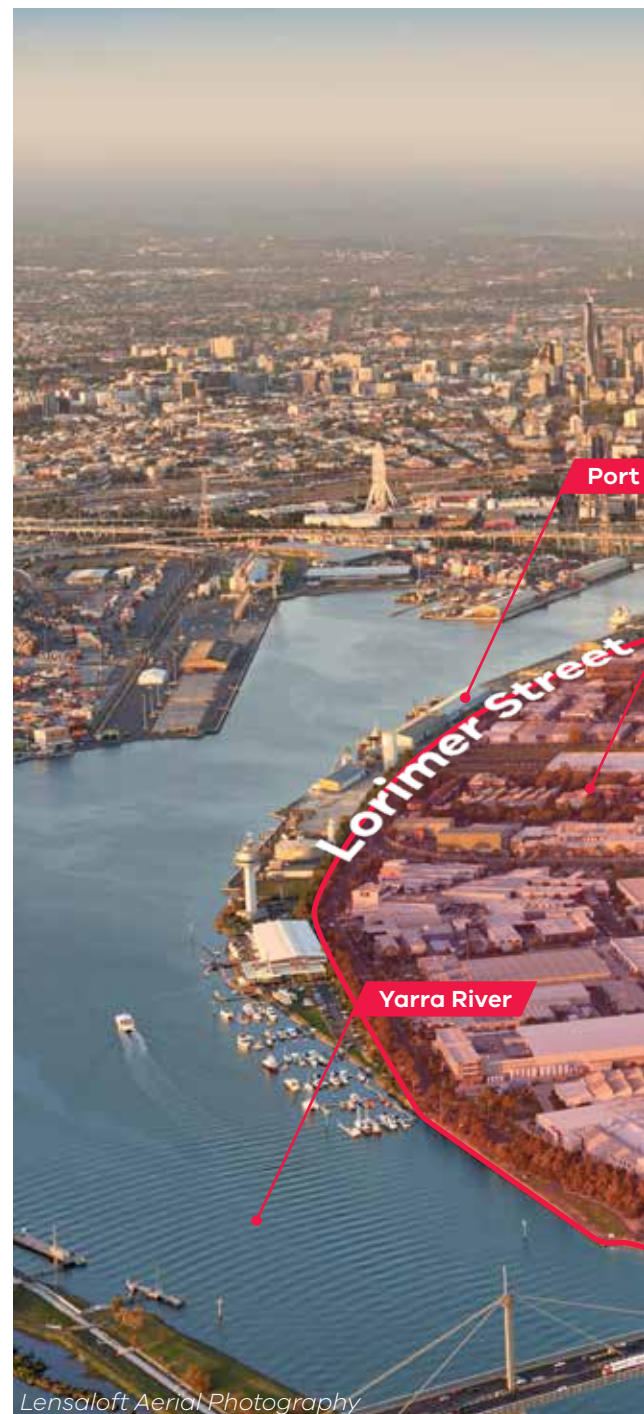
Melbourne's transition into a resilient and sustainable city is showcased here. The Employment Precinct supports a range of specialist technical and creative services, located throughout Fishermans Bend.

The precinct is located close to the CBD and Docklands and has easy access to Melbourne Airport, the Port of Melbourne and major roads.

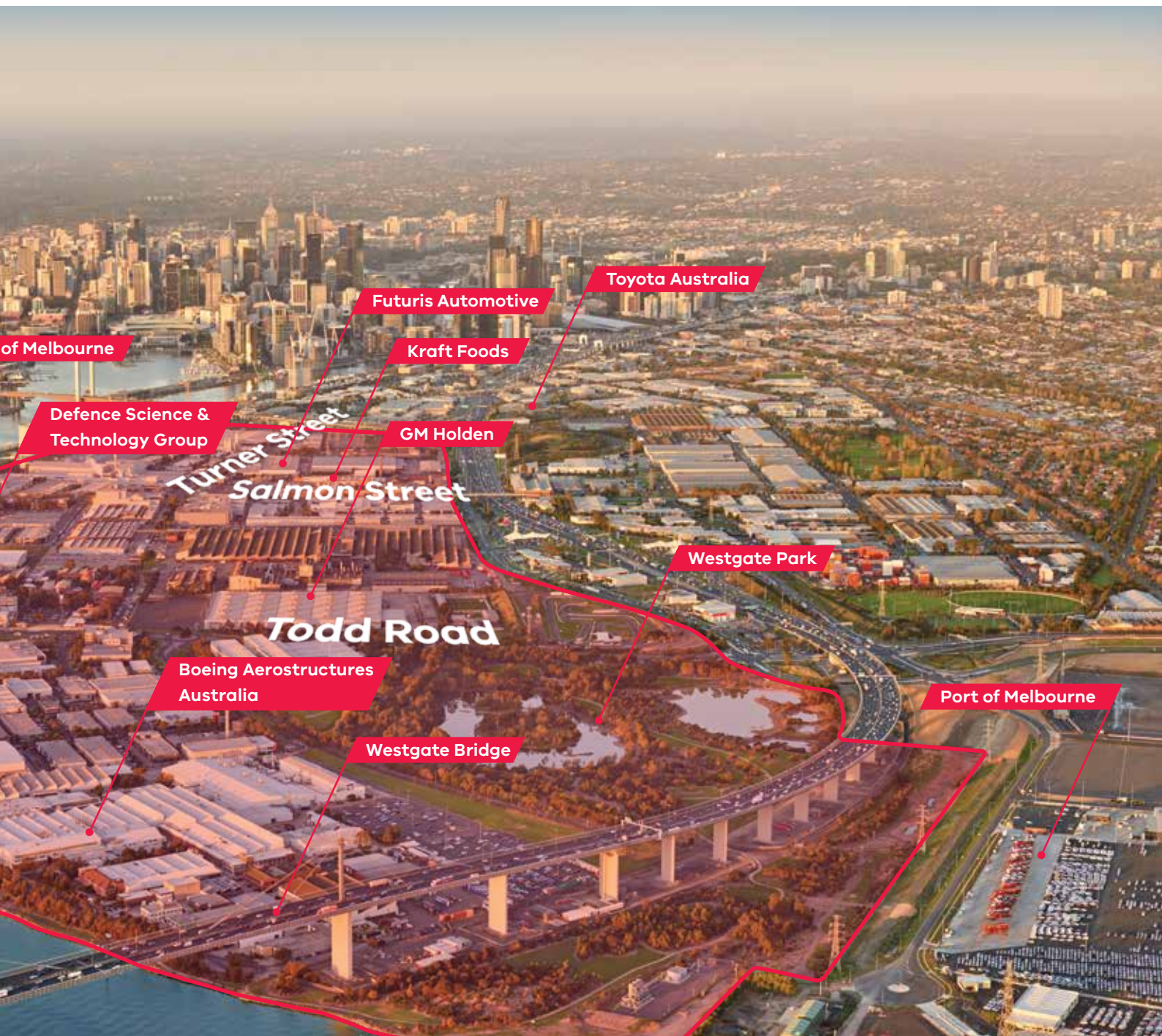
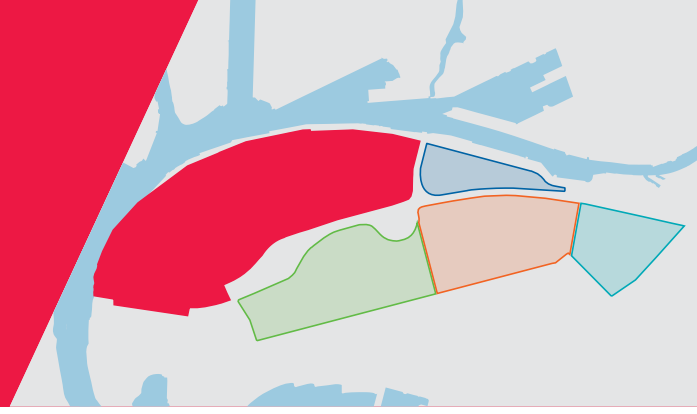
The Employment Precinct boasts a rich array of active and public transport options, including water transport. This enables easy access to neighbouring suburbs, and further afield to Docklands, Southbank, Melbourne's west and the CBD.

Light rail and high frequency bus routes connect people to Melbourne's public transport network, reducing travelling times and costs. A freight transport connection ensures the ongoing efficient operation of the Port of Melbourne.

The precinct's broad spectrum of complementary economic sectors supports Melbourne's global competitiveness in high-tech advanced manufacturing, research and technology. Areas of expertise include aerospace, defence, education, transport, biotechnology, information technologies and creative industries.



AUSTRALIA'S LEADING DESIGN, ENGINEERING
AND ADVANCED MANUFACTURING PRECINCT



This is a great place to work, learn and visit.

Purpose-built labs, campuses, offices and education spaces sit alongside a public realm of exceptional standard. Conversations and ideas are as likely to happen in streets, cafés, piazzas or by the water, as they are in the boardroom.

Many of the people who work in the precinct live close by, with their children attending schools there as well.

The green spaces contribute to high levels of biodiversity and are 'green lungs' for the area, with tree-lined streets and parks for workers. A green link extends from Lorimer, through the Employment Precinct to Westgate Park, forming a transport and biodiversity corridor. The rate of water consumption in the area is 50 percent less than that of broader Melbourne, thanks to the integrated water recycling facility.

A hub of innovation, the Employment Precinct is a catalyst for Melbourne's sustainable growth.



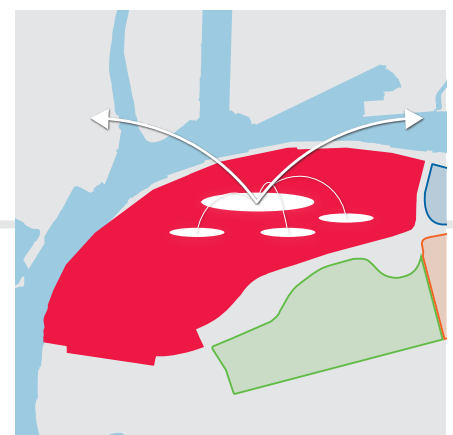
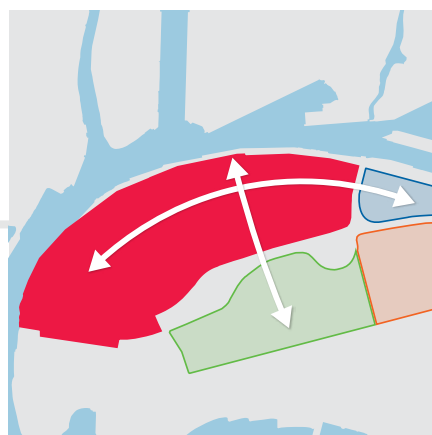
Conversations and ideas are as likely to happen in streets, cafés, piazzas or by the water, as they are in the boardroom



EMPLOYMENT PRECINCT DIRECTIONS

Improve public transport infrastructure
to increase access and mobility

Increase global connectivity
through world class information technology infrastructure





Employment Precinct
Artistic impression

Encourage businesses that support innovation

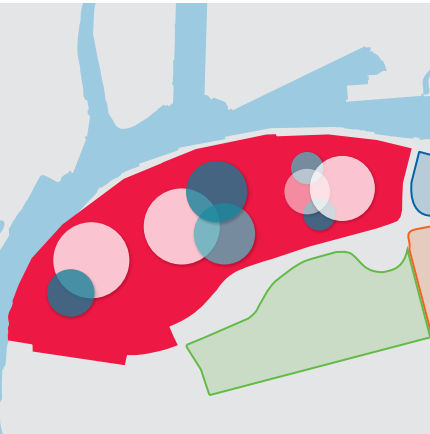
including professional services and creative industries

Provide high quality public realm

to ensure the precinct is an attractive place to work, learn and invest

Support best-practice water, waste and energy management

to drive sustainable development



WHAT HAPPENS NEXT?

THE FISHERMANS BEND FRAMEWORK

The next step for planning Fishermans Bend is the development of the *Fishermans Bend Framework* (the *Framework*).

The purpose of the *Framework* is to provide an overarching strategy to guide the urban renewal program and to implement the *Vision*. The *Framework* will provide statutory planning, land use and design guidance to inform the preparation and consideration of planning permit applications, and will be implemented through the City of Melbourne and City of Port Phillip Planning Schemes.

The *Framework* will bring together major theme area studies, which have been undertaken by the Fishermans Bend Taskforce and their consultants.

Key objectives and strategies will be developed to align with Green Star – Communities, and will guide the future development of Fishermans Bend including; transport, community and utilities infrastructure, public space, cultural heritage, employment, population and demographic analysis and built form.

The *Framework* will identify the strategic location of activity centres in each precinct, together with the strategies and priorities for the timing, delivery and funding of infrastructure, including the relevant infrastructure contributions plans. The *Framework* will inform the priorities for development of precinct plans for each of the five precincts.

FISHERMANS BEND FRAMEWORK

A Transport Strategy

The successful delivery of transport infrastructure will be one of the key components to delivering a liveable, well-connected community in Fishermans Bend.

The Fishermans Bend Taskforce has commissioned a range of transport studies that will feed into an overall Integrated Transport Strategy for the area.

This means that transport modelling will be undertaken for different travel methods, as well as developing road and street alignments for preferred methods of transport (such as public transport, cycling, walking and vehicles).

Additional studies are also looking at river crossings, car parking and water transport options.



FUNDING MODELS

Work is currently underway to examine existing funding models that may be appropriate to fund the infrastructure delivery requirements for the project.

Some of the considerations will be developer contributions; state, local and federal funding; investigating value capture opportunities, as well as identifying innovative funding models to deliver our public infrastructure.

A Public Space Strategy

An overarching public space strategy will provide an indicative plan for public space to cater for a range of community experiences. It will also identify funding models for public space and investigate potential opportunities for delivering additional open space in Fishermans Bend.

A Community Infrastructure Strategy

The Fishermans Bend Taskforce is identifying the future community facilities and services for residents and workers that will be required as the Fishermans Bend population grows.

Smart City and Integrated Infrastructure Strategies

An integrated infrastructure plan is being developed that will look at opportunities to embed smart city thinking into the design and operation of infrastructure to manage utilities and resources more efficiently and support increased resilience.

Green Star – Communities

The planning framework will align with the principles and credits of Green Star – Communities. Planning for Fishermans Bend will address the Green Star – Communities categories of governance, liveability, economic prosperity, environment and innovation.

Aboriginal and European cultural heritage

A study is being undertaken to identify and understand traditional historical and contemporary cultural values and meaning held by Aboriginal people, and the ways in which these values can be interpreted in a meaningful and practical way.

An additional study is underway to understand European cultural heritage in Fishermans Bend.

WHERE TO AFTER THE FRAMEWORK?

Precinct Plans

Following the finalisation of the *Framework*, precinct plans will be prepared to reflect, in fine-grain detail, the strategies outlined in the *Framework*. They will also inform the implementation plans and further detail on the staging and timing of Fishermans Bend development.

Changes to Councils' planning schemes

Planning Scheme Amendments will be required to implement the *Fishermans Bend Framework* and the precinct plans.

Working with the community throughout the project

A range of community engagement activities will be held as part of the release of the draft *Fishermans Bend Framework* and in developing the precinct plans.



Lensaloft Aerial Photography



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