



WERRIBEE CITY CENTRE STRUCTURE PLAN

JUNE 2013



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1.0 INTRODUCTION



Embracing its unique river setting, the Werribee City Centre will combine with the Werribee Employment Precinct and grow as the Capital of Melbourne's New West; a focal point of economic, cultural and environmental excellence.

The Vision for the Werribee City Centre.

1.1 Introduction

The Werribee City Centre is well placed to be further developed as a key regional commercial, retail, recreational and cultural focal point for Melbourne's west, and as a location for high density residential development.

The Werribee City Centre is located in the municipality of Wyndham, which currently has the fastest and largest growing population in Victoria.

The Werribee City Centre is the heart of Wyndham, and is a major centre for business, government, specialty retail, entertainment, arts, culture, community, sport and leisure; a true city centre in every sense.

Located on the banks of the picturesque Werribee River, the Werribee City Centre has unique natural assets which set it apart from any other activity centre in Melbourne.

The Werribee City Centre also has unique commercial connections. It is located:

- Off the Princes Freeway, midway between Melbourne and Geelong;
- With immediate access to the Princes Freeway and Western Ring Road;
- Less than 30 minutes from Melbourne Airport, Avalon Airport and the Melbourne CBD;
- Next to the Werribee Employment Precinct;
- Within close proximity of the renowned Werribee Park Tourism Precinct which features the Werribee Mansion, Werribee Open Range Zoo and National Equestrian Centre; and
- Only minutes away from Melbourne's largest industrial precinct at Laverton North.

Trains, buses and bicycle paths all run to the heart of the Werribee City Centre. The vibrant and attractive streets and river setting of the Werribee City Centre are distinctive and inviting. Alfresco dining, street art, lush vegetation and multiple public spaces combine with the river and parks to create an attractive setting for business and leisure.

1.2 Purpose of the Structure Plan

This Structure Plan sets out a shared vision for the growth of the Werribee City Centre. The purpose of the Structure Plan is to guide growth and change, facilitate development, and attract investment, to achieve the vision for growth.

The Structure Plan designates areas within which medium and high intensity mixed use development is encouraged. A clear and robust land use and development framework is set out for this area, designed to engage with the Werribee City Centre's unique natural features, address its social, economic and urban contexts, and facilitate significant further development.

The Structure Plan sets out policies and objectives for further development and identifies opportunities and strategies to realise those objectives. It addresses both public and private land, and provides guidance and direction to the community, government, business and the development industry about opportunities and appropriate types of change.

The Structure Plan embodies the vision and policies of the Wyndham community, Wyndham City and the Victorian State Government.

1.3 Implementation

Actions, priorities and processes to implement the Structure Plan are outlined in Sections 6, 7 and 8 of this document. Actions include amending the zoning controls relating to the Werribee City Centre, by introducing an 'Activity Centre Zone' as the primary statutory mechanism to implement this Structure Plan.

Other actions include implementation of a number of significant Wyndham City-led public infrastructure development projects, designed to enhance the Werribee City Centre and stimulate private development and investment.

1.4 Supporting Information

The Structure Plan draws from the following documents:

- State Planning Policy Framework,
- Melbourne 2030,
- Melbourne @ 5 Million,
- Wyndham City Plan 2009-2013,
- Wyndham City Strategic Objectives 2009-2013,
- Wyndham Municipal Strategic Statement,
- Wyndham Quality Community Plan,
- Werribee Transit City Structure Plan and Outline Development Plans (Daryl Jackson P/L Architects 2005),
- Werribee Town Centre Strategy: Vision 2020 (MacroPlan 1999),
- Wyndham Heritage Study,
- Riverbank Promenade Study (2009/10),
- Riverbend Study (2009/10),
- Werribee Transit City Floor Area Survey (2008),
- Werribee City Centre Place Essence Report (2010).
- Wyndham Tourism Development Strategy 2008-2011
- Western Region Economic and Industrial Development Strategy (2007)
- Wyndham Economic Development Strategy
- Wyndham Renewable Energy Strategy

Copies of these documents are available on request.

2.0 DEVELOPMENT OF THE STRUCTURE PLAN

2.1 Partners and Process

In 2008, a Place Management Program for the Werribee City Centre was established by Wyndham City, to progress the Outline Development Plans of the 2005 *Werribee Transit City Structure Plan*. A 'Werribee Transit City Management Advisory Committee' was formed to guide the Place Management Program and engage key stakeholders.

Since 2008, a number of significant public projects designed to enhance the Werribee City Centre and stimulate private development have been initiated and progressed towards construction. New concepts for the overall structure of the Werribee City Centre and for improved integration with the Werribee River and Werribee Employment Precinct have also been developed during this time. In late 2009, Wyndham City resolved to incorporate and formalise these plans into a new Structure Plan for the Werribee City Centre, supported by accompanying Planning Scheme Provisions.

This Structure Plan has been developed with assistance from the State Government (Growth Areas Authority and Department of Planning and Community Development) and with direction from the Werribee City Expert Reference Group, which was established by Wyndham City to advise on the Structure Plan's development and assist in realising its development objectives. The Werribee Chamber of Commerce and Werribee City Centre stakeholders have been engaged both one-on-one and via public forums to inform the development of this Structure Plan.

A number of consultants and government authorities have also contributed to the development of the various component projects contained within the Structure Plan. These have included: ARUP, Denton Corker Marshall, MGS Architects, Outlines Landscape Architecture, Peddle Thorp Architects, Spade Consultants, SJB Urban, Village Well, VicTrack, VicRoads and Whitefield McQueen Architects.

2.2 Stakeholder Engagement

Werribee City Centre Business Survey

In June 2008, 319 businesses located in the Werribee City Centre were surveyed to inform the future management, development and marketing of the City Centre. 121 businesses participated in the survey, which represented a high return rate of 38%. The participating businesses formed a broad cross-section of the business community (see Figure 2.1).

Participants were asked to indicate their support for a number of potential initiatives for the Werribee City Centre, and as can be seen in Figure 2.2, there was a very high percentage of support. Since June 2008, a number of these potential initiatives have been further developed as plans and incorporated into this Structure Plan.

Stakeholder Visioning Workshops

Stakeholder Visioning Workshops for the Werribee City Centre were held in December 2008 and in April 2010. All landowners, business operators and community groups in the Werribee City Centre were invited to be part of setting the vision for its future.

Key Opportunities

At both of the Stakeholder Visioning Workshops, stakeholders highlighted **the Werribee River as the primary opportunity for enhancing the Werribee City Centre**. Improved connection to an enhanced river environment, addressed by retail, business and residences was the commonly held vision. Other key opportunities stakeholders envisaged for the Werribee City Centre included: **growth, apartment living, enhanced tenancy mix, tourism and events**.

Qualities

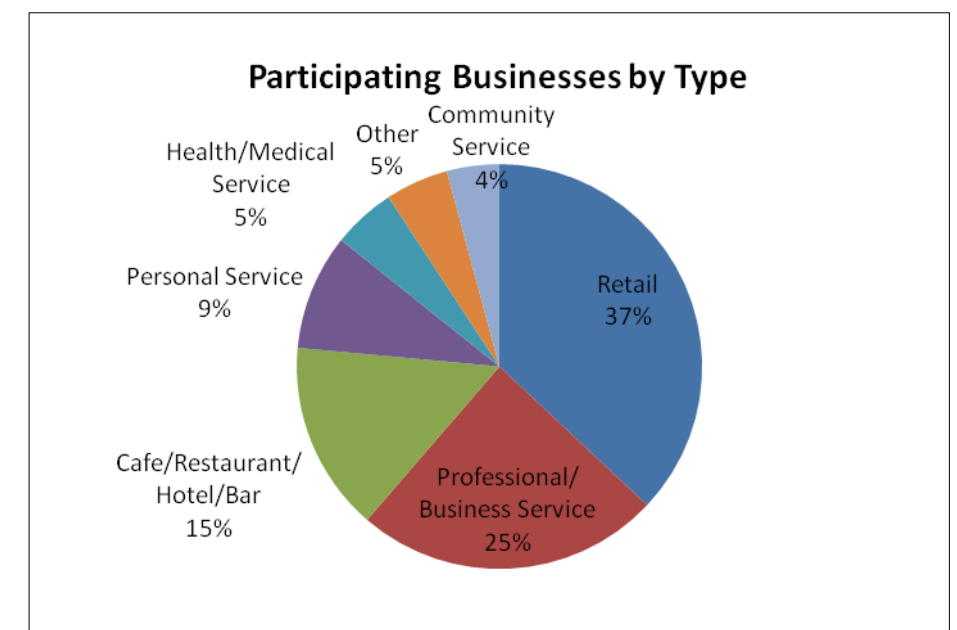
Stakeholders felt that the existing qualities which make the Werribee City Centre special are its: **people, passion, affordability, accessibility, service, range of offer, proximity to the river, proximity to the Melbourne CBD, history / immigrant base and cultural diversity**.

Personality of the Future Werribee City Centre

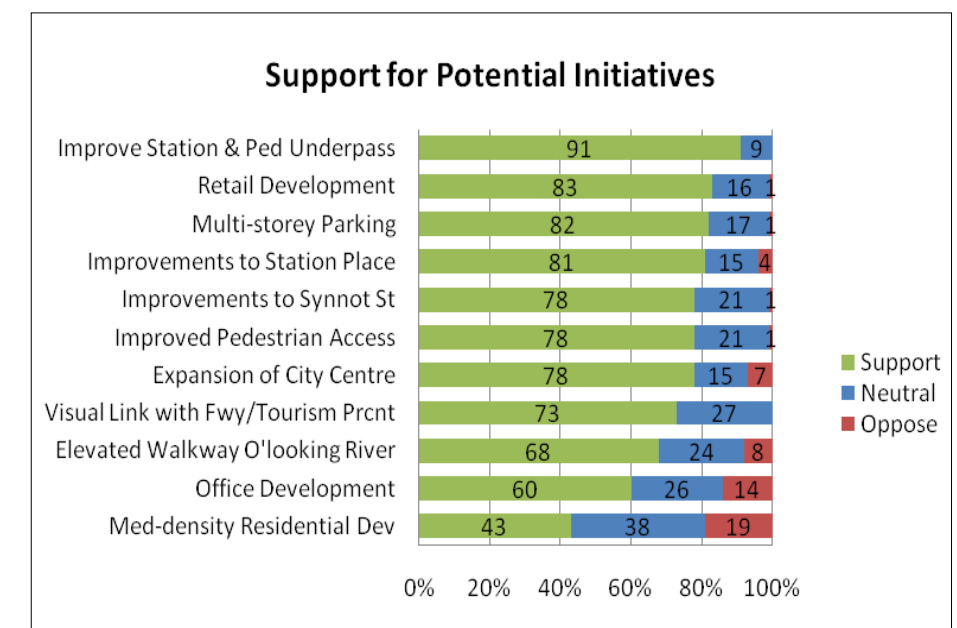
Stakeholders envisioned the 'personality' of the future Werribee City Centre as being: **iconic, trendsetting, exciting, quirky, active, diverse, safe, secure, accessible, youthful and independent**. It is considered that the visions, values and objectives held by Werribee City Centre stakeholders are reflected in this Structure Plan.

Stakeholder Information Sessions

Stakeholder Information Sessions were held in June 2010 and January 2011, to explain the aims, objectives and proposed actions of the Structure Plan to stakeholders prior to the formal exhibition of the Structure Plan.



▲ Fig 2.1: Participating businesses by type; *Werribee City Centre Business Survey*.



▲ Fig 2.2: Business support for potential initiatives; *WCC Business Survey*.

3.0 WERRIBEE CITY CENTRE'S REGIONAL ROLE AND CONTEXT

3.1 METROPOLITAN CONTEXT

The Werribee City Centre is the 'Principal Activity Centre' of Melbourne's outer western region. Figure 3.1 illustrates the importance of the Werribee City Centre to this region. It serves a large and growing catchment, with no other centres of an equivalent scale and composition within its vicinity.

A vast new 'urban growth area' has been designated in the western region of Melbourne, within the catchment of the Werribee City Centre (see Figure 3.1). The number of people living in this catchment is growing rapidly and this growth is forecast to continue as the new 'urban growth area' is developed.

The City of Wyndham (along with the greater western region) currently has Melbourne's largest and fastest population growth, and is one of the last remaining areas available for new development within 20 to 40 kilometres of Melbourne. The population of Wyndham alone is forecast to grow from its current size of 158,000 people (June 2011) to 350,000-400,000 people within the next 30-35 years, which is a population the size of current-day Canberra. (Sources: Forecast id and Strategic Planning Department, Wyndham City)

To serve this growing population, the western region of Melbourne will require a regional-scale capital as a focal point for commerce, recreation and culture.

The Werribee City Centre is already the Principal Activity Centre for its region. Given its strategic location between Melbourne and Geelong, the forecast growth of the region it serves, and its ability to combine and grow together with the adjacent Werribee Employment Precinct, the Werribee City Centre is well positioned to grow as the capital of Melbourne's expanding western region. This is the objective of Wyndham City Council.

Figure 3.1:
METROPOLITAN CONTEXT PLAN



3.2 SUBREGIONAL CONTEXT

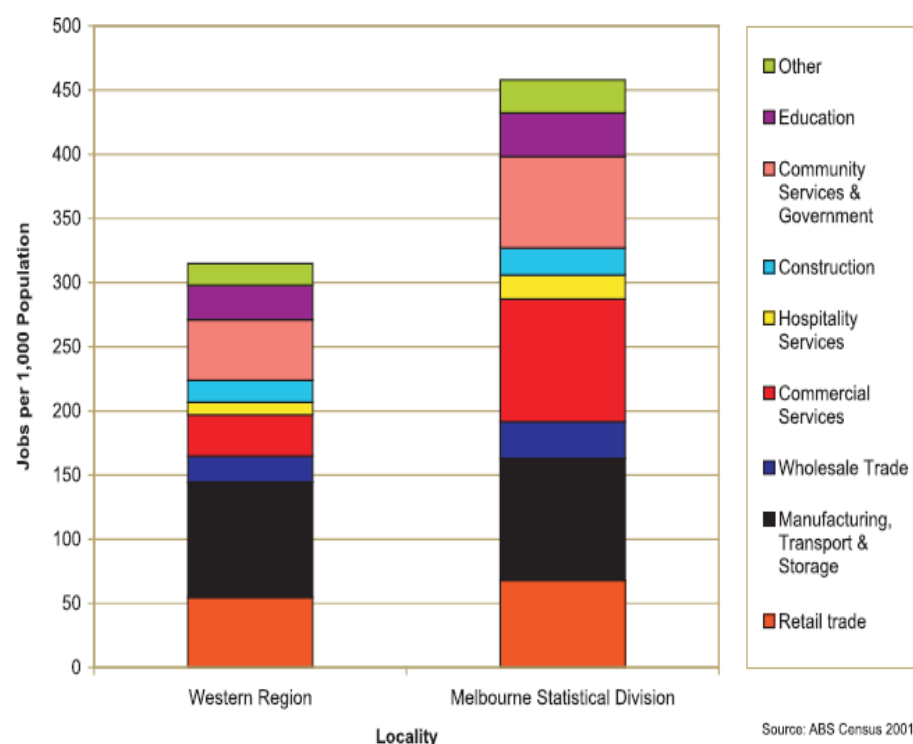
In this section, key features which set the sub-regional context for the Werribee City Centre are outlined.

Population Growth

The Werribee City Centre exists within a subregional context of significant growth and change. The Werribee City Centre is located in the centre of Wyndham; currently Victoria's fastest growing local government area. Wyndham's population grew by 11,000 people in 2010, which is equivalent to adding the population of Benalla in one year. Population growth at around this rate is forecast to continue. New residential growth areas in Wyndham are shown in pink in Figure 3.3.

Employment

There is a significant need for jobs to serve Wyndham's growing population, in particular jobs in the commercial services sector. As Figure 3.2 shown below illustrates, Melbourne's western region has a significant undersupply of jobs per 1,000 persons relative to the Melbourne average, and in particular an undersupply of jobs in the commercial services sector (shown in red). As a result many residents need to travel long distances to work. A key objective of this Structure Plan is to facilitate commercial services job creation in the Werribee City Centre.



▲ Fig 3.2: Jobs per 1,000 residents by Industry Supergroup in the Western Region & Melbourne Statistical Division (2001). Source: WREIDS (2007)

Werribee Employment Precinct (WEP)

The WEP is the largest undeveloped piece of land owned by the Victorian State Government in the Melbourne metropolitan area. The 925 hectare precinct is currently home to a number of research and development organisations, including CSIRO Food & Nutritional Sciences, Melbourne University, Victoria University, and the Werribee Hospital. *Melbourne @ 5 Million*, released by the previous Victorian State Government, states that it will: *expand the vision for this precinct... to provide a larger number of jobs across a wider range of industries and sectors, required for the growing western suburbs*. Designated as a 'Specialised Activity Centre', plans for the WEP are being developed by the State Government, but to date have not been released.

Integration of the WEP with the Werribee City Centre is a fundamental part of the vision for the Werribee City Centre. These two centres have the potential to combine and grow together as the capital of Melbourne's west; a focal point of economic, cultural and environmental excellence.

Freeway and Airport Connections

The Werribee City Centre is within close proximity of the Princes Freeway, providing direct access to Melbourne, Geelong and Avalon Airport. The Western Ring Road is accessible via the Princes Freeway, providing direct access to Tullamarine Airport and Melbourne's north-west.

Regional Rail Link

Regional Rail Link is a \$5 billion (approx.) Federal and State Government initiative which will introduce passenger and freight train lines extending north from the Werribee-Geelong line through Wyndham's outer suburbs and future growth areas, connecting to a new exclusively regional line at Deer Park (see Figure 3.3). This initiative will benefit the Werribee City Centre by reducing congestion at level crossings as a result of the bypassing of V-Line services. The project is scheduled to be completed by 2016.

Middle Ring Road / Armstrong Road

A 'Middle Ring Road' to be named Armstrong Road will run parallel to the Regional Rail Link (see Figure 3.3). Armstrong Road will connect Wyndham's outer suburbs and future growth areas to the Princes Freeway and other main transport routes. It will benefit the Werribee City Centre by providing a new access route from these areas, thereby alleviating the current need for excess through traffic from the outer suburbs to pass through the Werribee City Centre. Alignment options for this road are currently being investigated.

Proposed Outer Metropolitan Ring Road

An 'Outer Metropolitan Ring Road' is proposed to run north from the Princes Freeway, through the outer growth area of Wyndham, to Melton (see Figure 3.3). This project will benefit the Werribee City Centre by providing a more direct vehicle connection to Melbourne's north-west. It is proposed to commence in 2020.

Industrial Growth

Growth in the industrial sector is currently mirroring the rapid population growth in Wyndham and the greater western region. Further development in the industrial precincts located in the north-east of Wyndham at Laverton North and Truganina (shown in light brown in Figure 3.3) is likely to have flow-on commercial benefits to the Werribee City Centre. A Precinct Structure Plan for the 1,200ha Truganina Employment Precinct and Wyndham Industrial Estate was recently approved, facilitating the area's development. A regional rail freight facility is also proposed for Wyndham, which would further strengthen the industrial precinct.

Adjacent Activity Centres

While the Werribee City Centre is the region's 'Principal Activity Centre', 'Major Activity Centres' are also spread through the region (see Figure 3.3). Werribee Plaza is the largest of these centres and has plans for further expansion. Hoppers Crossing Town Centre, the Old Geelong Road Precinct, Point Cook Town Centre and Manor Lakes Town Centre are other existing centres, while new centres at Williams Landing and Rose Grange are planned. Apart from Williams Landing, these activity centres are primarily retail centres, whereas the Werribee City Centre is a mixed use city centre comprising business, government, entertainment, arts, culture, community, sport and leisure, as well as retail.

Werribee Tourism Precinct

The Werribee Tourism Precinct is located close to the Werribee City Centre, south of the Princes Freeway (see Figures 3.3 and 4.3). The Werribee Tourism Precinct draws large numbers of people into Wyndham. It features: Werribee Open Range Zoo, Werribee Park Mansion, the National Equestrian Centre, State Rose Garden and Shadowfax Winery. The Royal Australian Air Force Museum and Point Cook Coastal Park are located nearby.

The potential exists to draw a greater number of tourists visiting the Werribee Tourism Precinct into the Werribee City Centre. This Structure Plan contains initiatives designed to achieve this objective.

Werribee South

Werribee South features: the Werribee South beach and foreshore, the Werribee South Township, Cheetham Wetlands, the state-significant Werribee South Intensive Agricultural Precinct (which is a key vegetable production precinct for the region), and the Western Treatment Plant, which includes RAMSAR listed wetlands and is a valuable producer of recycled water (see Figure 3.3).

Wyndham Harbour

The Wyndham Harbour development in Werribee South will feature a marina with up to 1000 wet berths and 390 dry berths, housing, specialist retail and a new beach on the Werribee South foreshore (see Figure 3.3). As the only harbour in the region, it will be another major attraction from which the Werribee City Centre can potentially benefit. Construction commenced in 2010/11.

This Structure Plan contains initiatives to strengthen the connections between the Werribee City Centre and Werribee South, for the benefit of both.

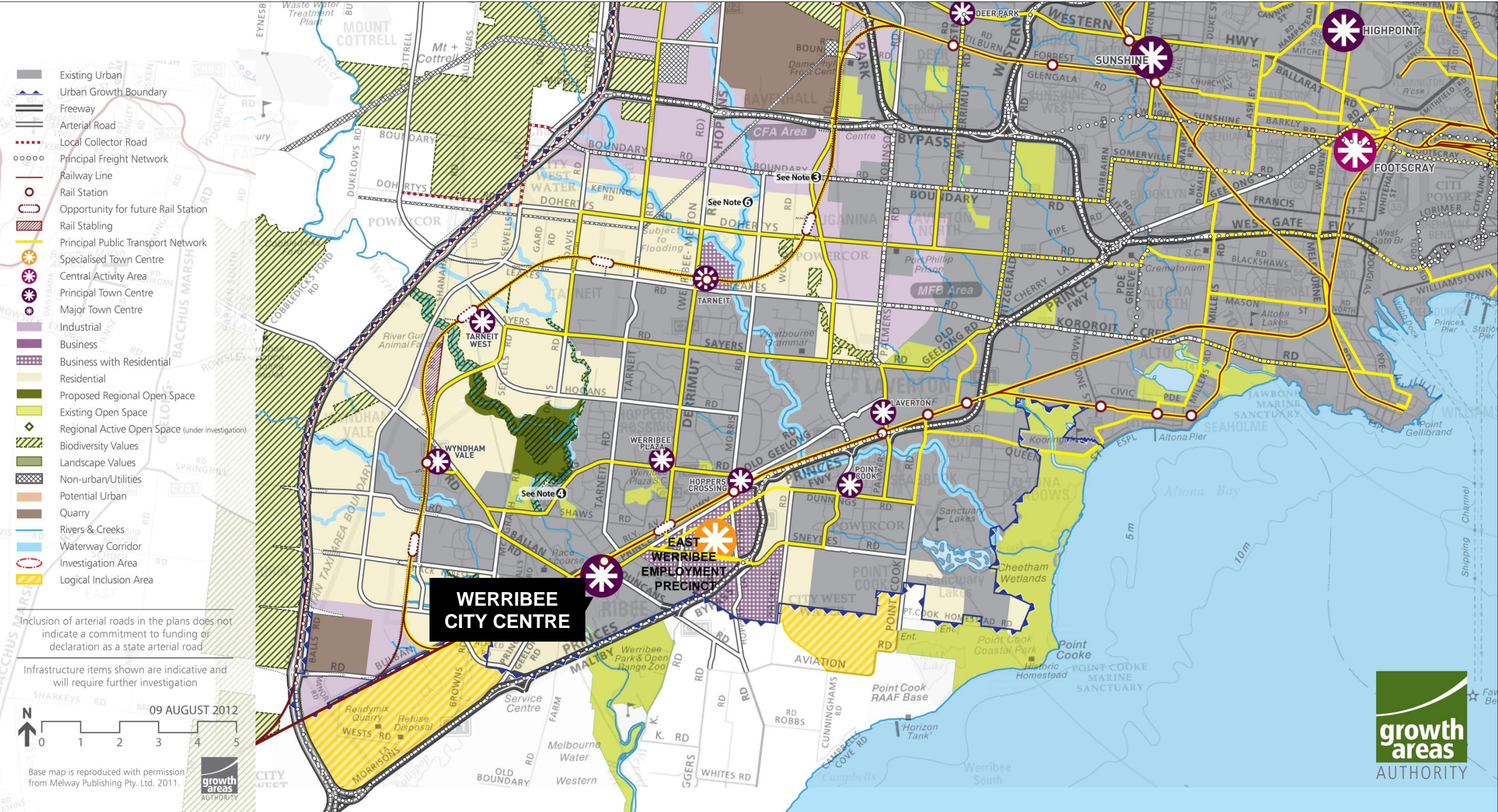
Werribee River Regional Park

A new regional park is being developed by Parks Victoria, stretching 6.5km along the Werribee River from Port Phillip Bay to the Princes Freeway (see Figure 3.4). This new park will complete a picturesque cycle and pedestrian link extending along the Werribee River from Port Phillip Bay into the heart of the City Centre, and continuing north along the river to President's Park Regional Park. Construction is scheduled to commence in 2010/11.

Riverwalk Estate

Riverwalk Estate is a VicUrban residential development which commenced construction in 2010 (see Figure 4.5). It will introduce 2000 new dwellings within walking distance of the Werribee City Centre. A new pedestrian bridge across the Werribee River to the Werribee City Centre will provide this new residential area with direct access to all the City Centre's features.

Figure 3.3
SUBREGIONAL CONTEXT PLAN
 Source: West Growth Corridor Plan, Growth Areas Authority, 2012



4.0 PROFILE OF THE WERRIBEE CITY CENTRE

In this section, a profile of the Werribee City Centre and its surrounds is provided to illustrate the opportunities and need for the growth of the Werribee City Centre.

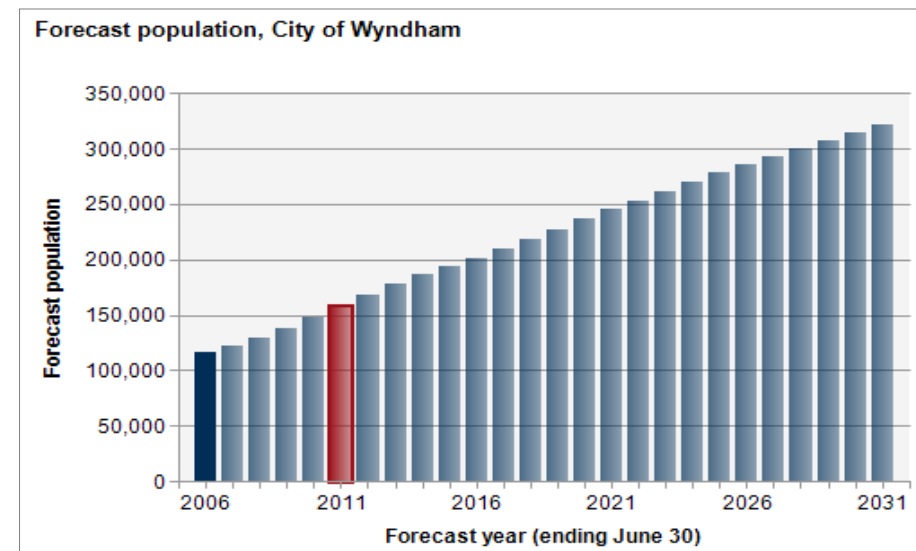
4.1 Local Context

The Werribee City Centre is located on the banks of the Werribee River, centred on the Werribee Railway Station, and flanked by the Werribee Racecourse to the north-west, and the Werribee Employment Precinct to the south-east (see Figure 4.5). It is framed by Chirnside Park at its western-end and the Wyndham Civic Centre at its eastern-end. Residential areas extend north and south. With a street grid structure dimensionally similar to that of the Melbourne CBD, and with regional facilities surrounding it (see Figure 4.5), the Werribee City Centre is suitably structured and located to be further developed as a significant regional city centre.

4.2 Community Profile

Population Growth

The Werribee City Centre is the Principal Activity Centre of the City of Wyndham. Wyndham is currently experiencing the largest and fastest population growth of all Victorian local government areas (source: ABS 3218.0). Wyndham's forecast population growth is illustrated in Figure 4.1. With vast new urban growth areas designated, Wyndham has the potential to accommodate over 400,000 people, which would make it comparative in population size to Canberra.



▲ Fig 4.1: Forecast population - City of Wyndham. Source: Forecast id

Age & Household Profile

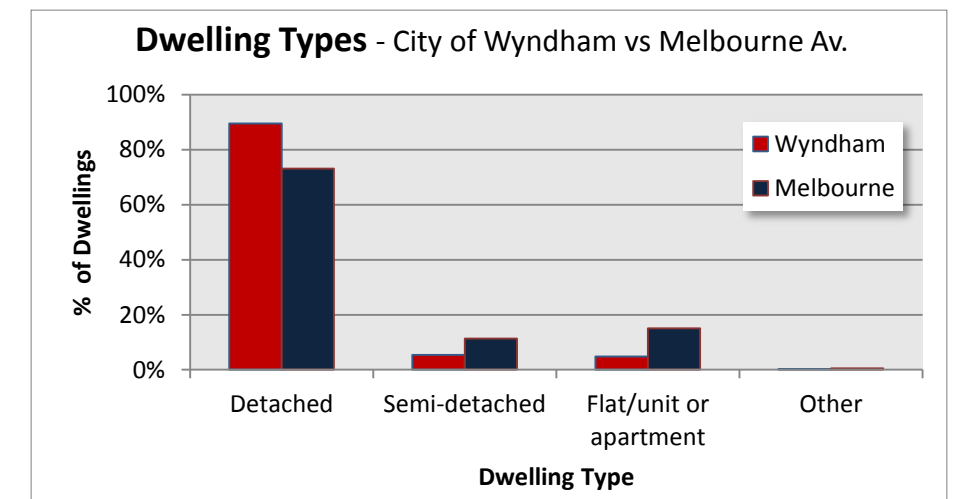
Wyndham's age profile is dominated by young families, attracted to Wyndham by the relatively affordable housing in existing areas and the opportunity for new house and land packages in the growth areas. The percentage of the population in the 0-14 and 25-44 year age groups is above the Melbourne average, and this is forecast to remain the case over the next 15 years.

The main change forecast for Wyndham's age profile is an increase in the percentage of Wyndham's population aged 65 and over. The main change forecast for Wyndham's household profile is an increase in the percentage of couples without dependents, from 25.8% to 28.8% of all households. These two changes indicate the need for a greater percentage of small dwelling types.

Housing

The majority of Wyndham's existing dwellings, and the majority of the new dwellings being rapidly added to the existing stock, are 3-4 bedroom detached dwellings. Wyndham's percentage of these detached dwelling types is significantly higher than the Melbourne average, as illustrated by Figure 4.2. The elderly, singles and couples without dependants (which currently make-up approximately 40% of all

Wyndham households), who may prefer smaller dwellings, do not have an adequate choice of such dwelling types due to the lack of housing diversity.

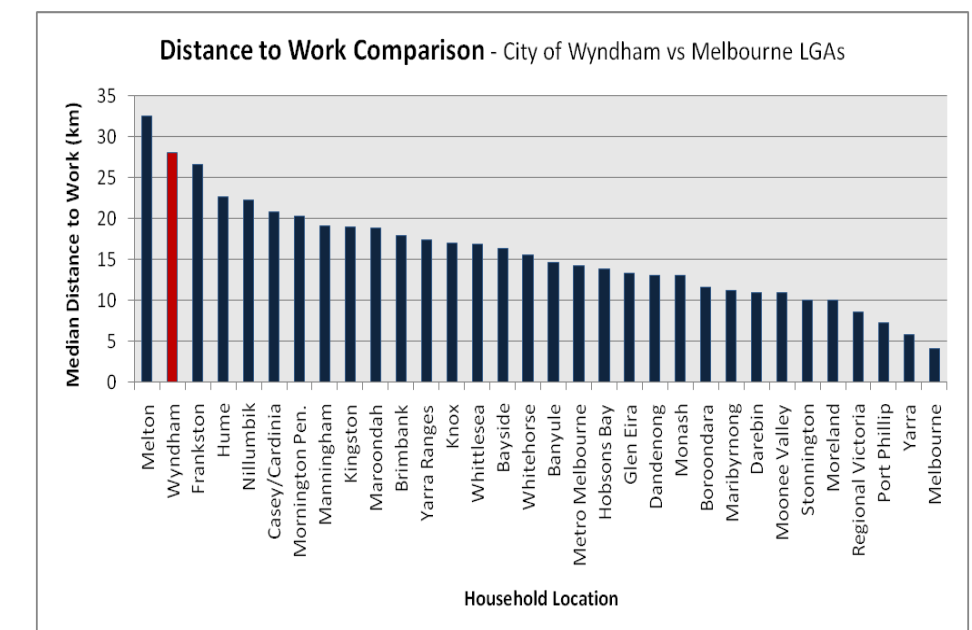


▲ Fig 4.2: Dwelling Types - City of Wyndham vs Melbourne Av. Source: ABS Census 2006

Currently there are no shop-top dwellings in the Werribee City Centre (the first are just now being constructed) and there are relatively few apartments and town houses located in the surrounding area. As illustrated in Figure 4.2, there is a significant need for this dwelling type in Wyndham. The development of shop-top apartments within the Werribee City Centre is strongly encouraged to increase housing choice in Wyndham and capitalise upon the City Centre's public transport infrastructure, amenity and services. Feedback from developers and local real estate agents also indicates that the market is now ready for such development.

Employment

57.5% of Wyndham's employed residents work outside of Wyndham. 16.7% of Wyndham's employed residents travel to the Melbourne Local Government Area (LGA) to work. These are very large percentages, reflected in Wyndham's very high median distance to work figure relative to the rest of Melbourne (see Figure 4.3). There is a need for more employment opportunities in Wyndham (in particular jobs in the commercial services sector as was illustrated previously in Figure 3.3 on page 8) to meet the needs of Wyndham's current population, and to meet the significant needs of Wyndham's forecast population of 400,000+.



▲ Fig 4.3: Distance to Work Comparison. Source: VISTA 2007

4.3 Activities and Land Use

The Werribee City Centre is home to over 400 organisations, and has over 130,000sqm of retail, commercial and community floor area (see Figure 4.4). The business types occupying this floor area are highly diversified, offering a wide range of regional centre functions. The adjacent Werribee Employment Precinct also has over 130,000sqm of floor area. Together, the Werribee City Centre and Werribee Employment Precinct are significant current and future employers for the region.

Werribee City Centre Existing Floor Area by Business Types		
Business Category	Business Type	Floor Area (sq.m)
Retail	Food Retailing	13,417
	Personal and Household Good Retailing	20,744
	Motor Vehicle Retailing and Services	5,839
	Accommodation, Cafes and Restaurants	14,724
	Personal and Other Services	11,530
	Construction	888
	Sub Total:	67,142
Commercial	Finance and Insurance	4,664
	Property Services	4,351
	Business Services	13,549
	Government Administration and Defence	12,310
	Water Supply, Sewerage and Drainage Services	1,066
	Communication Services	204
	Health Services	8,180
	Sub Total:	44,324
Other	Education	344
	Community Services	3,413
	Cultural and Recreational Services	10,175
	Manufacturing	2,397
	Sub Total:	16,329
	Total Occupied Floor Area:	127,795
	Vacant Buildings	8,669
	Total Floor Area:	136,464
	Private Residence	27,348
	Vacant Land (Site Area)	38,730

▲ Fig 4.4: Floor area by business types. (Source: WTC Floor Area Survey 2008)

4.4 Built Form

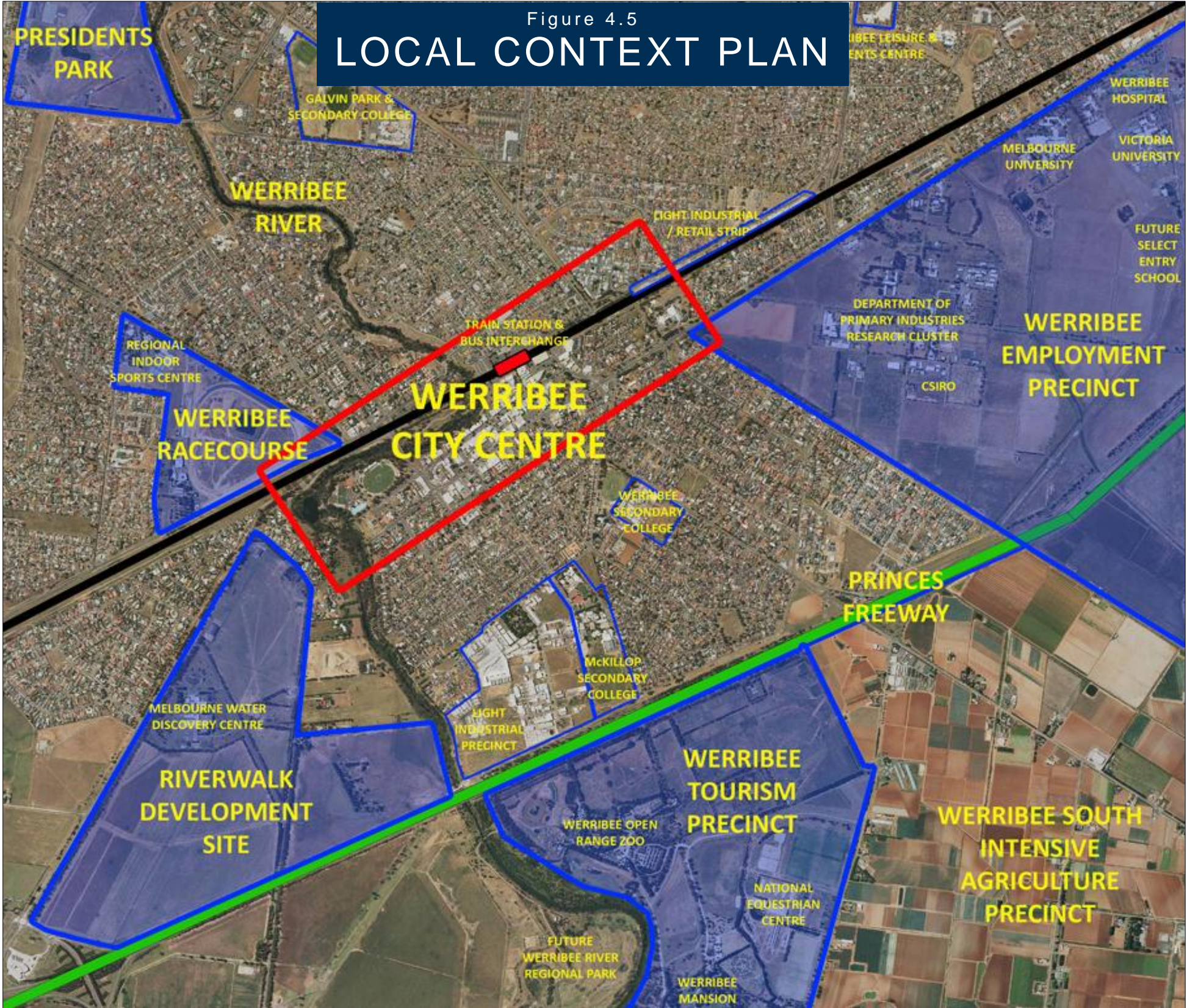
The Werribee City Centre currently consists of a mixture of one and two storey buildings, with a small number of taller buildings. Planning applications for three and four storey buildings have recently been approved and have commenced construction. It is anticipated that the density of the Werribee City Centre will continue to increase. Three-to-seven storey buildings are envisioned, with taller buildings within the City Centre's core.

4.5 Land Tenure

There is a mixture of small and large land holdings in the Werribee City Centre. The large landholdings have significant potential for redevelopment, with a number of their owners interested in redevelopment; while the large percentage of local land ownership creates the potential for consolidation of the smaller land holdings.

4.6 Movement and Transport

The Werribee City Centre has at its core Wyndham's primary train station and bus interchange. A major road network radiates around the Werribee City Centre, providing strong links to surrounding areas. An existing off-street path network along the Werribee River provides a major north-south pedestrian/bicycle route, while links to the Federation Trail provide a major east-west route. The existing movement and transport infrastructure and proposed new infrastructure is identified in the Movement Network Plan in section 7.



4.7 Open Space and Natural Features

The Werribee River flows through the heart of the City Centre. The river is the City Centre's most significant natural feature, and an underutilised asset. Wyndham Park and Chirnside Park are picturesque recreational features that form part of the City Centre's river environs. Planned Council-led projects to better integrate the river with the Werribee City Centre's urban areas and increase the ability for this natural asset to be enjoyed and appreciated are detailed later in this document. Multistorey development in the City Centre has the potential for stunning views of the river environs, as well as Port Phillip Bay and the You-Yang mountain range.

4.8 Heritage

The Werribee City Centre was historically the service centre for the western Melbourne agricultural district. It was also a key midway stop on the journey from Melbourne to Geelong, and the main crossing point of the Werribee River.

As a result of these important historical functions, the Werribee City Centre today has some significant heritage features, including Melbourne's oldest remaining train station building. Many of the heritage features of the Werribee City Centre are identified in the Wyndham Planning Scheme as heritage overlays.

5.0 THE VISION

***Embracing its unique river setting,
the Werribee City Centre will combine
with the Werribee Employment Precinct and
grow as the Capital of Melbourne's New West;
a focal point of economic, cultural and
environmental excellence.***

The Vision for the Werribee City Centre.



▲ Fig 5.1: The vision for further development within the Werribee City Centre.



▲ Fig 5.2: The Vision for the Werribee City Centre: A vibrant and densely populated regional focal point embracing its unique river setting.

6.0 PLANNING FOR THE FUTURE OF THE WERRIBEE CITY CENTRE – STRATEGIC RESPONSE & KEY INITIATIVES

6.1 Objectives

Key strategic objectives for the Werribee City Centre are:

1. To facilitate the growth of the Werribee City Centre as the focal point of the region;
2. To integrate the Werribee City Centre with the Werribee Employment Precinct;
3. To better connect the Werribee City Centre to its river and park environs, so that these unique features may serve to promote increased activity and further development;
4. To capitalise upon the Werribee City Centre's public transport assets;
5. To increase the diversity of land uses and attractions in the Werribee City Centre, and achieve a critical mass of both density and activity;
6. To activate and connect the edges of development;
7. To further develop the Werribee City Centre as a regional centre for business and commercial employment;
8. To encourage diverse, high density housing in the Werribee City Centre, above active ground level uses;
9. To maintain and strengthen the Werribee City Centre as the civic, community and cultural heart of the region;
10. To achieve engaging, high quality and environmentally sustainable architectural outcomes from new developments.

Qualitative objectives for the Werribee City Centre are that it be further developed as:

- An inviting, interesting and memorable city in which to live, work, shop, visit or relax;
- A city that utilises and respects its location adjacent to the Werribee River;
- A city that is responsive to the local Wyndham community's economic and social needs, cultural values and aspirations;
- A city which has beautiful and walkable streets, is easy to navigate and accessible to all;
- A vibrant, attractive, safe and secure city, with activities operating 7 days and evenings a week;
- A street-based city with active, inviting and accessible frontages throughout;
- A city that facilitates and supports small businesses as well as being attractive to medium and larger scale businesses;
- A city with a diversity of unique local destinations, traders and experiences;
- A city with a distinct and authentic brand and story.

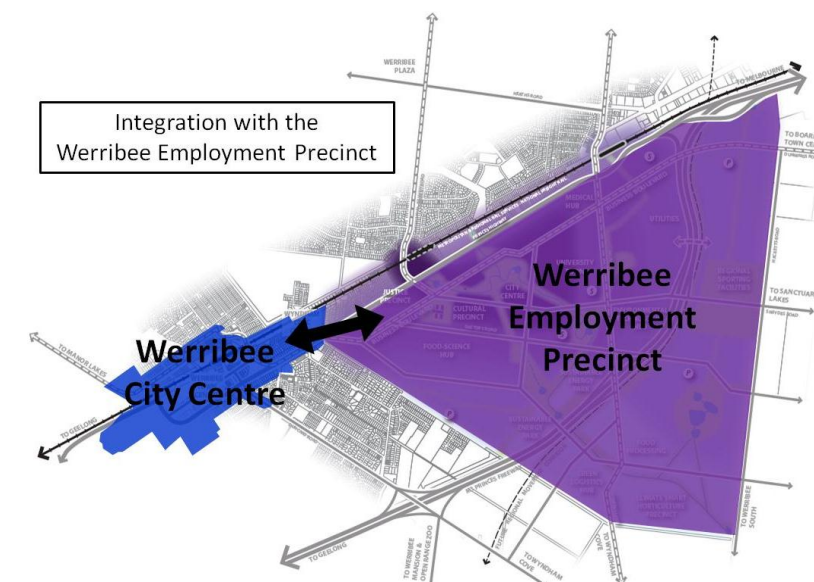
6.2 Strategic Response

This Structure Plan has been developed by Wyndham City to guide, attract and facilitate public and private-sector actions to achieve the key objectives for the Werribee City Centre.

Specific objectives, strategies and actions to achieve the key objectives are listed in the table opposite for the following components of the Werribee City Centre:

- Built Environment,
- Natural Environment,
- Social & Cultural Environment,
- Economic Environment,
- Movement & Transport Network.

Many of the actions are also illustrated in the plans contained in section 7.



▲ Fig 6.1: Integration with the Werribee Employment Precinct.



▲ Fig 6.2: The targeted mixture of land uses within the Werribee City Centre.

STRATEGIC RESPONSE

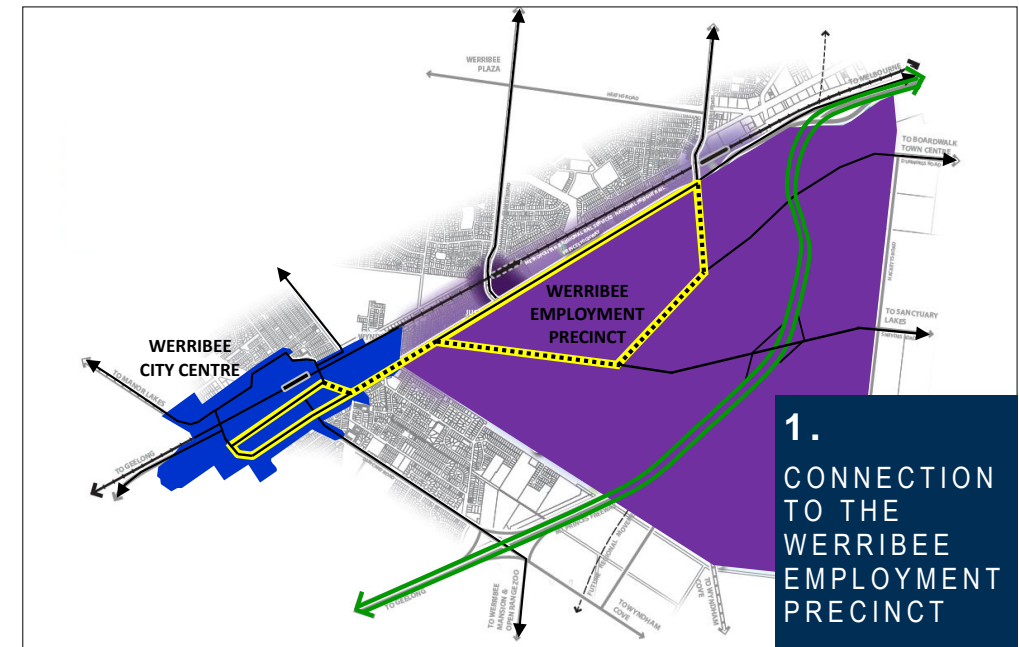
Component	Objective	Strategies	Actions
Built Environment	To enhance the public urban spaces of the Werribee City Centre and facilitate quality private development.	<ul style="list-style-type: none"> Encourage larger scale and higher density development, supported by minimum and preferred maximum building heights, and other measures to achieve desired built form outcomes. Encourage new development to incorporate best practice environmentally sustainable design (ESD), including initiatives relating to: Thermal Performance, Energy Efficiency, Water Efficiency, Material Selection and Healthy Buildings. Create a framework for physical expansion and growth, including improved physical connection to the Werribee Employment Precinct (WEP). Facilitate improved connections to the Werribee River and Wyndham Park. Activate building frontages and the edges of key links and thoroughfares. Encourage innovative, high quality design. 	<ol style="list-style-type: none"> Specify building design guidelines, including minimum building heights, preferred maximum building heights and preferred building setbacks, within <i>Schedule 1 to the Activity Centre Zone – Werribee Principal Activity Centre</i>. Specify environmentally sustainable design (ESD) principles, which should be included in new development, within <i>Schedule 1 to the Activity Centre Zone – Werribee Principal Activity Centre</i>. Implement key Council-led projects: i.e. Wedge Street Piazza, Piazza Cafe, Wedge Street Pedestrian Bridge, Riverbank Promenade, Riverbend mixed-use development (see Sections 7); and investigate other potential projects. Progress planning for improved physical connection to the WEP. Input into planning for the WEP.
Natural Environment	To enhance the natural environment of the Werribee City Centre and better integrate the natural environment with the built environment.	<ul style="list-style-type: none"> Enhance and better connect the City Centre and the community to its natural assets for environmental, social and economic benefit. Enhance the streets within and surrounding the City Centre with trees and smaller scale planting, particularly at gateways and along main thoroughfares. Provide passive and active recreational opportunities and facilities within the City Centre’s natural environment. 	<ol style="list-style-type: none"> Upgrade Wyndham Park. Enhance the Werribee River Environs. Introduce and enhance treed boulevards along main roads. Introduce additional vegetation at street level. Educate and engage the public about the river environs through displays and artworks. Introduce recycling bins to complement existing rubbish bins.
Social & Cultural Environment	To enhance the social and cultural environment of the Werribee City Centre, promoting diversity and vibrancy.	<ul style="list-style-type: none"> Enhance the City Centre as the social and cultural heart of Wyndham. Inspire and authentically engage the community, and nurture community ownership of the growth of the City Centre. Create a framework that facilitates the mixture of residential, commercial and community land uses within the City Centre. Use public art to enhance the public spaces of the City Centre and strengthen the connection to the river and park. Enhance and better integrate community and cultural facilities into the life of the City Centre. Encourage and facilitate medium/high density shop-top living in the City Centre and medium/high density residential development in the surrounding area. Create places for community activity. 	<ol style="list-style-type: none"> Further develop the City Centre as a focal point for community festivals. Further develop Wyndham City’s public art program for the City Centre. Implement planned enhancements to the Regional Indoor Sports Centre and the Wyndham Cultural Centre and investigate other potential projects. Introduce high quality and user friendly public toilets and family rooms. Engage the community by putting up illustrations of proposed public works on the hoardings on new public space improvement projects. Designate areas for mixed use development along public transport routes and around the Werribee Train Station / Bus Interchange via the Structure Plan and Activity Centre Zone. Investigate the area surrounding the Activity Centre Boundary to identify suitable areas for medium/high density residential development, and facilitate its development in appropriate areas through future planning scheme provisions.
Economic Environment	To enhance the economic environment of the Werribee City Centre and facilitate sustainable economic growth.	<ul style="list-style-type: none"> Create a framework for economic expansion and growth. Integrate the City Centre with the Werribee Employment Precinct Strengthen the connection to the Werribee Tourism Precinct/Freeway and Werribee South Foreshore Designate new areas for mixed land uses. Work with and support local businesses. 	<ol style="list-style-type: none"> Reconfigure Cottrell Street and Jellicoe Streets as active mixed-use streets with street trees, paving and on street parking. Work with the Werribee Chamber of Commerce to create a Business Plan for traders with clear objectives and priorities for them to implement. Create a community / trader owned Werribee City Centre brand. Work with the Wyndham Tourism Industry to promote synergies with the Werribee City Centre.
Movement & Transport Network	To enhance the movement and transport network of the Werribee City Centre to increase accessibility and support activity and growth.	<ul style="list-style-type: none"> Prioritise pedestrians and cyclists. Provide bus priority on public transport key routes including the Principal Public Transport Network. Encourage the use of public transport, walking and cycling for travel to and within the centre. Improve way-finding through the City Centre. Investigate options for improved access and connection across the rail line. Ensure that the development of land along the rail corridor protects the opportunity for future grade separation of roads and rail (including land required and access) and the development and operation of the rail network. Protect the continued use, operation and potential for further development of the railway station land and rail corridor for transport purposes by ensuring that the development of adjoining public transport land assess and mitigates any potential off-site impacts associated with the use of the station and public transport operations including noise, vibration and light impacts. Advocate for improvements to the Werribee Train Station and Bus Interchange, and integrate it into the redevelopment of the surrounding precinct. Ensure that bus stops are designed as an integral part of the Activity Centre, are able to be accessed by a DDA compliant direct and safe pedestrian path and are located in accordance with the requirements of the State <i>Transport Guidelines for Land use and Development</i> and to the satisfaction of Public Transport Victoria. Introduce car parking policy to achieve a sustainable balance between parking provision and new development. Ensure public car parking has a high amenity and accessibility, and uses land efficiently. 	<ol style="list-style-type: none"> Develop a Transport Plan for the Werribee City Centre, in conjunction with the Department of Transport (DOT), Public Transport Victoria, VicTrack and VicRoads. Investigate the development of a Development Contributions Plan for the Werribee City Centre, to potentially contribute towards the cost of implementing Movement/Transport and other strategic responses. Develop and implement Wyndham City-led programs to improve supporting public infrastructure, including: <ul style="list-style-type: none"> Improving pedestrian access by introducing additional signalised intersections, pedestrian crossings, pedestrian links and pedestrian priority streets, as identified in the plans; Providing integrated pedestrian and bicycle networks through the City Centre, connecting to the Train Station, Werribee River, Wyndham Park, WEP and surroundings areas. Introducing way-finding signage, to increase awareness of the river and park in particular. Investigate and advocate for potential additional river and railway line pedestrian crossings. Investigate the opportunity for shared use paths along the railway corridor subject to and in accordance with DOT, Public Transport operator and VicTrack requirements. Investigate and advocate for new and proposed pedestrian / cycle paths, to enhance existing path networks and strengthen links to the WEP. Review car parking policy to encourage a less car dependent community.

6.3 KEY INITIATIVES

1. CONNECTION TO WEP

The connection of the Werribee City Centre to the Werribee Employment Precinct is a fundamental part of the vision for the Werribee City Centre. These two centres have the potential to combine and grow together as the capital of Melbourne's west.

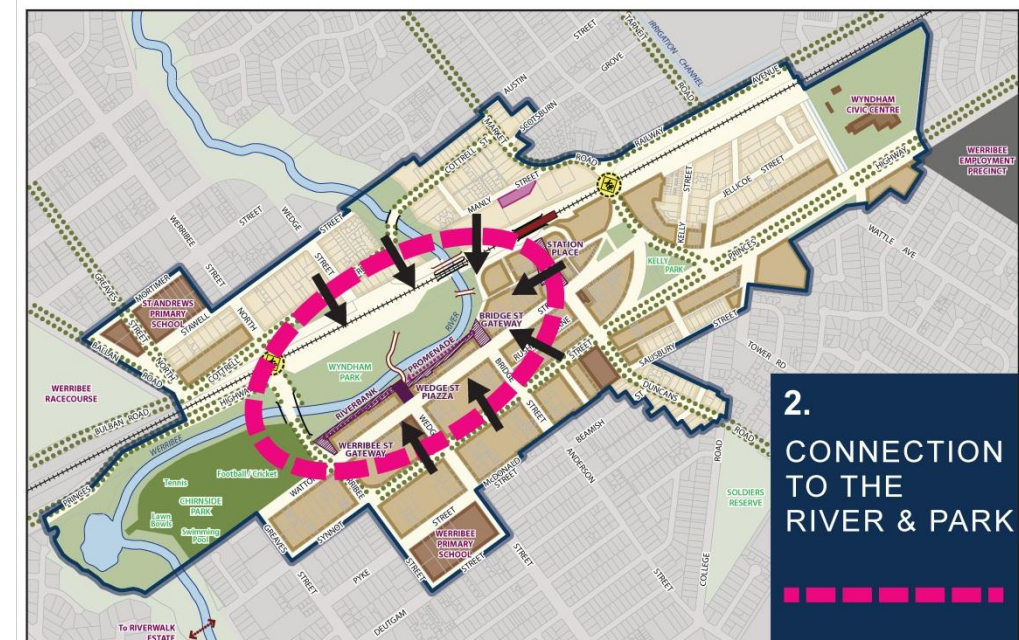
The elements critical to connecting the two centres together will include the direct physical and visual continuation of built form, landscaping, sight lines and movement networks between the two centres. The yellow line in the figure opposite shows directional planes critical to achieving this connection; while the dotted line indicates a potential dedicated public transport route.



2. CONNECTION TO RIVER & PARK

The Werribee River flows through the heart of the Werribee City Centre, and Wyndham Park is located on the river's northern bank. A number of Wyndham City-led projects are planned to strengthen the connection between the urban area of the Werribee City Centre and these two unique natural assets.

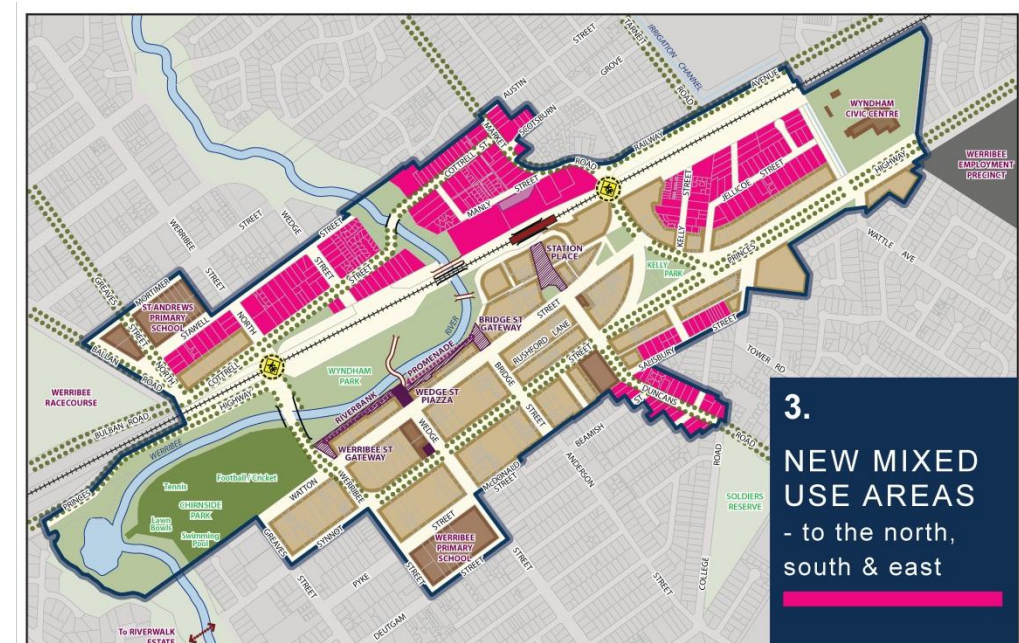
The Wedge Street Piazza, Wedge Street Pedestrian Bridge and Riverbank Promenade are key projects which will provide increased access and new places for enjoyment of the river and park environs. These public spaces are being designed to enable and encourage new adjoining private developments to connect to them, to create vibrant places. Further information on these projects is provided on page 31.



3. DESIGNATION OF NEW MIXED USE AREAS

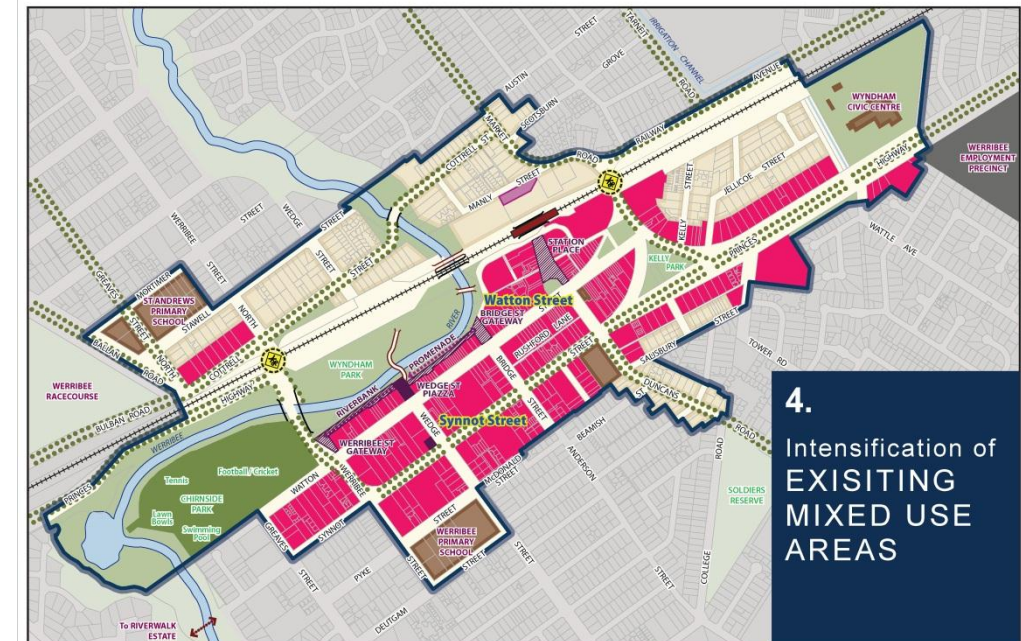
New areas for mixed use development have been designated to the north, south and east of the current City Centre area, creating the opportunity for significant growth:

- The Eastern Expansion Area centred on Jellicoe Street is strategically important to strengthening the connection between the Werribee City Centre and the Werribee Employment Precinct and Wyndham Civic Centre. A new signalised intersection on the Princes Highway at the Wyndham Civic Centre is proposed to connect to Jellicoe Street to improve access to this area and stimulate its development.
- Cottrell Street is envisaged as a new mixed use boulevard. Significant development opportunities exist along Cottrell Street next to Werribee Train Station, close to the Werribee River and overlooking Wyndham Park.
- Duncans Road is a key gateway to the Werribee City Centre, providing a direct link to the Princes Freeway and Werribee South. The extension of the mixed use area along Duncans Road is designed to strengthen this gateway and link.



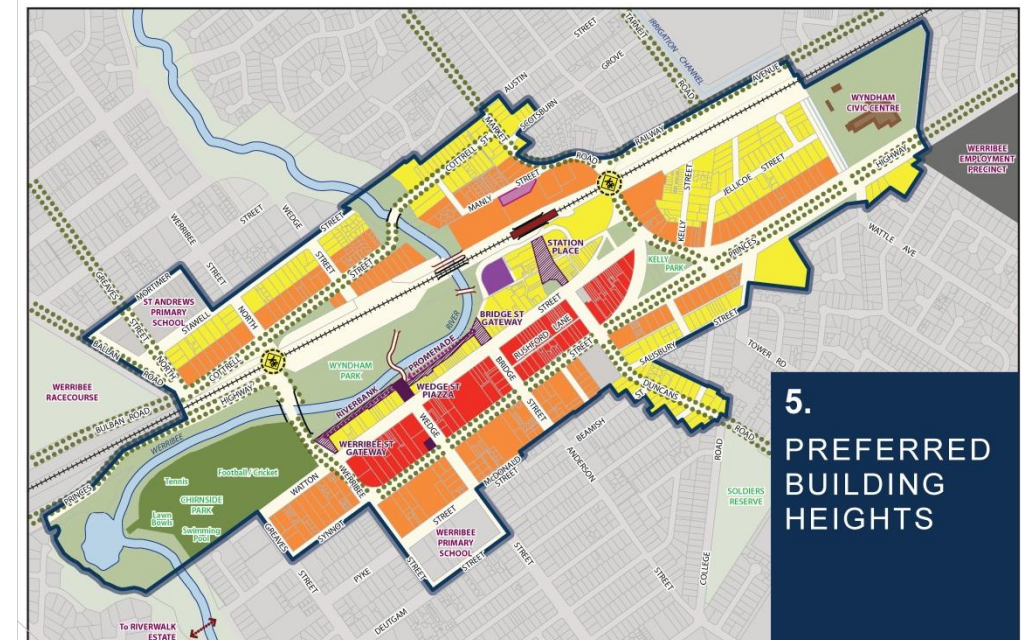
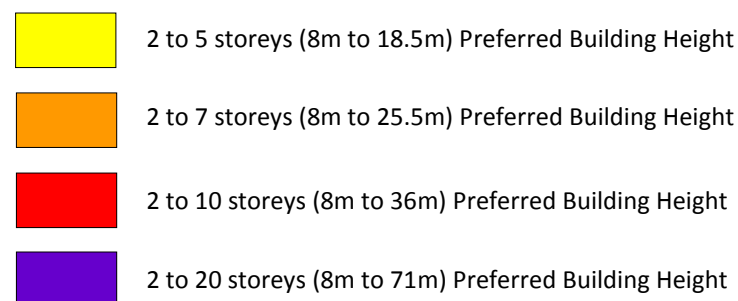
4. INTENSIFICATION OF EXISTING MIXED USE AREAS

The intensification of the Werribee City Centre's existing mixed use areas is a primary objective of this Structure Plan. The key initiatives listed above, and other initiatives outlined in this Structure Plan, are designed to strengthen the existing mixed use areas and stimulate their further development.



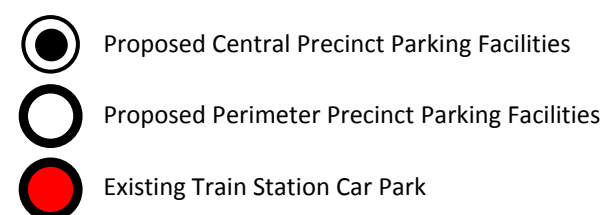
5. BUILDING HEIGHTS & DESIGN REQUIREMENTS

Preferred building heights and design requirements have been specified for the Werribee City Centre, via Schedule 1 to the Activity Centre Zone. Preferred building heights are shown in the figure to the right. A preferred minimum building height of 2 storeys (8m) is specified for the whole of the City Centre. Built form addressing residential areas outside the Activity Centre Boundary is to provide an appropriate built form transition, as specified in Schedule 1 to the Activity Centre Zone.

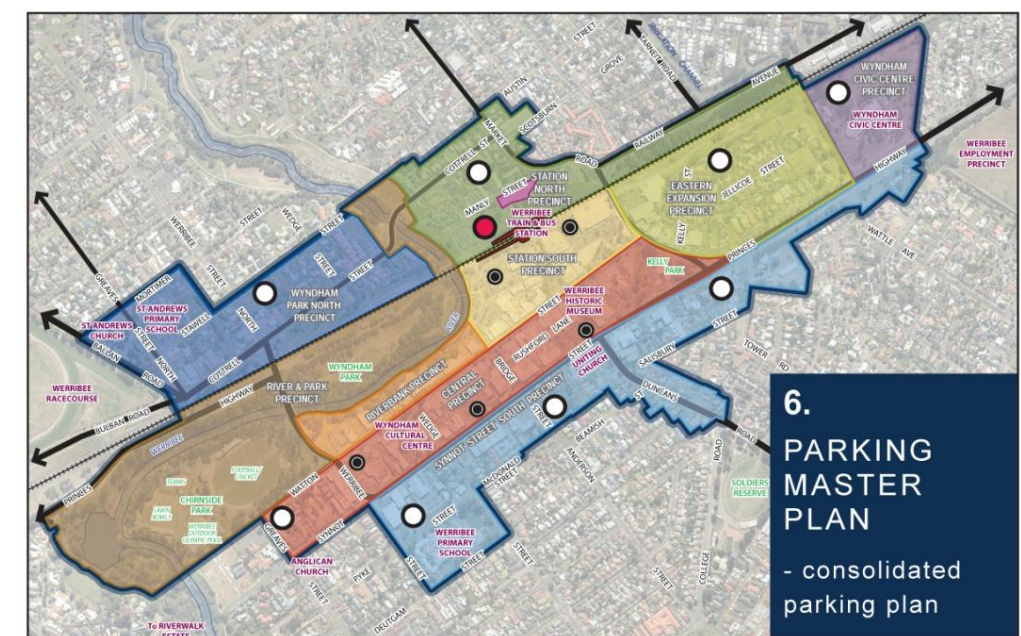


6. CONSOLIDATED PARKING MASTER PLAN

A Parking Precinct Plan has been developed for the Werribee City Centre, as a mechanism to facilitate further development and efficiently manage car parking. The Parking Precinct Plan creates the potential for parking required as a part of new development to be consolidated into centralised public parking facilities. Rather than having public parking fragmented into a large number of small, difficult to locate facilities, a network of large, easily locatable and evenly distributed public parking facilities is planned to be established over time as development occurs, as illustrated to the right in the 'Consolidated Parking Master Plan'. The public parking facilities may be publicly and/or privately provided, and may incorporate bicycle parking, public toilets, active uses at ground level, and potentially office or residential uses at upper levels along street frontages.

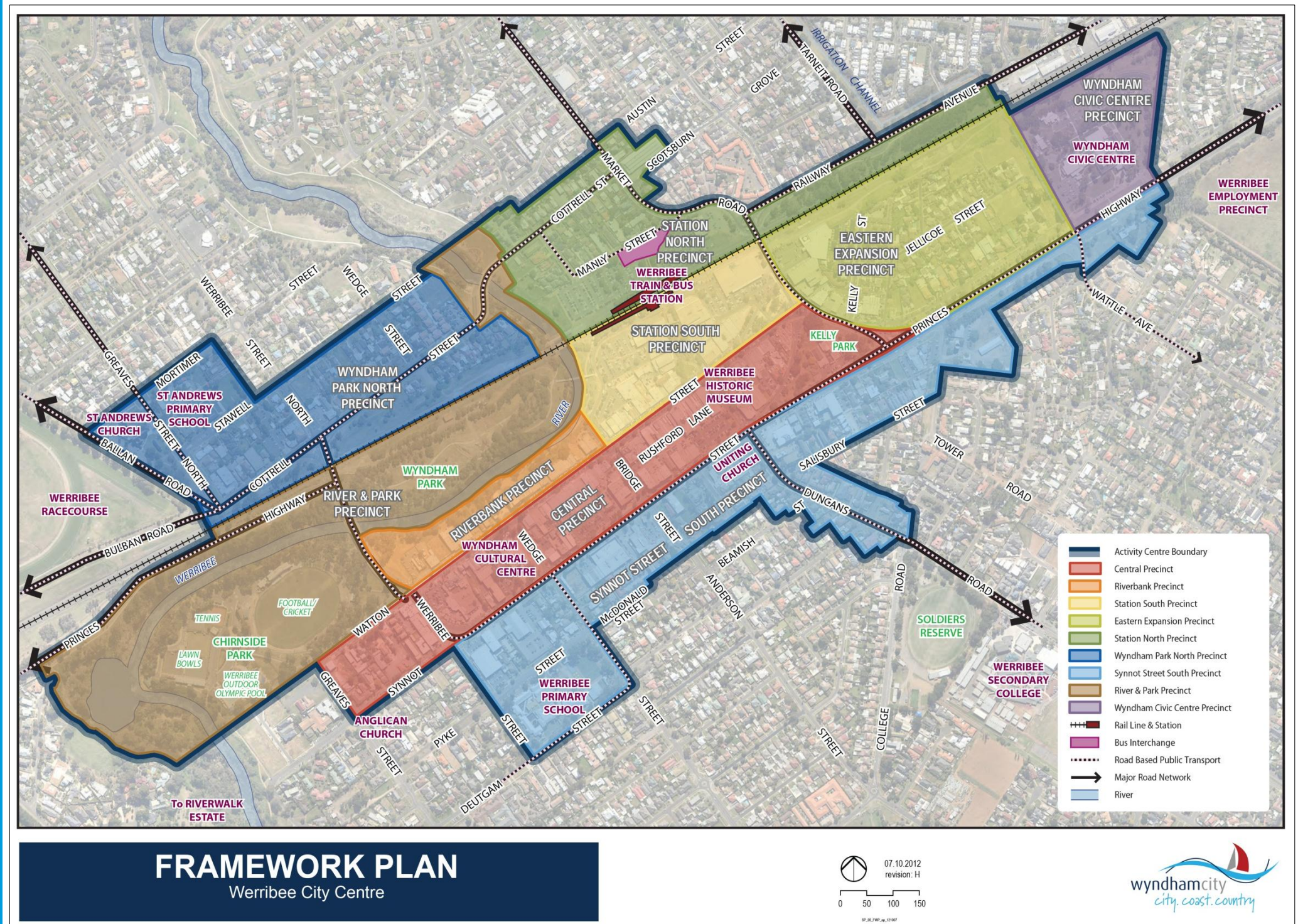


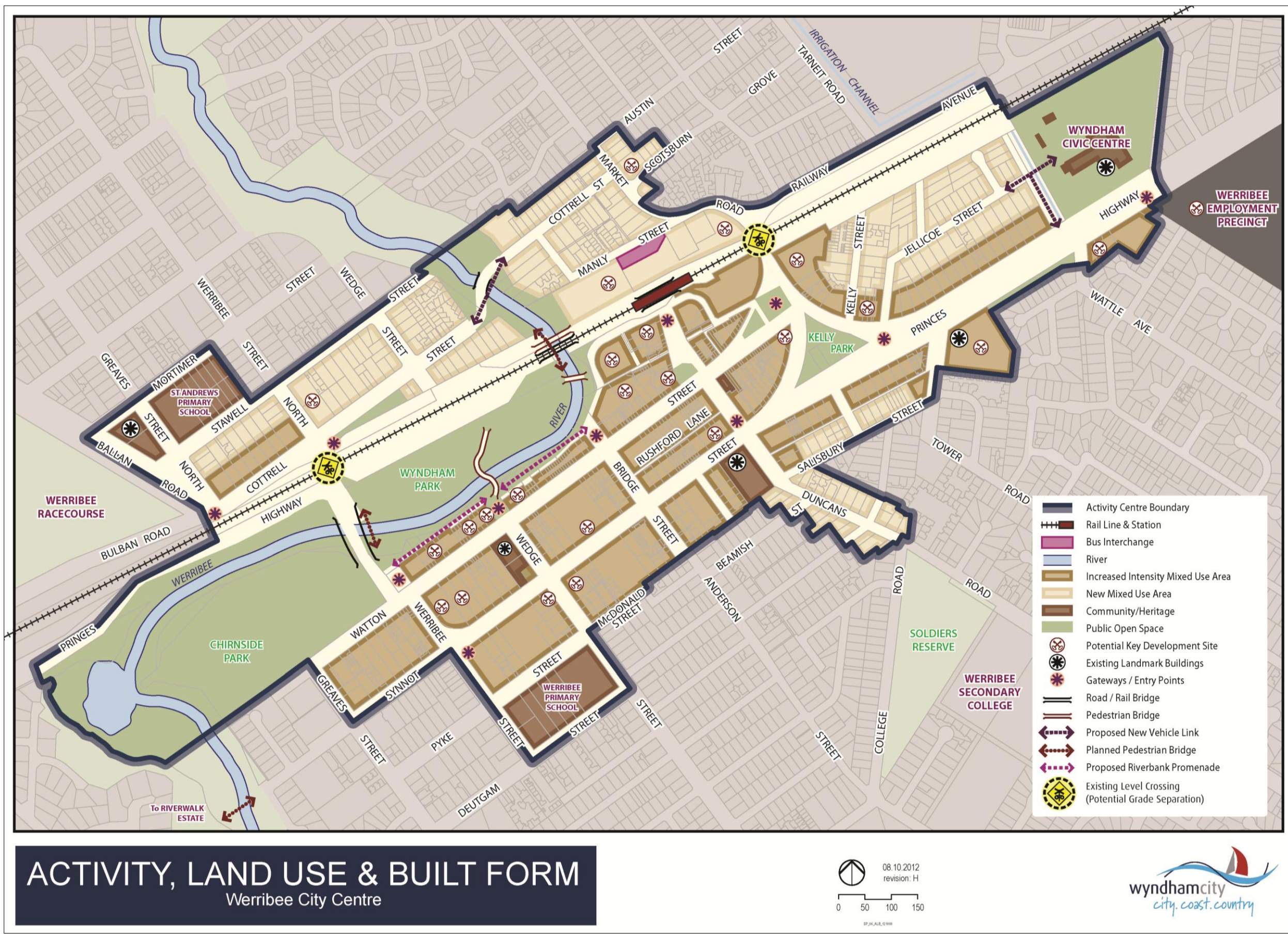
Note: Illustrated locations within precincts are indicative only



7.0 DEVELOPMENT FRAMEWORK FOR THE WERRIBEE CITY CENTRE:

FRAMEWORK PLAN
ACTIVITY, LAND USE & BUILT FORM PLAN
MOVEMENT NETWORK PLAN
OPEN SPACE & NATURAL FEATURES PLAN
PRECINCT PLANS





Activity, Land Use & Built Form Plan

Activity & Land Use

A diversity of land uses is encouraged in the Werribee City Centre. This land use diversity is encouraged both at street level and at upper floor levels.

Land use types that generate higher levels of pedestrian activity such as shops, restaurants and retail premises are supported at street level.

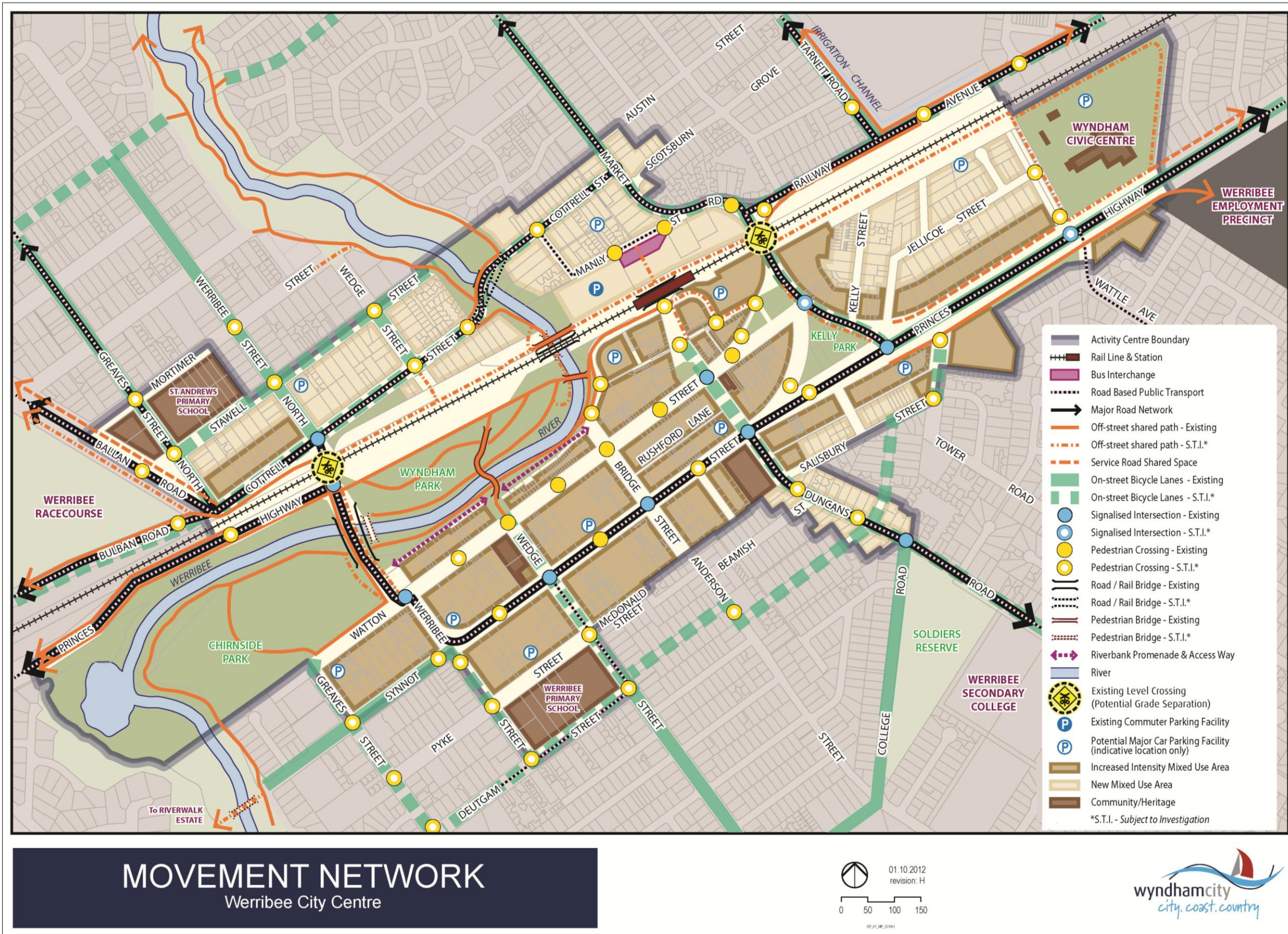
Land use types that generate lower levels of pedestrian activity such as accommodation and offices (as well as large format retail premises, such as supermarkets) are encouraged to be located at upper levels or to be sleeved by active frontages.

Built Form

A key built form objective for the Werribee City Centre is to achieve engaging, high quality, accessible and environmentally sustainable architectural outcomes from new developments.

Existing landmark buildings, gateways/entry points and potential key development sites are shown in the *Activity, Land Use & Built Form Plan*.

It is proposed that the *Activity Centre Zone* is applied with the accompanying Schedule to provide detailed land use and development objectives.



Movement Network Plan

The *Movement Network Plan* indicates a proposed integrated movement network, incorporating multiple movement modes.

The Werribee City Centre is located on the Melbourne to Geelong railway line. The Werribee Train Station and Bus Interchange is the City Centre's central public transport interchange node.

Major roads provide access to the Werribee City Centre from all directions. These roads connect to a ring of major and arterial roads runs around the Werribee City Centre along Synnot Street, Werribee Street, Cottrell Street and Cherry Street.

Buses run along this major road network, providing road-based public transport to and from the surrounding areas.

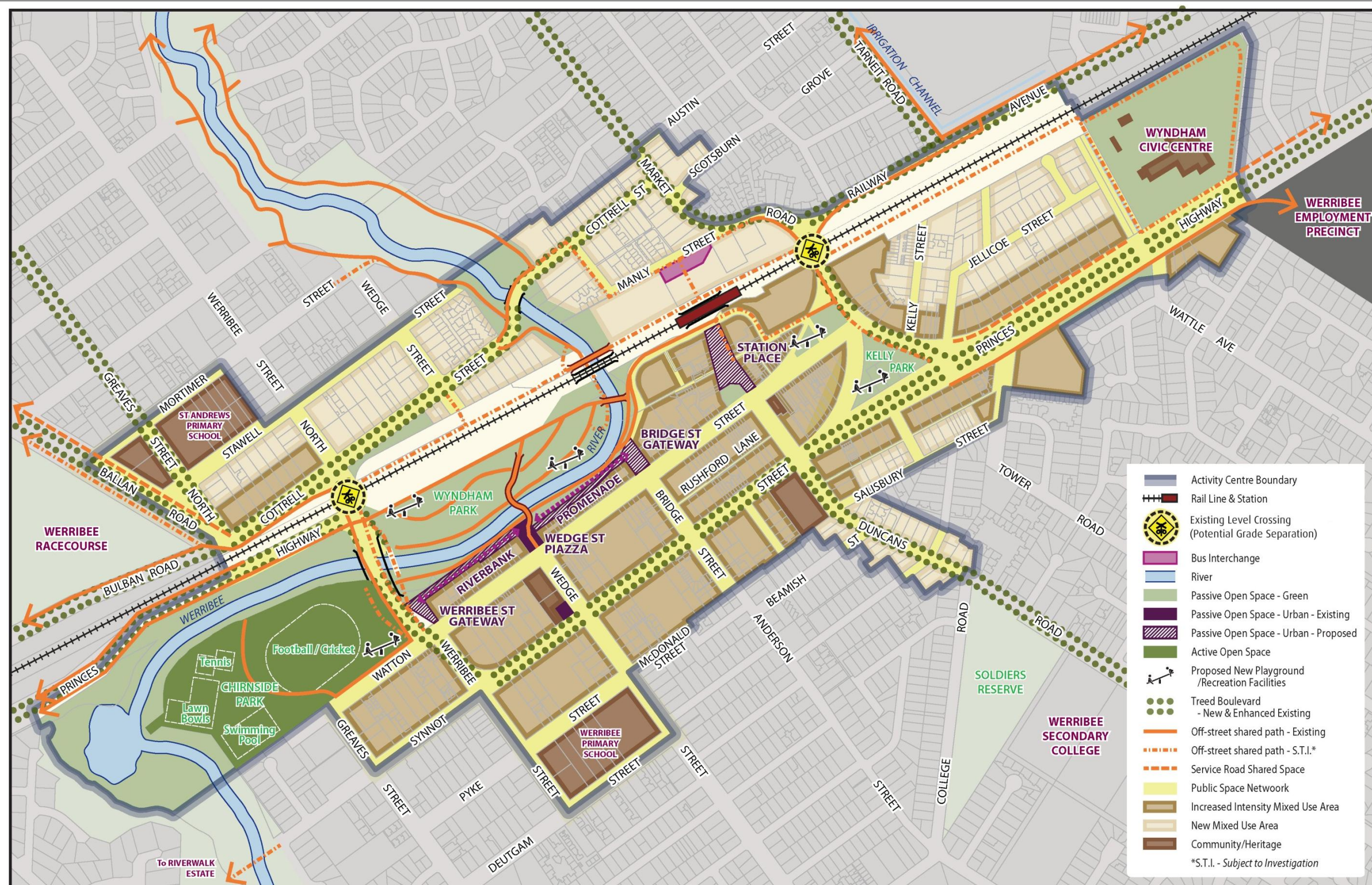
An existing network of off-road shared paths runs along the Werribee River Reserve, providing north-south access to the Werribee City Centre. Extension of this trail south to Port Phillip Bay is planned. Extension of the trail north to Melton is currently being investigated. A new off-road shared path network running parallel to the railway line is also proposed to be investigated, to provide east-west access to the City Centre, and links to the Werribee Employment Precinct.

The existing network of on-road bicycle lanes is proposed to be improved, to provide better access to, and through, the Werribee City Centre, and better integration with the off-road path network.

New intersection treatments are proposed to enhance the movement network, by providing new road crossing points for pedestrians and cyclists, making the Werribee City Centre a more pedestrian and cycle friendly environment.

Indicative locations for multistorey car parks are shown in the plan. Car Parking is addressed in further detail in the *Werribee City Centre Parking Precinct Plan*.

A more detailed Transport Plan is proposed to be developed from the framework set by this Movement Network Plan. This is proposed to include detailed studies of critical areas such as: the railway corridor and crossings, the Train Station and Bus Interchange, the principal road network, and public transport routes.



OPEN SPACE & NATURAL FEATURES

Werribee City Centre

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Open Space & Natural Features

Key objectives for the Open Space and natural features of the Werribee City Centre are:

- To enhance the Werribee River and Wyndham Park as the green heart of the Werribee City Centre, and improve connectivity to, and encourage increased activity in and around these features.
- To extend the native vegetation themes of the Werribee River and Wyndham Park throughout the Werribee City Centre.
- To incorporate CPTED (Crime Prevention through Environmental Design) principles into the design of open spaces.
- To foster civic art within the streetscape and public spaces.

The extensive existing 'green' passive open spaces in the Werribee City Centre are shown in light green in the *Open Space & Natural Features* plan. These open spaces include the Werribee River Reserve, Wyndham Park, Kelly Park, Troup Park and Station Place.

New landscaping and playground/recreation facilities are planned to increase the usability, attractiveness and environmental values of these spaces. Additional green passive open spaces are proposed along the railway line.

The Wedge Street Piazza is a recently completed 'urban' passive open space. Urban passive open spaces are public spaces where relaxation, recreation, activity, entertainment and commerce mix. Additional planned urban passive open spaces include the new Riverbank Promenade and an upgraded Station Place.

High quality active open space and facilities are provided in the Werribee City Centre at Chirnside Park.

The street network of the Werribee City Centre (shown in yellow in the plan) is in essence also a public space network. These streets are to be pedestrian friendly streets, by: providing multiple pedestrian crossing points as indicated in the *Movement Network* plan, prioritising pedestrians at all other intersections, providing wide footpaths and paved areas, street lighting, seats, trees and feature landscaping, and treed boulevards along the major road network.

7.1 CENTRAL PRECINCT

The Central Precinct extends between Watton Street (the City Centre's primary retail street) and Synnot Street (the City Centre's main vehicular thoroughfare). The Central Precinct is the commercial core of the Werribee City Centre, and has considerable potential for further development. A treed streetscape, wide active footpaths and a diverse range of retail and services are features of the Central Precinct, and compliment the precinct's commercial functions.

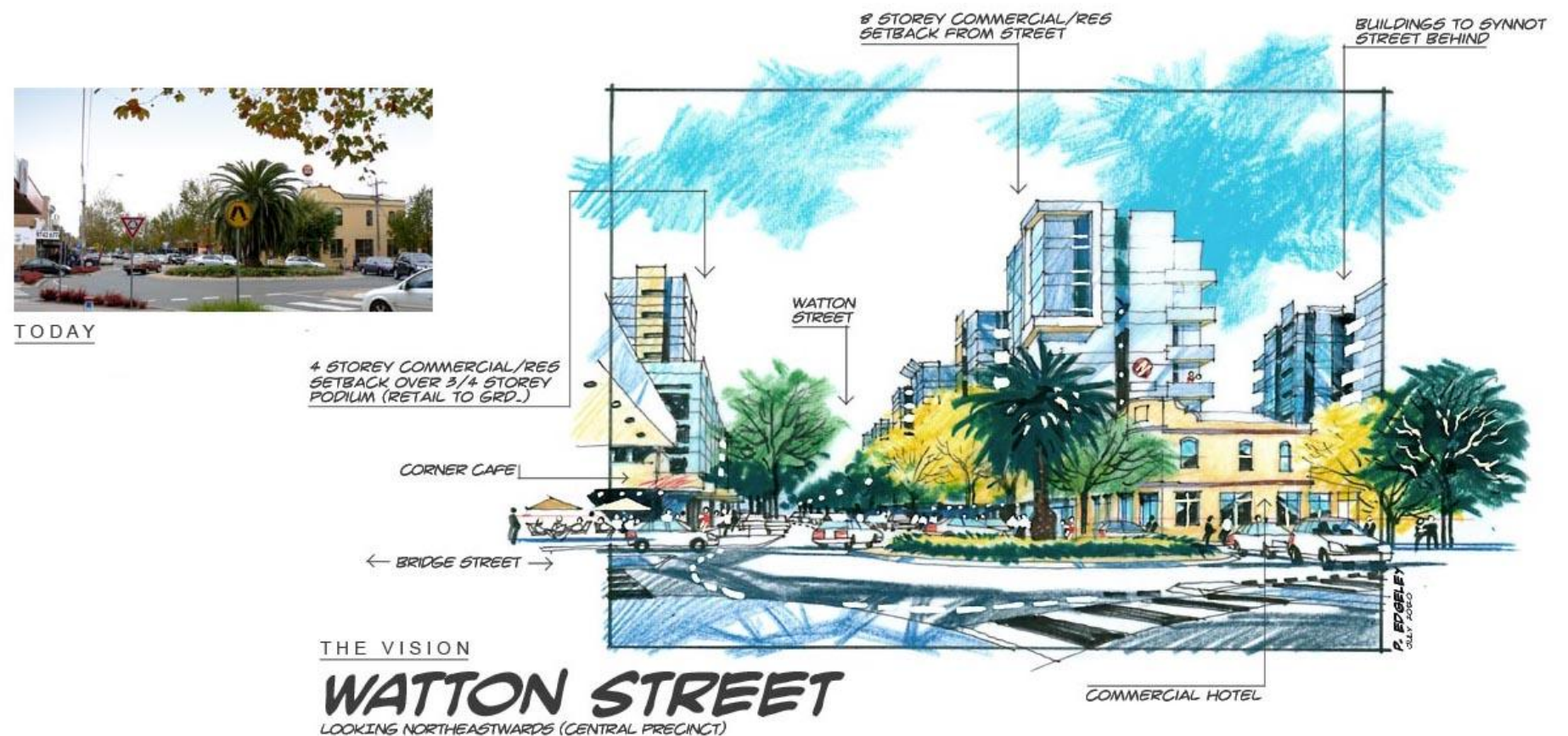
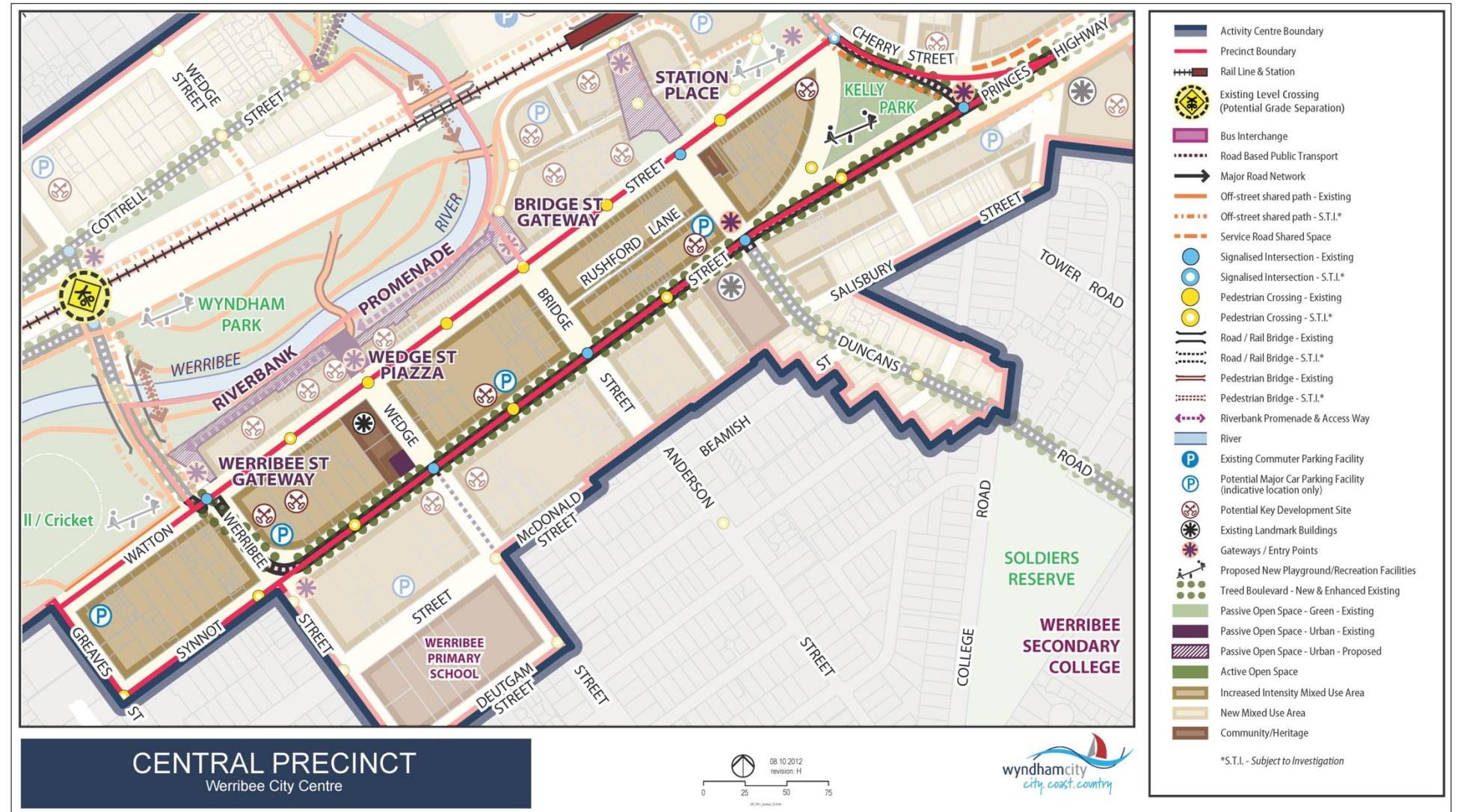
Kelly Park is another feature of the Central Precinct. Located on the treed Princes Highway/Synnot Street boulevard that leads into the Werribee City Centre, both Kelly Park and the boulevard are proposed to be further enhanced as landmark features. Within the Central Precinct, three major car parking facilities are proposed, to meet future parking needs associated with further development.

Objectives

- To strengthen the Central Precinct as the commercial, retail and residential core of the Werribee City Centre.
- To encourage and facilitate higher density and high activity mixed use development, featuring active shopfronts at ground level along street frontages and a mixture of residences and offices above.
- To enhance Watton Street as a vibrant mainstreet and pedestrian-prioritised thoroughfare.
- To improve pedestrian amenity and the mix of uses along Synnot Street.
- To strengthen pedestrian links and connections between Watton Street and Synnot Street, and to surrounding precincts.
- To activate Rushford Lane as a pedestrian-friendly retail laneway.

Guidelines

- Car park entries along Watton Street should be avoided where possible.
- Opportunities for pedestrian connections between Watton Street and Synnot Street should be maximised.
- Buildings 8m to 36m (2 to 10 storeys) in height are encouraged.



7.2 RIVERBANK PRECINCT

The Riverbank Precinct is bound by Watton Street to the south and the Werribee River to the north. A strip of privately-owned properties lies between Watton Street and the river. Restaurants, cafes and shops are the primary land uses along this strip. These businesses currently address and activate Watton Street, but turn their backs to the river. As a result the riverbank is difficult to access and underutilised.

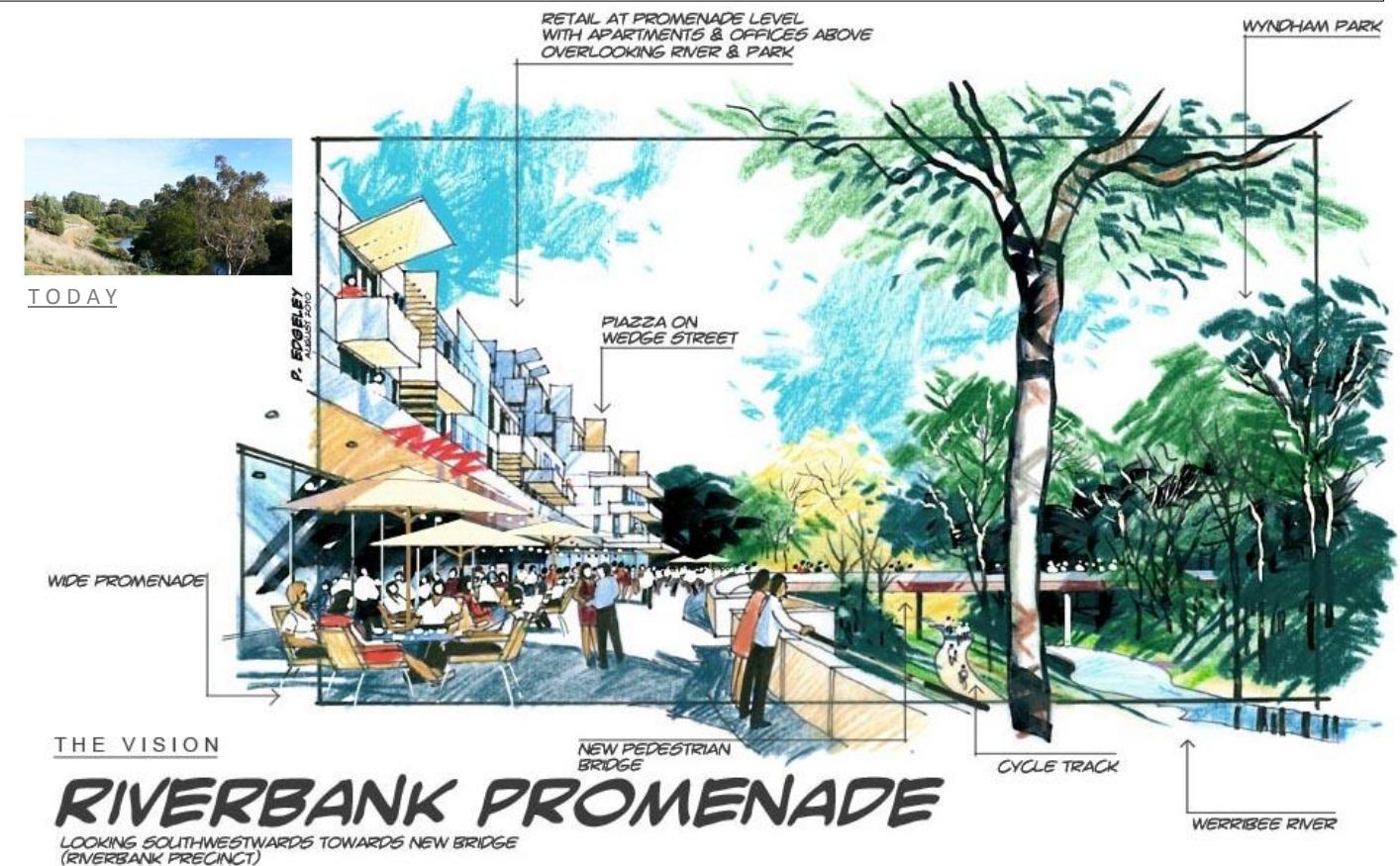
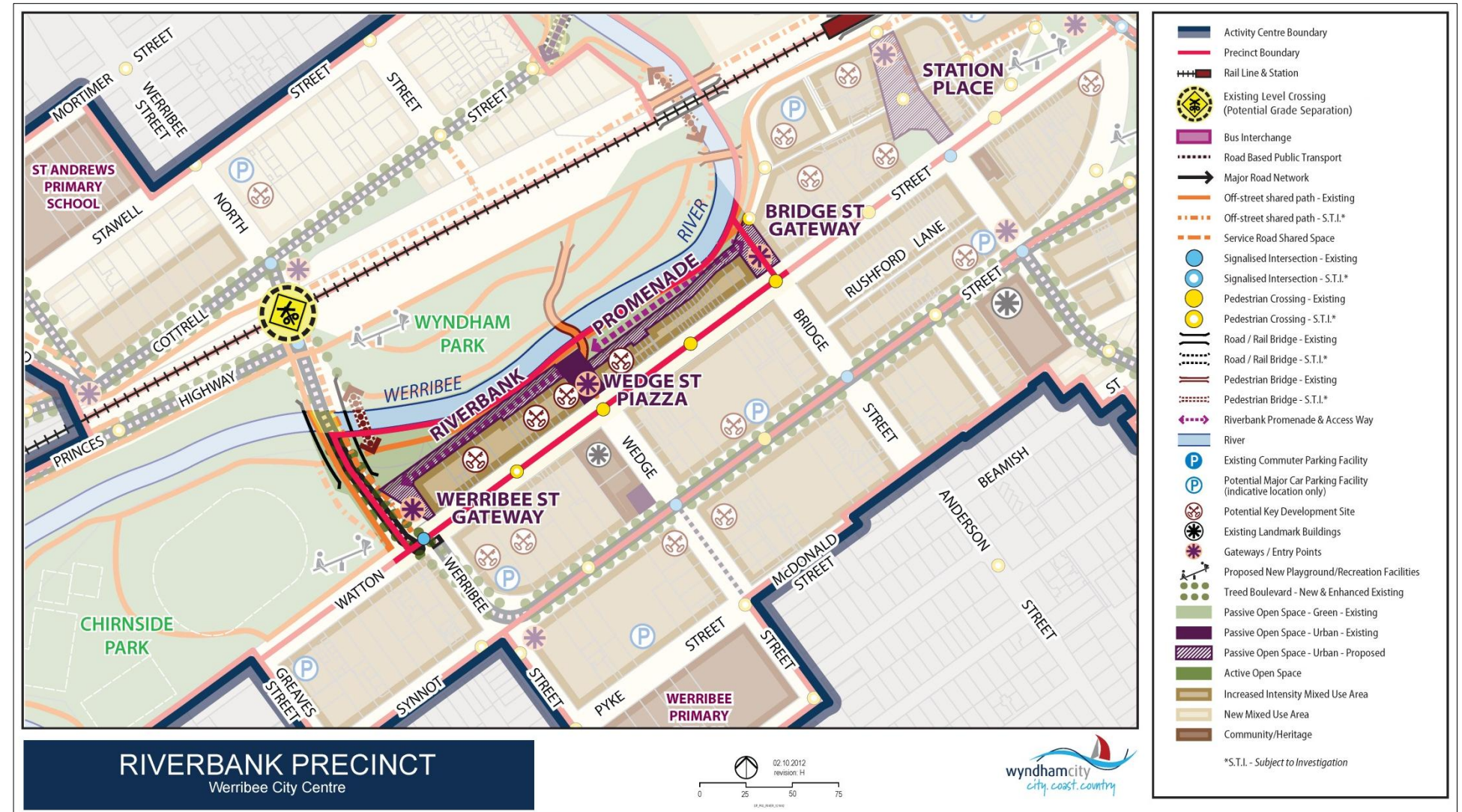
Major public space projects are planned to enhance and embrace the Werribee River and Wyndham Park. The Wedge Street Piazza is the first of these projects: an important new public space and key gateway to the River and Park Precinct. The Wedge Street Pedestrian Bridge is to extend from the Piazza across the river and connect the City to Wyndham Park. The Riverbank Promenade is to extend east and west from the centrally located Piazza to eastern and western riverbank gateways, creating a desirable area for alfresco dining, shopping, recreation, and relaxation. This new infrastructure will provide improved pedestrian and bicycle access to and through the Precinct.

Objectives

- To establish the Precinct as an iconic destination.
- To enhance the interface between the Werribee City Centre's urban core and its River and Park Precinct.
- To create new public spaces connected to adjacent privately-owned buildings, to encourage increased activity and improve connection with the Werribee River and Wyndham Park.
- To generate high levels of activity through a mixture of uses.
- To incorporate commercial and residential uses at upper levels of development overlooking Watton Street, the Werribee River and Wyndham Park.
- To encourage new pedestrian and visual connections between Watton Street, the Werribee River and Wyndham Park.
- To enhance the ground level area beside the river as passive open space and increase its utilisation for recreation.

Guidelines

- New development on privately-owned sites should address both Watton Street and the Werribee River.
- Built form at ground floor level should have a transparent quality which provides sight lines from Watton Street through to the Werribee River and Wyndham Park.
- Opportunities for pedestrian connections between Watton Street and the proposed Riverbank Promenade should be maximised.
- Overshadowing of Watton Street should be minimised.
- Light spill into the Werribee River Reserve should be minimised.
- Buildings and works within the Werribee floodplain should be designed to minimise risks to life, health and property.
- Buildings 8m to 18.5m (2 to 7 storeys) in height are encouraged.



7.3 STATION SOUTH PRECINCT

The Station South Precinct is centred on the Werribee Train Station and Station Place. Station Place is a beautifully scaled public space that currently contains a cluster of 'every-day' retail services such as newsagent, butchers, bakery and green grocers. These retail functions, combined with the train station, make Station Place an important and busy focal point for the Werribee City Centre.

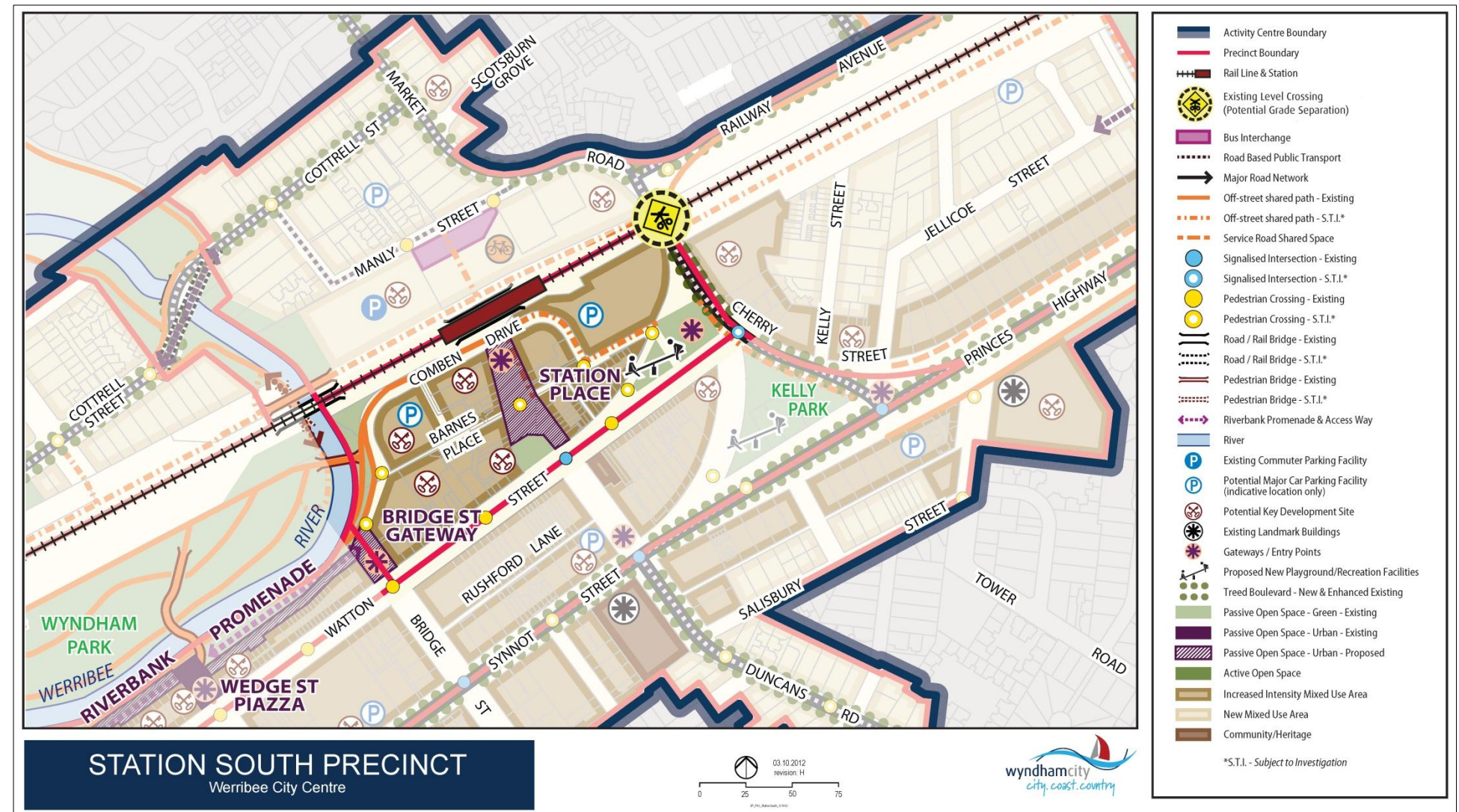
The pedestrian and vehicular connections through the Station South Precinct are proposed to be enhanced to better integrate the precinct with the planned Riverbank Promenade and Watton Street, and create opportunities for new development. High density mixed use redevelopment is targeted for the Wyndham City-owned Riverbend site, to enhance the precinct and stimulate development.

Objectives

- To enhance the Station South Precinct as the traditional central node of the Werribee City Centre.
- To encourage higher density development and a high level of activity around the Werribee Train Station and overlooking the Werribee River and Wyndham Park.
- To encourage an integrated mix of retail, office and residential uses to make the most of the precinct's transport and natural assets, and to introduce a night-time population into the precinct.
- To encourage new development addressing and activating the open spaces and natural features within and adjacent to the precinct, including the Werribee River, Troup Park and Station Place.
- To establish the Riverbend site as the visual centre-point of the City Centre, through large scale redevelopment of the land.
- To create a vibrant retail laneway network through the middle of the Precinct centred on Barnes Place and Comben Drive, to connect the planned Riverbank Promenade with Station Place, the Werribee Train Station, Watton Street and Cherry Street.

Guidelines

- Redevelopment of the Riverbend site should maximise the potential for river and park views and create a visual centre-point for the Werribee City Centre, by featuring a tall multistorey building.
- Opportunities for new or enhanced pedestrian connections between the Riverbank Promenade, Station Place, the Werribee Train Station, Watton Street and Cherry Street should be maximised.
- Redevelopment of the existing ground level car parks within the precinct is encouraged.
- Car park entries along Watton Street and Station Place should be avoided.
- Light spill into the Werribee River Reserve should be minimised.
- New development should not compromise existing or future rail operations within the railway corridor, including the potential future grade separation of the Cherry Street railway crossing.
- Building heights of 8m to 71 m (2 to 20 storeys) are encouraged in the Riverbend site, and 8m to 18.5m (2 to 7 storeys) in the remainder of the precinct.



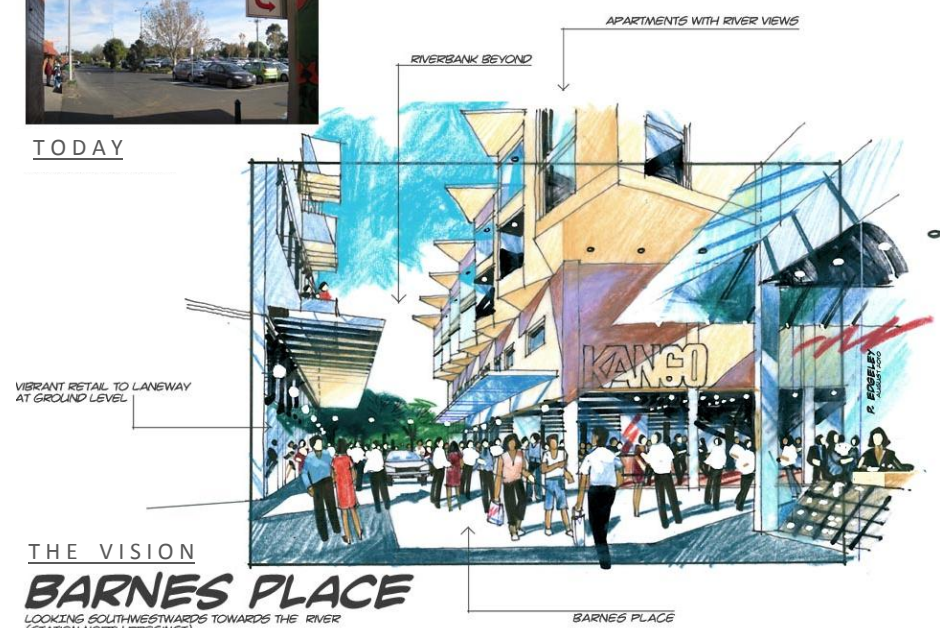
TODAY



LOOKING SOUTHWARDS (STATION SOUTH PRECINCT)



TODAY



LOOKING SOUTHWESTWARDS TOWARDS THE RIVER (STATION NORTH PRECINCT)

7.4 SYNNOT STREET SOUTH PRECINCT

Synnot Street is the primary vehicle thoroughfare through the Werribee City Centre. The 1999 *Werribee Town Centre Strategy* identified the area south of Synnot Street as a new area for commercial land use. This area was subsequently rezoned and has since evolved as a vibrant, multi-dimensional retail and office precinct.

Development facing Synnot Street to-date has accommodated businesses attracted to the streets high-profile, while businesses providing specialist professional services have populated the lower-profile area behind Synnot Street, extending south down Wedge Street and along Pyke Street. This Structure Plan designates additional mixed-use areas south of Synnot Street to enable the further growth of the specialist professional services sector and create opportunities for medium/high density residential development.

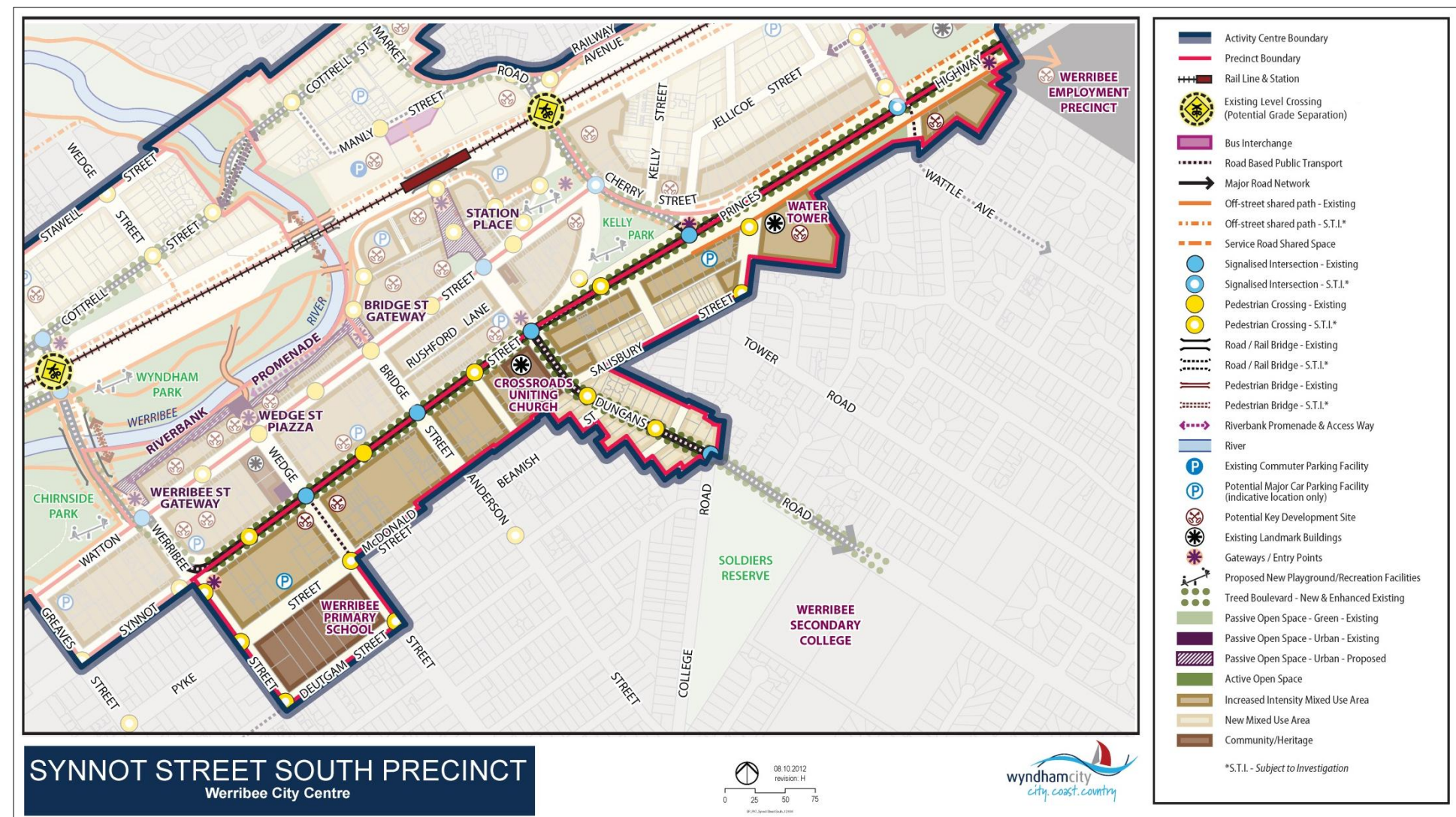
A new mixed use area is also designated extending south along Duncans Road. High density mixed use development along Duncans Road is encouraged to capitalise upon its high visibility, to enhance the gateway to the Werribee City Centre, and to strengthen the connection to the Princes Freeway and Werribee South. Landscaping of Duncans Road as a treed boulevard is proposed to compliment these objectives.

Objectives

- To develop Synnot Street/Princes Highway as the principal commercial boulevard within the Werribee City Centre.
- To facilitate the expansion of the Werribee City Centre south of Synnot Street.
- To strengthen connections to the Central Precinct and the Werribee Employment Precinct.
- To encourage further intensification and diversification of the retail, commercial and residential mix along Synnot Street.
- To improve pedestrian amenity along Synnot Street.
- To strengthen and enhance Duncan's Road as a boulevard and gateway to the Werribee City Centre from the south.
- To encourage the further development of the specialist professional services sector and other commercial and residential uses in the streets south of Synnot Street, as a transition to adjoining residential land.

Guidelines

- Ground level active frontages to Synnot Street should be maximised.
- Opportunities for pedestrian and vehicle connections through to Synnot Street from the street south of Synnot Street should be maximised.
- Where possible, car park entries should be from the streets located south of Synnot Street rather than directly from Synnot Street.
- New development within 30 metres of residential zoned land must provide an appropriate built-form transition to adjoining residential zoned areas through the height, setback, scale, massing and detail of new development, as demonstrated by an Urban Context Report and Design Response.
- New development with a boundary adjoining residential zoned land should meet the standards for side and rear setbacks in Clause 55.04-1 and the standards for overshadowing in Clause 55.04-9.
- Building heights of 8m to 25.5m (2 to 7 storeys) are encouraged.



7.5 STATION NORTH PRECINCT

The Station North Precinct features the Werribee Train Station and bus interchange and is the public transport hub of the centre. The northern half of the precinct is composed of residences and a small number of commercial uses. A pedestrian underpass and an at-grade crossing provide connections across the railway line. A ford provides vehicle and pedestrian connection across the Werribee River.

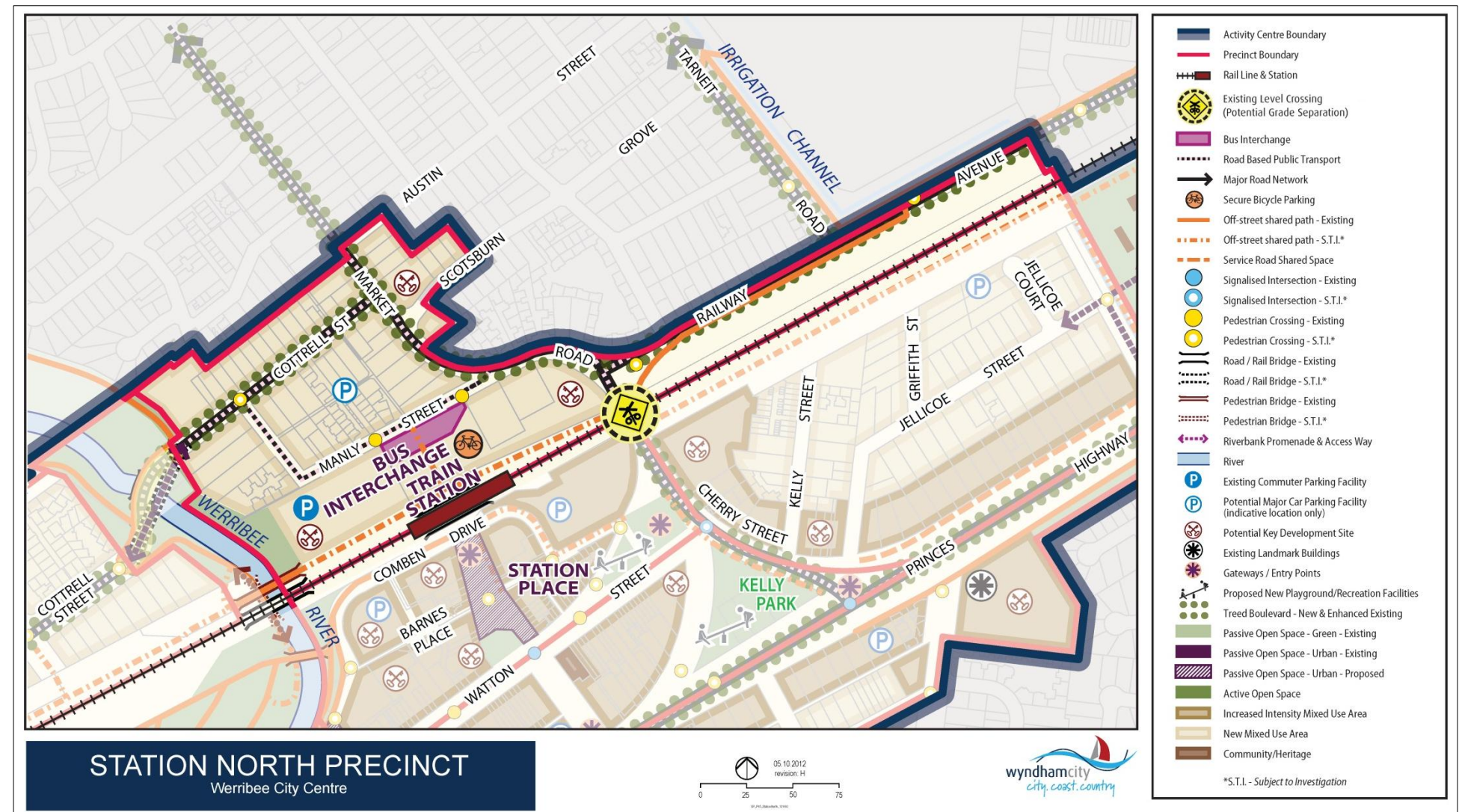
The proximity to the train station and river, and the main road exposure create the framework for mixed use redevelopment in this precinct. Given its parameters and composition, the Station North Precinct is envisaged as having a distinct character: a mixed use 'village' precinct featuring specialist professional services intermixed with high density residences. The train station car park has significant potential for development, through the consolidation of the at grade parking into a multistorey format. A critical mass of specialist retail is one possible use. The potential also exists to extend new land uses over and across the railway line, through redevelopment of the car parks on the other side.

Objectives

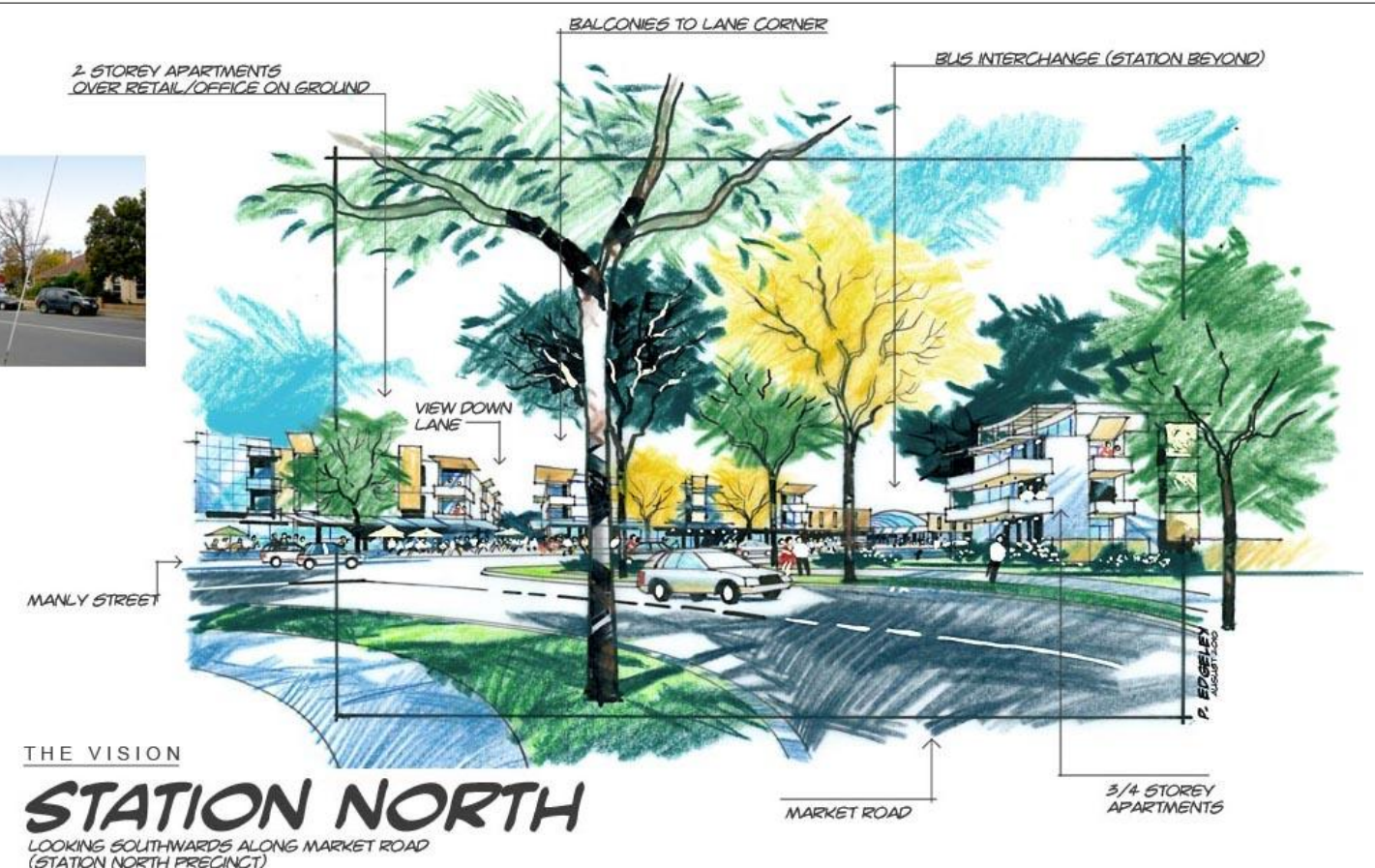
- To facilitate the expansion of the Werribee City Centre north of the railway line and establish a new higher density mixed use residential, commercial and community service area next to the Werribee Train Station and River.
- To increase the number of residential, commercial and community service opportunities located close to the Werribee Train Station.
- To encourage higher density mixed use development and activity within the train station car park site (incorporating commuter car parking) and along Manly Street and along Cottrell Street.
- To strengthen links and improve access to the train station, bus interchange and through the precinct for pedestrians, cyclists and users with limited mobility.
- To improve access and connections across the railway line and river.

Guidelines

- Opportunities for overlooking of Wyndham Park and the Werribee River from new developments should be maximised.
- Light spill into the Werribee River Reserve should be minimised.
- Buildings and works within the Werribee floodplain should be designed to minimise risks to life, health and property.
- Opportunities for pedestrian connections to the train station and river within the precinct should be maximised.
- New development within 30 metres of residential zoned land must provide an appropriate built-form transition to adjoining residential zoned areas through the height, setback, scale, massing and detail of new development, as demonstrated by an Urban Context Report and Design Response.
- New development with a boundary adjoining residential zoned land should meet the standards for side and rear setbacks in Clause 55.04-1 and the standards for overshadowing in Clause 55.04-9.
- New development should not compromise existing or future rail operations within the railway corridor, including the potential future grade separation of the Cherry Street railway crossing.
- Building heights of 8m to 25.5m (2 to 7 storeys) are encouraged



TODAY



7.6 WYNDHAM PARK NORTH PRECINCT

The Wyndham Park North Precinct is located on the north side of the railway line. The precinct is centred on the western-half of Cottrell Street, and has Wyndham Park to its south and the Werribee River to its east. The proximity to the train station, river, park and the main road exposure creates the framework for mixed use redevelopment in this precinct.

Cottrell Street, a main road and public transport route that leads to the river and the train station, is envisaged as a mixed-use tree-lined boulevard, featuring a mixture of specialist retail, professional services and high density residences, with wide pedestrian-friendly paved footpaths, and easily accessible on-street parking. The wide Cottrell Street Road Reserve has the potential for such a transformation.

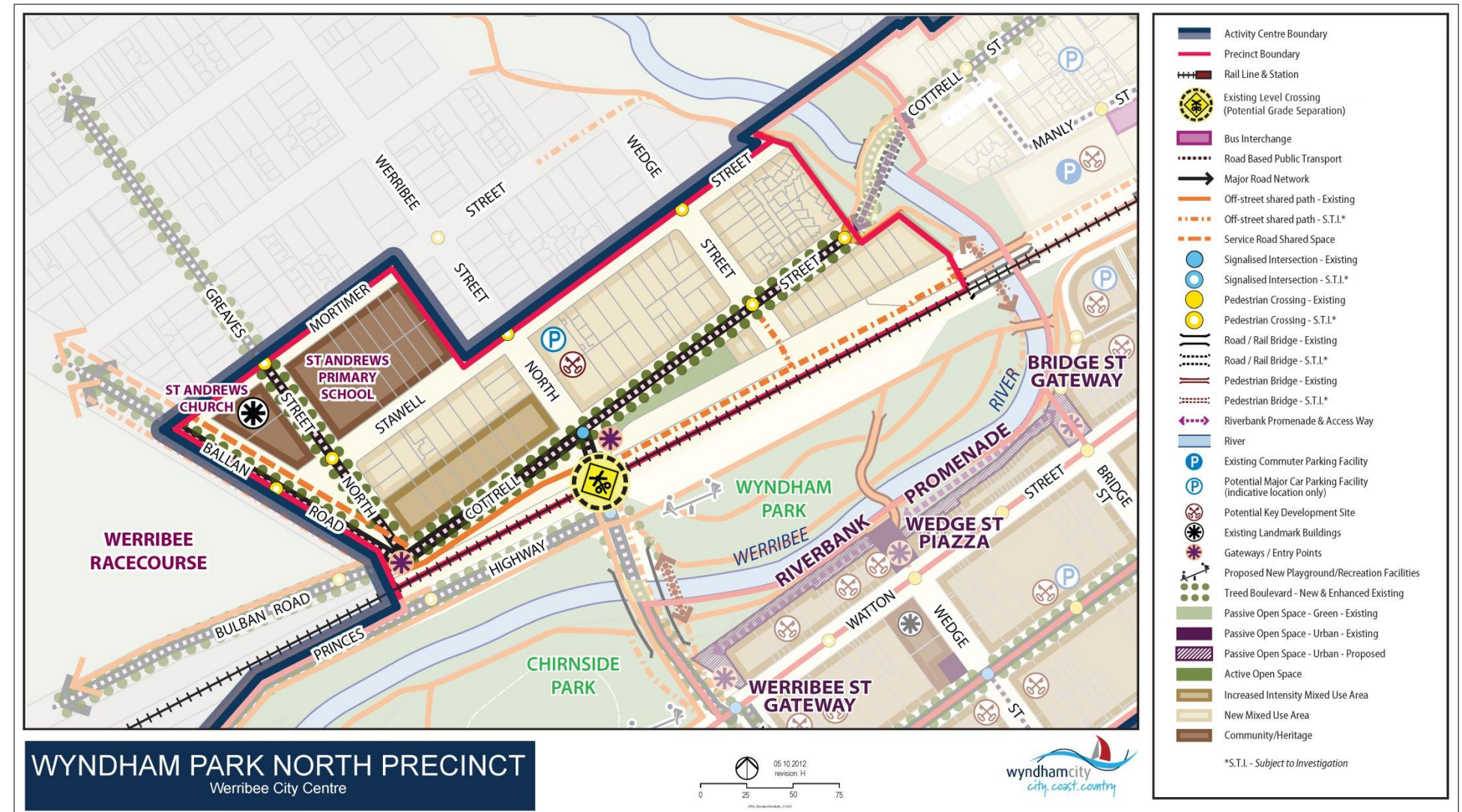
A large State Government-owned site located at the intersection of Werribee Street and Cottrell Street has the potential to accommodate a landmark development overlooking the park and river. At the western end of the precinct is a commercial area which creates a platform for the expansion of commerce along Cottrell Street.

Objectives

- To facilitate the expansion of the Werribee City Centre north of Wyndham Park and the railway line.
- To contribute to the repositioning of Wyndham Park and the Werribee River as the central features of the Werribee City Centre, surrounded by and overlooked by buildings.
- To establish a new higher density, high activity mixed use area centred on Cottrell Street, incorporating residential, commercial, recreational and community uses.
- To establish Cottrell Street as a new high amenity, higher density, mixed use, tree-lined boulevard.
- To encourage a mix of medium density commercial and residential uses as a transition to the residential interface with Stawell Street.

Guidelines

- The opportunity for overlooking of Wyndham Park and the Werribee River from new developments along Cottrell Street should be maximised.
- Opportunities for pedestrian connections across the railway line to Wyndham Park should be maximised.
- New development within 30 metres of residential zoned land must provide an appropriate built-form transition to adjoining residential zoned areas through the height, setback, scale, massing and detail of new development, as demonstrated by an Urban Context Report and Design Response.
- Light spill into the Werribee River Reserve should be minimised.
- Buildings and works within the Werribee floodplain should be designed to minimise risks to life, health and property.
- New development should not compromise existing or future rail operations within the railway corridor, including the potential future grade separation of the Cherry Street railway crossing.
- Building heights of 8m to 25.5m (2 to 7 storeys) are encouraged addressing Cottrell Street and overlooking Wyndham Park and the Werribee River, and building heights of 8m to 18.5m (2 to 5 storeys) are encouraged addressing Stawell Street.



7.7 EASTERN EXPANSION PRECINCT

The Eastern Expansion Precinct (i.e. the area between Cherry Street and the Wyndham Civic Centre), has great potential for redevelopment. Currently, a low density band of specialist medical services intermittently extends along Synnot Street between the Werribee City Centre and the Wyndham Civic Centre, but the majority of the area behind this strip is populated by small residences on large lots and areas of undeveloped land. This residential pocket is currently difficult to access, and so until now has remained largely forgotten despite its close proximity to the Werribee Train Station.

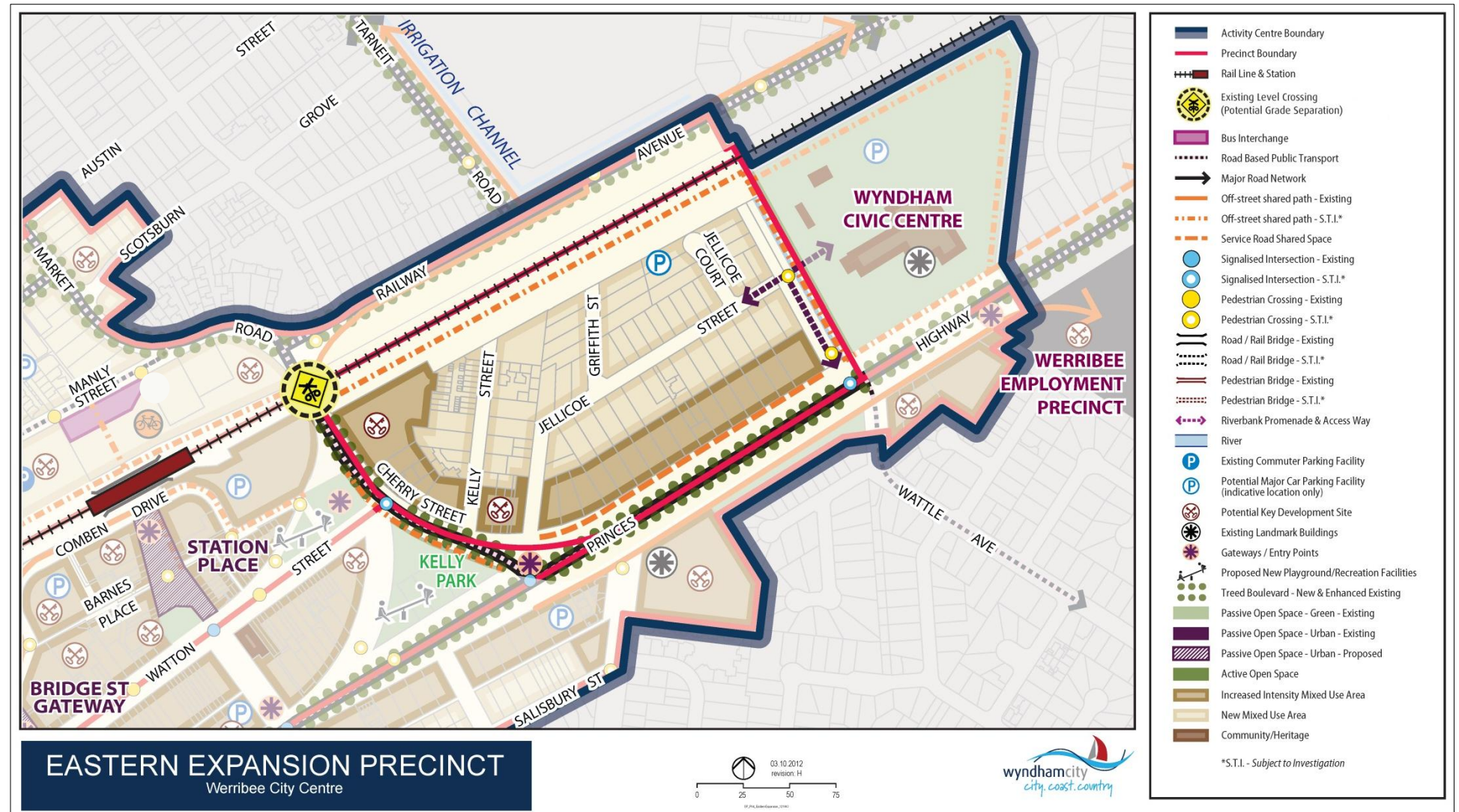
High density mixed-use redevelopment of this precinct is encouraged to enable significant expansion of the Werribee City Centre, and to strengthen the connections to the Werribee Employment Precinct and the Wyndham Civic Centre. A new signalised intersection and new road link from the Princes Highway to Jellicoe Street and the Wyndham Civic Centre at Wattle Avenue is proposed to improve access to the precinct and facilitate its further development.

Objectives

- To facilitate the expansion of the Werribee City Centre and strengthen the connections between the Werribee City Centre, Wyndham Civic Centre and Werribee Employment Precinct.
- To encourage further mixed use development featuring residential, commercial and community uses along the Princes Highway and Cherry Street, and strengthen the Princes Highway as the principal boulevard within the Werribee City Centre.
- To improve pedestrian and vehicle access into the precinct through the creation of new links to Jellicoe Street from the Princes Highway and Cherry Street.
- To encourage new higher density mixed use retail, office and residential development centred on Jellicoe Street.

Guidelines

- The creation of new access links between Jellicoe Street and the Princes Highway, and to Cherry Street, is encouraged.
- Car park entries along Jellicoe Street should be avoided.
- The creation of new passive open spaces within the precinct is encouraged as a part of new development.
- The 5 metre front setback area of new developments along Jellicoe Street should be uniformly paved to form part of the street footpath network.
- New development should not compromise existing or future rail operations within the railway corridor, including the potential future grade separation of the Cherry Street railway crossing.
- Building heights of 8m to 25.5m (2 to 7 storeys) are encouraged addressing Synnot Street and Cherry Street, and building heights of 8m to 18.5m (2 to 5 storeys) are encouraged in the remainder of the precinct.



7.8 WYNDHAM CIVIC CENTRE PRECINCT

The Wyndham Civic Centre Precinct is the eastern anchor of the Werribee City Centre, and is the interconnecting point between the City Centre and the Werribee Employment Precinct.

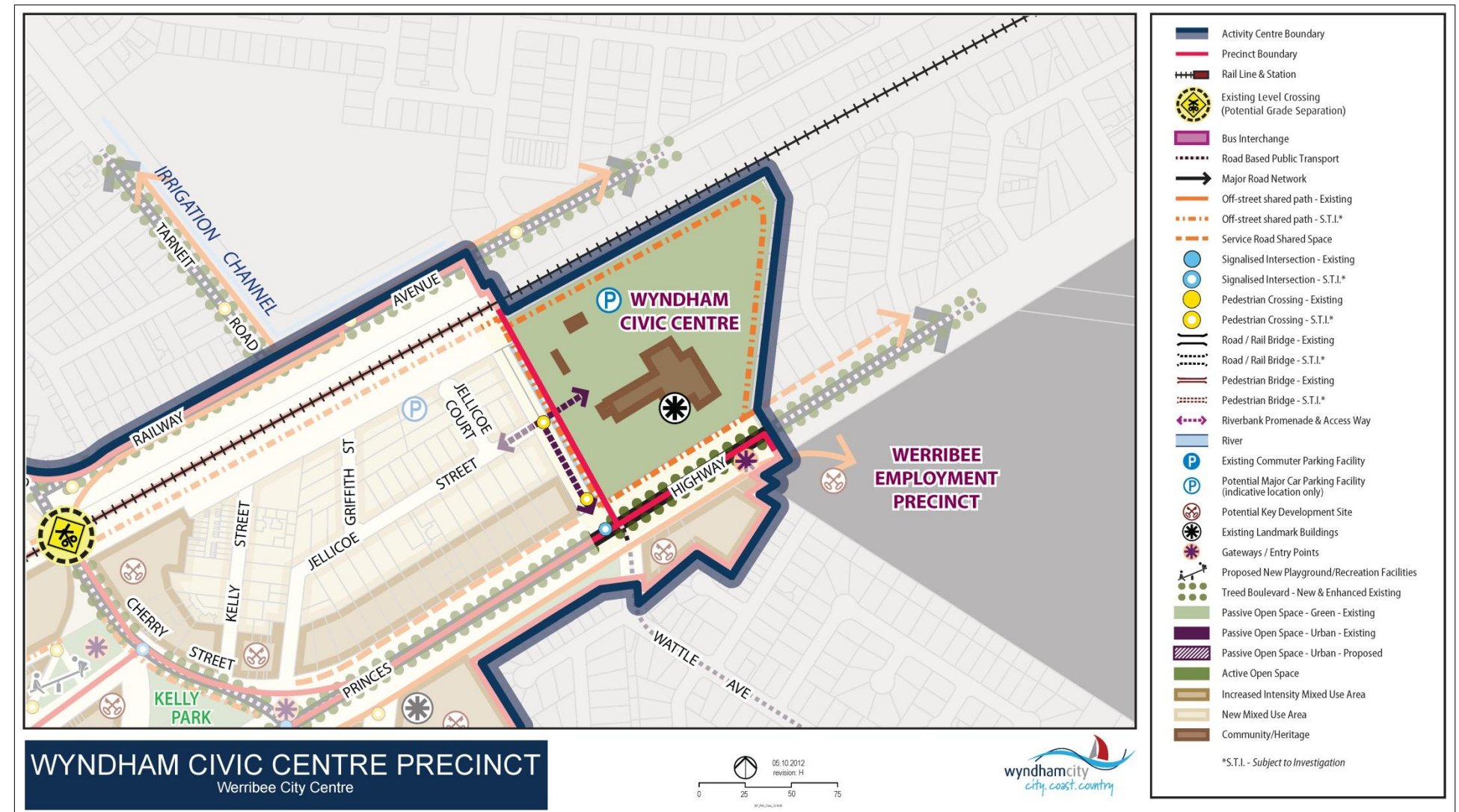
As further development of the adjoining Eastern Expansion Precinct occurs, the Wyndham Civic Centre will become better integrated with the City Centre, which in turn will strengthen the connection between the City Centre and the Werribee Employment Precinct. A proposed new signalised intersection on the Princes Highway at Wattle Avenue will improve access to the Wyndham Civic Centre Precinct and provide a new point of access to an expanded Werribee City Centre.

The Wyndham Civic Centre contains the offices of Wyndham City. In 2008/09 the Wyndham Civic Centre underwent a \$27m upgrade and expansion. This upgrade included the addition of meeting and function rooms available for use by community groups. The Wyndham Civic Centre has since become an important community hub. Better integrating the Wyndham Civic Centre to the Werribee City Centre will benefit both the City Centre and the community.

The Wyndham Civic Centre is set within public open space which makes up the majority of the precinct. Improvements to the landscaping of this public open space are planned, along with new public art installations. New off-street bicycle links may also potentially be introduced through the precinct. The Wyndham Civic Centre Precinct therefore has the potential to become an important component of the City Centre's public open space network.

Objectives

- To strengthen the link between the Wyndham Civic Centre Precinct and the Werribee City Centre.
- To establish the Wyndham Civic Centre Precinct as a connection between the Werribee City Centre and the Werribee Employment Precinct.
- To enhance the civic and community functions of the Wyndham Civic Centre.
- To enhance the public open space function of the Wyndham Civic Centre Precinct.



▲ Fig 7.8.1: The Civic Centre in its open space setting.

7.9 RIVER & PARK PRECINCT

The River & Park Precinct runs through the heart of the Werribee City Centre. The Precinct is envisioned as the centrepiece of the Werribee City Centre; an iconic natural setting that sets Werribee apart from other activity centres. The potential of the precinct is beginning to be realised, as the surrounding buildings and uses begin to address and engage with the river and park. Maximising the potential of the River and Park Precinct is a primary objective of this Structure Plan. A series of Wyndham City-led projects are underway to enhance the precinct and enable it to be enjoyed. These projects are amongst those outlined on the next page. The River and Park Precinct features the Werribee River, Wyndham Park and Chirnside Park:

The Werribee River is the third largest river in Melbourne and a key feature of the precinct. The river's beautiful natural environs have an extensive trail network which is planned to be further enhanced as a direct access route for pedestrians and cyclists into the Werribee City Centre.

Wyndham Park is a 4 hectare central park located in the heart of the Werribee City Centre, through which the Werribee River flows. It currently features walking and cycling trails, undulating open spaces and beautiful vistas, but is under-utilised due to its lack of recreational facilities and limited accessibility. Works to improve Wyndham Park's accessibility are underway and include:

- Construction of major new gateways to the precinct at Wedge Street (the Piazza), Bridge Street and Werribee Street,
- Construction of the Wyndham Park Bridge, providing direct access from Watton Street and the Piazza, and
- Construction of the Werribee River Trail Underpass to connect the river trail to Wyndham Park and the City Centre.

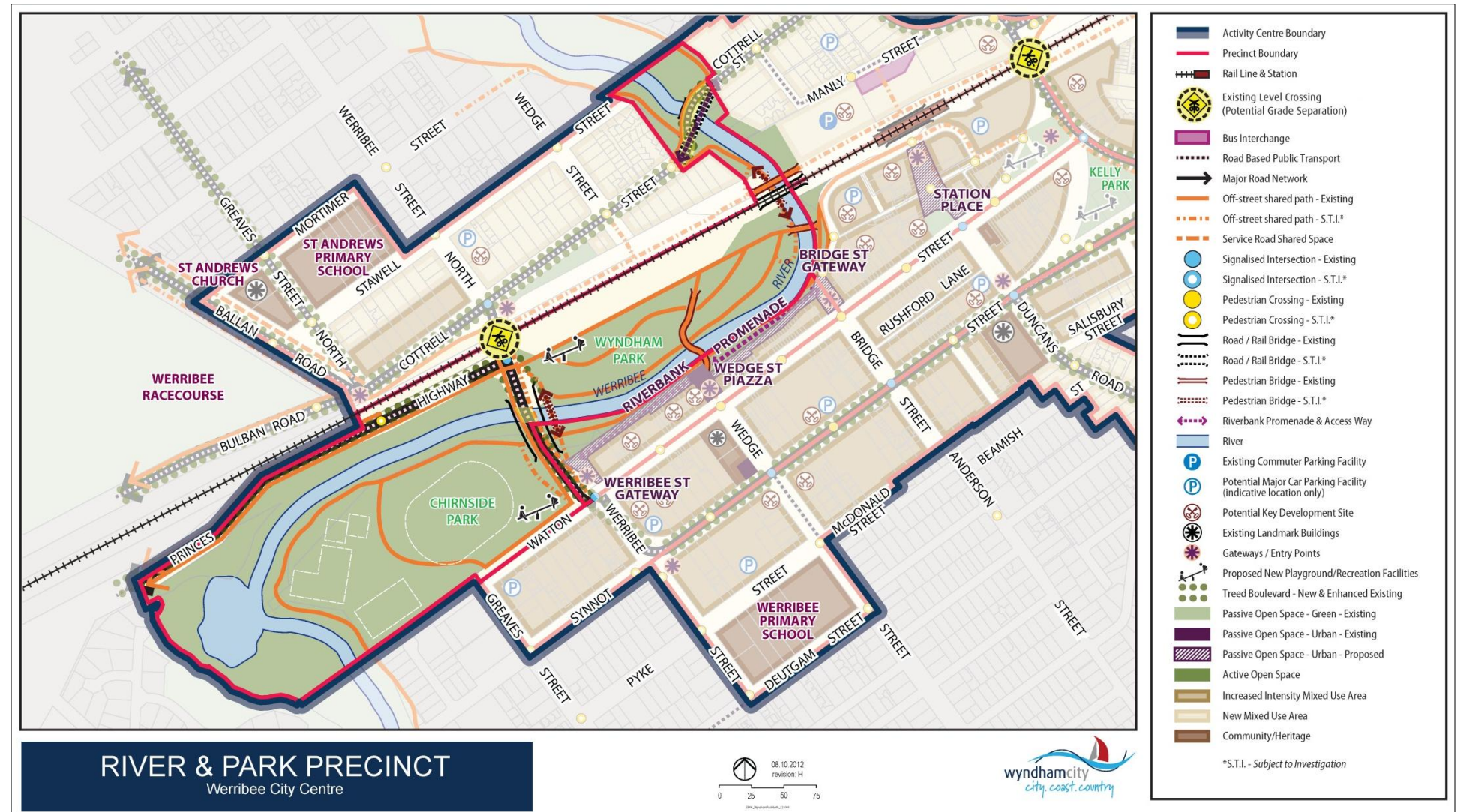
A major upgrade of Wyndham Park is planned in addition to these works, to establish Wyndham Park as a regional attraction and centre for recreation. The project will:

- Integrate the city centre with the river and park,
- Provide generous public spaces,
- Cater for a diverse range of active and passive uses, and
- Celebrate, enhance and protect the river environs.

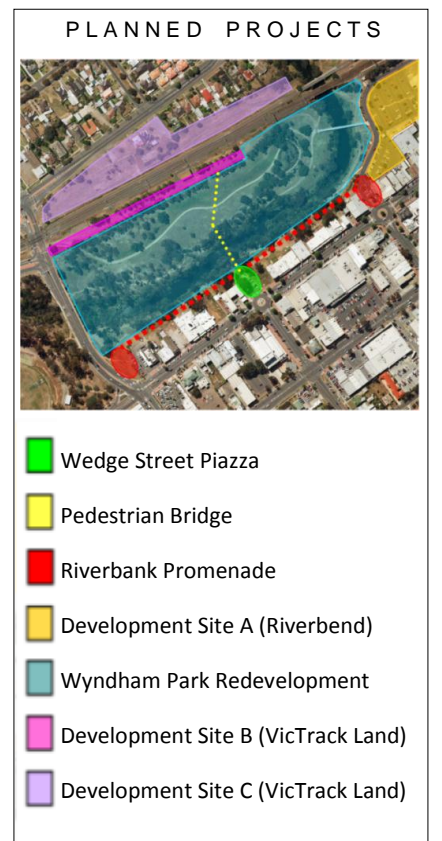
Chirnside Park is a major active recreational hub, located in the heart of the Werribee City Centre. Chirnside Park features Avalon Oval, which is home to the Werribee VFL Football Club and flood-lit to AFL standard, the Werribee Olympic Outdoor Pool, Werribee Lawn Bowling Club, Werribee Tennis Club, Werribee Angling Club and playground facilities. This remarkable cluster of uses is set within the beautiful Werribee River environs. Adjoining Chirnside Park is the Werribee Racecourse and International Horse Centre and the Werribee Indoor Sports Centre. Together these facilities make up a major regional sporting precinct.

Objectives

- To increase utilisation of the River & Park Precinct.
- To improve accessibility and connections to adjacent precincts.
- To increase passive surveillance through new built form in adjacent precincts addressing and overlooking the River & Park Precinct.
- To enhance ecological values of the Werribee River environs through the City Centre.



▲ Fig 7.9.1: Features of the River & Park Precinct.



WYNDHAM CITY-LED PROJECTS

1. WEDGE STREET PIAZZA

Strategically located at the entertainment end of Watton Street, overlooking the Werribee River and Wyndham Park, the Piazza is a vibrant space for people to mingle, meet, relax, and a gateway to the River and Park Precinct.



2. WYNDHAM PARK BRIDGE

Extending from the Wedge Street Piazza, the Wyndham Park Bridge provides a key new connection between the Werribee City Centre and Wyndham Park. The bridge's iconic form winds its way over the river through the tree-tops.



3. WYNDHAM PARK

Wyndham Park, a 4 hectare central park through which the Werribee River flows, will be redeveloped to become the centrepiece of the Werribee City Centre and an iconic regional recreational attraction.



4. RIVERBANK PROMENADE

The Riverbank Promenade will be a vibrant pedestrian space for alfresco dining, shopping, entertainment, socialising and enjoyment of the park and river setting; an emblematic destination; a talking point.



5. THE GATEWAY

The Gateway site marks a key entry point to the Werribee City Centre. A landmark new development is proposed on the Council-owned site, featuring retail, offices, apartments and multistorey car parking.



6. RIVERBEND

The Riverbend site offers unparalleled views of the Werribee River and Wyndham Park. A new development is proposed on the Council-owned site to bring the Riverbend to life, featuring retail, offices and apartments and multistorey car parking.

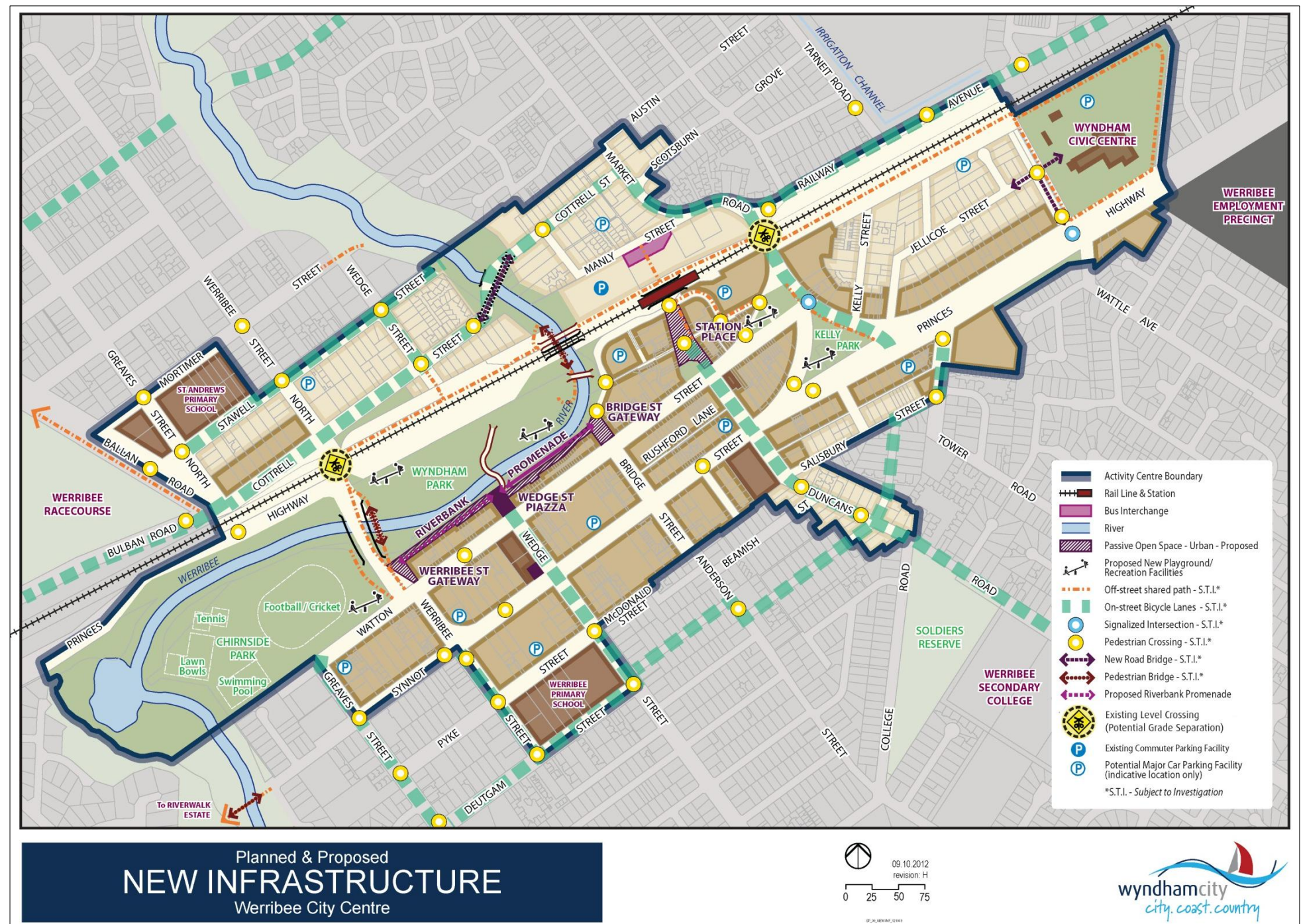


8.0 MAKING IT HAPPEN

8.1 Wyndham City-led Projects

The key Council-led public infrastructure projects identified in this Structure Plan to enhance the Werribee City Centre and stimulate its further development have been incorporated into Wyndham City's 10 Year Capital Works Program.

Other new infrastructure proposed as part of this Structure Plan (and identified in the earlier sections of this document – see 'Strategic Response' table in Section 6) are summarised in the New Infrastructure Plan below. Further planning for this proposed new infrastructure will be undertaken to determine timelines and funding sources. Partnerships with State Government, Federal Government and service agencies will be pursued to assist in implementing these initiatives.



8.2 Governance

Wyndham City has put in place a governance framework specifically designed to deliver the strategic objectives for the Werribee City Centre and ‘make it happen’. Key actions to establish this governance framework are listed in the table below.

Planning Scheme Amendment

An Activity Centre Zone is to be incorporated into the Wyndham Planning Scheme to facilitate development in the Werribee City Centre and streamline the planning process. A Planning Scheme Amendment process is to formally incorporate both the Werribee City Centre Structure Plan and Activity Centre Zone into the Planning Scheme.

Place Management

In 2008 Wyndham City established a Place Management Program for the Werribee City Centre. A full time Place Manager funded by Wyndham City reports directly to the Director of Sustainable Development, and works across Wyndham City departments and with key stakeholders towards achieving the strategic objectives for the Werribee City Centre. A Place Officer assists the Place Manager in facilitating the further development of the Werribee City Centre.

Wyndham City has worked closely with the Werribee Chamber of Commerce as part of the Place Management Program. This relationship will be further developed, to establish a sustainable model for the coordinated development, self-management and promotion of the businesses in the Werribee City Centre.

Economic Development

Wyndham City has a strong reputation for the delivery of commercial investment and facilitation through its Economic Development Unit. Wyndham City’s Economic development Unit works closely with Place Management to attract development and investment to the Werribee City Centre and WEP.

Werribee Development Centre

Wyndham City’s Place Management and Economic Development Units are located at the Werribee Development Centre, which was established by Wyndham City in the heart of the Werribee City Centre to support, facilitate and promote the growth of the city. The investment in this centre reflects the importance Wyndham City places on the development of the Werribee City Centre and WEP.

Wyndham City understands that growth is a priority for almost every organisation, and that the growth of Werribee as a regional city centre is needed to underpin the growth of Melbourne’s western region. Wyndham City invites businesses and developers to *Grow With Us* in Werribee.

Positioning and Promotion

A positioning and promotion strategy has been established to ‘make it happen’ in the Werribee City Centre and WEP. The strategy positions Werribee as ‘The Capital of Melbourne’s New West’ and is being implemented.

Government Partnerships

Wyndham City has partnered with both State and Federal Governments to-date on various Werribee City Centre planning and capital works projects. This Structure Plan provides the foundation from which government partnerships can be further developed to deliver objectives and new initiatives.

8.3 Monitoring & Review

A progress report on the implementation of the Werribee City Centre Structure Plan will be reported to Wyndham City annually, prior to the annual budget process. This process will enable Wyndham City to measure progress, to ensure an appropriate application of resources, and to ensure the delivery of key priority projects.

The Werribee City Centre Structure Plan will be reviewed every four years, to ensure that it remains relevant and consistent with Wyndham City’s strategic policies, the Municipal Strategic Statement and the Wyndham City Plan, and to identify any changes required to respond to new development, trends, policies or changing circumstances.

Making It Happen: Governance						
Action	Commence	Duration	Lead Agency & Responsible Project Manager	Other Parties Involved	Stakeholder & Community Engagement	Priority
1. Planning Scheme Amendment.	Late 2011	24 months	Wyndham City – Place Manager	Wyndham City – Integrated Planning Group, State Government	Yes	High
2. Create Place Officer position.	2013	Ongoing	Wyndham City – Place Manager	n/a	Yes	High
3. Develop and Implement Positioning and Promotion Strategy.	Mid 2012	Ongoing	Wyndham City – Place Manager	Wyndham City – Public Relations, Economic Development	No	High
4. Establish an Advisory Committee	2014	24 months (with potential for extension)	Wyndham City – Director Sustainable Development	Composition to be determined	No	High
5. Implementation of Wyndham City’s Place Management Program for the Werribee City Centre.	Underway since May 2008	Ongoing	Wyndham City – Place Manager	Multiple Wyndham City Departments, Advisory Committee, Traders, Landowners	Yes	High
6. Implementation of Wyndham City-led projects in the Werribee City Centre.	2010	Ongoing	Wyndham City – Executive	Wyndham City, State Government, Federal Government	Yes	High
7. Further develop State and Federal Government partnerships.	Underway since May 2008	Ongoing	Wyndham City – Director Sustainable Development	Wyndham City – Advisory Committee, Advocacy, Place Manager; State & Federal Government	Yes	High

For more information on the Werribee City Centre visit:
www.wyndham.vic.gov.au/werribee

or contact:

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