



WERRIBEE CITY  
CENTRE PLAN



*Werribee City Centre*  
**Structure  
Plan**

A shared vision for the future

Prepared by Wyndham City Council in partnership with Ethos Urban  
2024





# Acknowledgement of Country

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (River), creeks, stars, hills and red clay of this Country.

The Bunurong and Wadawurrung Peoples are the First Custodians of the lands, waters, seas and skies, and developers of ecological communities on these basalt plains around the Werribee Yalook.

We pay respect to their Ancestors and Elders who always have, and always will, care for Country and community today and for future generations. We acknowledge any Aboriginal and Torres Strait Islander people who live in this tradition and call us to shared responsibility. In the spirit of reconciliation, we understand the need to build strong connection between local First Peoples and local government that enables life in this place to flourish together.

May our words and actions lead us to respect Country, learn from Elders and practice creative wisdom for future generations.

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## About this Structure Plan

### Purpose of this Structure Plan

The purpose of the 'Werribee City Centre Structure Plan 2040' (the Structure Plan) is to help deliver the 'Wyndham 2040 Community Vision' in accordance with the directions of the Wyndham Plan.

### Scope of the Structure Plan

To achieve this purpose, the Structure Plan establishes Wyndham City Council's (Council's) vision and plan for the future of the Werribee City Centre to 2040.

It does this in two ways:

- Drawing heavily upon and refreshing the former Structure Plan from 2013 as a platform
- Applying the directions of more recent plans such as Plan Melbourne and the Wyndham Plan in a way that is responsive to the place attributes of the City Centre.

As such, it does not seek to introduce major new planning policy. Rather, it represents an evolution of planning policy for the City Centre from 2013.

The Structure Plan does not cover everything related to the City Centre. Rather, it focuses on planning and development matters. As such, it should be read together with other Council policy, strategy and plans to get a complete understanding of the desired future for the City Centre.

The Structure Plan itself is intended to be a living document, with updates made when needs change.

## Make up of the Structure Plan

The Structure Plan comprises the following parts:

PART 1	PART 2	PART 3	PART 4	PART 5
<b>Introduction</b>	<b>The Structure Plan At a Glance</b>	<b>Understanding the City Centre</b>	<b>Vision</b>	<b>Principles</b>
Outlines the purpose, scope and make up of the Structure Plan	Provides a snapshot of the key parts of the Structure Plan	Outlines the characteristics of the City Centre	Sets the overarching direction for the City Centre	Identifies supporting desired outcomes for the City Centre under the Structure Plan
1	2	3	4	5
PART 6	PART 7	PART 8	PART 9	PART 10
<b>The Framework Plan</b>	<b>Precincts</b>	<b>Key Opportunity Sites</b>	<b>Big Moves</b>	<b>Implementing The Structure Plan</b>
Identifies objectives and strategies to help achieve the vision and principles	Shows the boundaries and provides a statement of desired future character for each precinct of the Centre	Identifies key sites that provide particular opportunity to deliver the Structure Plan	Outlines key actions to help deliver the Structure Plan	Provides a high-level plan for making the Structure Plan a reality, including responsibilities and timeframes for big moves
6	7	8	9	10



## How was the refresh undertaken?

The refresh was informed by two main parts:

1. Technical investigations
2. Stakeholder and community engagement

The purpose of this work was to generate an evidence base to help inform the refresh, in particular matters that are important to the community.

A summary of these technical investigations and stakeholder and community engagement is provided in the separate Background Report.

### Technical investigations

Technical investigations were undertaken into the following topics:

- Economics
- Transport
- Social strategy
- Urban design and built form
- Public spaces and streetscape
- Planning.

Key findings of these investigations included:

- Due to forecast strong population growth in surrounding greenfield residential areas there is likely to be a significant increase in demand for business uses such as shops and offices over the lifetime of the refreshed strategic framework
- Due to its point of difference as the only true 'city centre' in the Wyndham LGA, the City Centre has the potential to capture a large share of this demand to drive substantial redevelopment over the next 15 years to 2038
- There is sufficient capacity for growth in commercial and residential floor space enabled by existing planning provisions to cater for forecast demand
- Over the lifetime of the refreshed structure plan, the most likely development outlook is the incremental evolution of a city centre characterised by medium rise (e.g., around 5 – 6 storey) mixed use buildings comprising ground floor active uses such as shops, cafés and restaurants with offices or apartments above
- The City Centre has considerable space allocated for vehicle movement and carparking

- While convenient carparking can be challenging to find at certain locations at certain times of the day, in particular Watton Street, overall the City Centre is well provided for in terms of the number of carparking spaces
- Due to its accessibility, the City Centre is well placed to provide for higher order social and community infrastructure
- There is a need for appropriate built-form transitions to any adjoining residential zoned areas through the height, setback, scale, massing and detail of new development.

These findings formed the basis for subsequent development of:

- Recommendations: the overall strategic direction for the refresh
- Challenges and strengths: issues for the refresh to focus on
- Key directions: aspirations for the refresh.

Of particular note, a key recommendation was to continue to plan for considerable future growth in the City Centre, including ensuring sufficient capacity for new homes and jobs in a vibrant, mixed use and transit-oriented place.

### Stakeholder and community engagement

2 rounds of engagement were undertaken:

- Round 1: to inform identification of issues, aspiration and strategies
- Round 2: to test and help refine draft strategies.

A number of engagement methods were undertaken, including through face to face workshops, an online survey, establishment of a project page on Council's The Loop website and a letterbox drop.

Based on the online survey, people in particular liked the cafes and restaurants (79.7%) and the river, parks, and playgrounds (79.7%), and would like improvements to streetscapes (footpaths, trees, lighting, landscaping) (64.0%) and connection to the Werribee River (57.5%).

Respondents overwhelmingly supported the vision for growth of the City Centre, and its embrace of the river.

In terms of priorities for the refresh, the most frequently mentioned related to enhancing the look and feel of the City Centre and developing Werribee City Centre as a destination or a place to visit.

### Streetscape studies

Council has prepared the 'Werribee City Centre Streetscape Framework' to provide clear guidance on the desired future role and character of streets and lanes in the City Centre. Council will maintain this framework as a living document, updating its contents as further work is undertaken.

To support this, further investigations into the streetscape were undertaken as part of the refresh. This confirmed many of the key issues, and supported the aspirations expressed as principles and objectives and the approach to resolve these issues and achieve the aspirations through measures such as quality paving and inviting street furniture.

It also suggested supporting measures, including:

- Encouraging 'fine grain' street frontages, which comprise many small business at the ground level of buildings facing streets
- Encouraging 'active' street frontages, where preference is given to businesses where many people can gather and interact such as shops, restaurants and cafes



One of Watton Street’s most treasured assets is the individuality and diversity of local businesses.

- Encouraging these businesses to engage with the street through measures such as large, transparent windows and clever layout of internal spaces
- Building on the existing roster of evening events, including festivals and street markets, to promote an activated city centre during the day and night
- Maintaining the green, treed character of Watton Street.

Consideration was also given to select city centres throughout Victoria that have delivered successful streetscape improvements. A key factor underpinning the success of these streets is recognising and promoting the variety of roles streets and lanes play in city centres as key parts of the broader public space network. This requires an appropriate balance between convenience, which is often about moving cars efficiently through spaces and providing parking close to places people want to visit, and experience, which is about creating places that people want to spend time in interacting, gathering and relaxing.

**Built form studies**

Built form was also considered as part of the project. Buildings have an important role to play in helping shape the desired future role and character of streets and lanes, including the level of amenity experienced in these spaces. This comprises more measurable outcomes such as sunlight and wind safety and comfort, and more qualitative outcomes such as whether buildings feel too large or bulky. For the city centre, they also need to provide sufficient space for new jobs and homes.

We know that the planning controls currently at work in the city centre provide considerable capacity for more jobs and homes. We also know that this capacity is able to meet the forecast needs of the city centre over the lifetime of the refreshed structure plan. As such, the focus is not on providing more room to grow or taller, bigger buildings. Rather, it is on ensuring buildings contribute to creating high quality streets and lanes.

Consistent with the public space focus of the refresh, studies into the amount of sunlight achieved by current planning controls were undertaken.

This showed that adequate levels of sunlight are able to be achieved under existing building heights for key public spaces such as Watton Street and Station Place.

However, investigations showed that the current controls allowed building to rise straight up from the edges of streets. As the city centre further develops and becomes more dense, this runs the risk of creating buildings that look too big, and contributing to greater wind being experienced by people in the street.

To address this, the structure plan proposes a ‘podium and tower typology’. This means that while the overall height of buildings stays the same, they are split into two parts.

This split creates a lower part being built to the street edge (the podium) and an upper part being setback from this edge (the tower). Based on testing, it was determined that a podium height of around 4 storeys coupled with an upper level setback of around 6 metres would likely achieve the best balance between development and good outcomes for streets. Even better outcomes can be achieved through recessing the upper most part of buildings further back from the street.

It was also determined that greater setbacks be provided between land in the city centre and adjoining residential land or streets and lanes that separate land in the city centre and residential land.

The testing also suggested that there is value in providing stronger guidance for development next to heritage assets. This would aim to recognise and respond in a more sensitive way to the values of heritage items.

Malop Street, Geelong, ‘Green Spine’



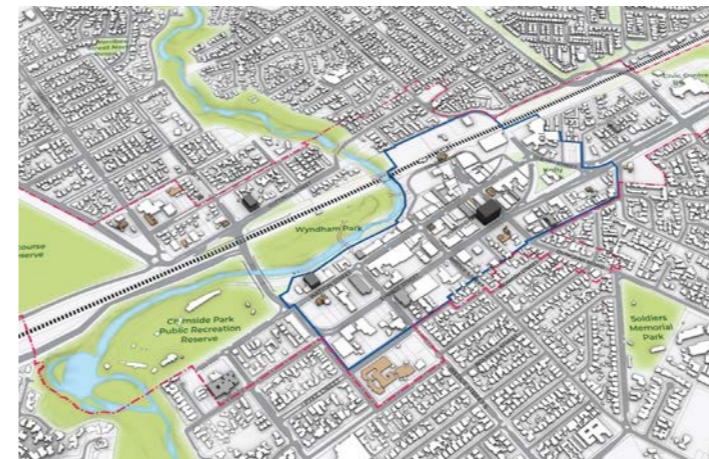
Source: Urban Spark Studio

Victoria Street, Seddon



Source: Urban Spark Studio

Current Building Heights



Source: Ethos Urban

Preferred Maximum Building Heights



Source: Ethos Urban



# The Structure Plan at a Glance

	THEME 1 Interconnectedness	THEME 2 Natural environment	THEME 3 Open space	THEME 4 Access and movement	THEME 5 Economy
Principles					
	A City Centre that is a key part of the City Heart	A City Centre that is sustainable, resilient and green	A City Centre with lively, attractive and iconic public spaces on and around the river	A City Centre that is walkable, easy and safe to get around	A City Centre with a thriving economy
Objectives	<ul style="list-style-type: none"> <li>Strong connections to surrounding residential areas</li> <li>Strong connections to other adjoining Wyndham City Heart precincts</li> </ul>	<ul style="list-style-type: none"> <li>A more sustainable City Centre</li> <li>Cleaner air and water</li> <li>A cooler and greener City Centre</li> <li>A well-managed natural environment</li> </ul>	<ul style="list-style-type: none"> <li>The Werribee River and Wyndham Park are focal points for the City Centre</li> <li>High amenity, safe and welcoming public open spaces</li> <li>Enhanced public open spaces integrated with development</li> </ul>	<ul style="list-style-type: none"> <li>An integrated, diverse, safe, efficient and comfortable access and movement network</li> <li>Quality streets with different roles and characters</li> <li>Balancing the competing demands on streets</li> </ul>	<ul style="list-style-type: none"> <li>More jobs and a larger economy</li> <li>A diversity of quality higher-order jobs, creating increased opportunity for living and working locally</li> </ul>
Strategies	<ul style="list-style-type: none"> <li>Implement the aspiration of the Wyndham Plan to create a City Heart comprising an integrated network of complementary urban centres along the Werribee spine</li> <li>Complement and connect to the East Werribee Employment Precinct</li> <li>Improve connections with the Werribee Tourism Precinct</li> <li>Recognise the potential of the Werribee Racecourse</li> </ul>	<ul style="list-style-type: none"> <li>Protect and enhance areas of high ecological value</li> <li>Enhance planting along the river</li> <li>Establish a blue and green grid</li> <li>Maintain and grow the urban forest</li> <li>Protect from flooding</li> <li>Introduce WSUD measures</li> </ul>	<ul style="list-style-type: none"> <li>Engage with the Werribee River</li> <li>Provide high amenity public open spaces</li> <li>An expanded open space offering</li> <li>Enhance and promote the River, Park and Recreation Precinct</li> <li>Create a new city square and plazas</li> <li>Upgrade Kelly Park</li> <li>Upgrade Troup Park</li> <li>Encourage new open spaces on key opportunity sites</li> </ul>	<ul style="list-style-type: none"> <li>Enhance streets as destinations</li> <li>Advocate for revitalisation of Werribee Station</li> <li>Enhance the Princes Highway boulevard</li> <li>Encourage new through-block links</li> <li>Rebalance parking, people and amenity</li> <li>Plan for potential future public transport network</li> <li>Improve the Riverbank Promenade</li> <li>Enhance the Cycling Network</li> <li>Improve Wayfinding</li> <li>Lower speed limits</li> <li>Provide for universal access</li> </ul>	<ul style="list-style-type: none"> <li>Provide an attractive setting for business investment and customer visitation</li> <li>Provide a distinct, high-value economic offering</li> <li>Integrate with the East Werribee Employment Precinct</li> <li>Maintain capacity for jobs growth</li> <li>Prioritise key industries</li> <li>Embrace future business</li> <li>Keep economic anchors</li> <li>Enhance tenant and customer experience</li> <li>Maintain Council's active role in the City Centre</li> </ul>



	THEME 6 Housing	THEME 7 People and culture	THEME 8 Land use	THEME 9 Built form	THEME 10 Heritage
Principles					
	<b>A City Centre with diverse and affordable housing</b>	<b>A City Centre that is welcoming and inclusive</b>	<b>A City Centre that is a vibrant destination for all</b>	<b>A City Centre with great buildings</b>	<b>A City Centre that respects its heritage</b>
Objectives	<ul style="list-style-type: none"> <li>• More homes</li> <li>• A greater diversity of homes</li> <li>• More affordable homes</li> <li>• High-quality, well-designed homes</li> </ul>	<ul style="list-style-type: none"> <li>• Vibrant places and spaces for people</li> <li>• Home to a range of events and experiences that bring the community together</li> <li>• High quality community infrastructure and facilities for cultural events, arts and performance</li> </ul>	<ul style="list-style-type: none"> <li>• An increased quantity of higher order uses</li> <li>• An increased intensity of uses</li> <li>• An increased diversity of uses</li> </ul>	<ul style="list-style-type: none"> <li>• Increased density of built form</li> <li>• Design excellence in built form</li> <li>• Redevelopment of key opportunity sites</li> <li>• Appropriate managed transitions to surrounding residential areas</li> </ul>	<ul style="list-style-type: none"> <li>• Protection of Aboriginal Cultural Heritage values and connection with Country</li> <li>• Protection and positive use/reuse of built heritage</li> </ul>
Strategies	<ul style="list-style-type: none"> <li>• Provide for higher density homes</li> <li>• Target locations for housing density</li> <li>• Consider the Civic Centre's future</li> <li>• Provide for a diversity of dwelling sizes</li> <li>• Encourage build-to-rent housing</li> <li>• Manage affordable housing</li> </ul>	<ul style="list-style-type: none"> <li>• Provide and attract events and experiences</li> <li>• Provide quality community infrastructure</li> <li>• Authentic places and spaces</li> <li>• Advocate for service provision</li> <li>• Expand the public art collection</li> </ul>	<ul style="list-style-type: none"> <li>• Designate as a preferred location for higher order regionally significant uses</li> <li>• Encourage an intensity of uses</li> <li>• Facilitate a diversity of uses</li> <li>• Designate a Central and Perimeter precincts</li> <li>• Encourage smaller scale retail tenancies</li> <li>• Support entertainment uses and the night time economy</li> <li>• Ensure active frontages</li> <li>• Encourage future redevelopment of the Werribee Station car park renewal site</li> <li>• Rezone the Eastern Sub-precinct</li> </ul>	<ul style="list-style-type: none"> <li>• Balance scale and quality</li> <li>• Specify clear street wall, podium and tower typologies</li> <li>• Designate locations for taller buildings</li> <li>• Ensure quality outcomes on key opportunity sites</li> <li>• Improve interface requirements at residential boundaries</li> <li>• Achieve fine grain building frontages at ground level</li> <li>• Require variation and articulation of facades</li> <li>• Ensure engagement between public and private domains</li> <li>• Encourage high performing ESD buildings</li> </ul>	<ul style="list-style-type: none"> <li>• Connect with Country</li> <li>• Protect places of Aboriginal Cultural Heritage Value</li> <li>• Protect, celebrate and reuse built heritage</li> </ul>



# Understanding the City Centre

**The City Centre is located in the Wyndham local government area (LGA) (Wyndham), approximately 30km south-west of the Melbourne Central Business District (CBD) and 35km to the north-east of the Geelong CBD.**

Occupying a strategic location within the Melbourne West Growth Corridor, the City Centre is also well connected to the rest of the Melbourne by a range of transport options. This includes the Werribee train line and the Princes Freeway. It is also a planned origin point of the future Outer Metropolitan Ring (E6) Transport Corridor located to the west of the City Centre.

The Werribee City Centre forms part of the Wyndham City Heart which embraces the five major activity centres that combine to create the Werribee National Employment and Innovation Cluster (NEIC). The Werribee NEIC is a major employment and knowledge intensive cluster supporting jobs across various health and education institutions. The Werribee NEIC contains current and future commercial land to unlock more potential jobs and economic benefit into the future

Located on the land of the Bunurong and Wadawurrung Traditional Owners, the City Centre was settled by Europeans in the mid-19th century as an important crossing point of the Werribee River and service centre for the western Melbourne farming district.

The name “Werribee River” comes from the Aboriginal words Weariby or Wirribi (spine) and Yalook or Yaluk (stream), with the spelling later changed to Werribee.

The river remains the City Centre’s defining natural asset. It provides a continuous open space corridor that stretches from its headwaters in the Great Dividing Range to its mouth at Port Phillip Bay.

The City Centre has a walkable network of streets and lanes that are focussed on Watton Street as its main activity street. The amenity of Watton Street is greatly enhanced by its dense street tree canopy.

The City Centre features a large regional events and recreation precinct centrally located on the river. This precinct includes:

- Wyndham Park, a stunning regional events and recreation facility on the river in the heart of the City Centre
- Chirnside Park, a sporting and recreation precinct featuring the home of Werribee VFL Football Club, Werribee Outdoor Pool, tennis, lawn bowls and angling clubs
- Werribee Racecourse and
- Eagle Stadium regional indoor sporting facility.

The City Centre also boasts a networks of open spaces and regional cultural assets such as the Wyndham Cultural Centre (with theatre, art gallery and library).

While historically a focus for business, shopping and dining over the past number of years the City Centre has further evolved as a mixed-use precinct. Recent development has included residential apartments and hotels, high-quality cafes and restaurants, and entertainment venues such as small bars. As such, the City Centre is vibrant and growing as a destination for the broader Wyndham community.

Figure 1 Wyndham Park



Figure 2 Chirnside Park



Figure 3 Watton St Aerial



Figure 4 Werribee River

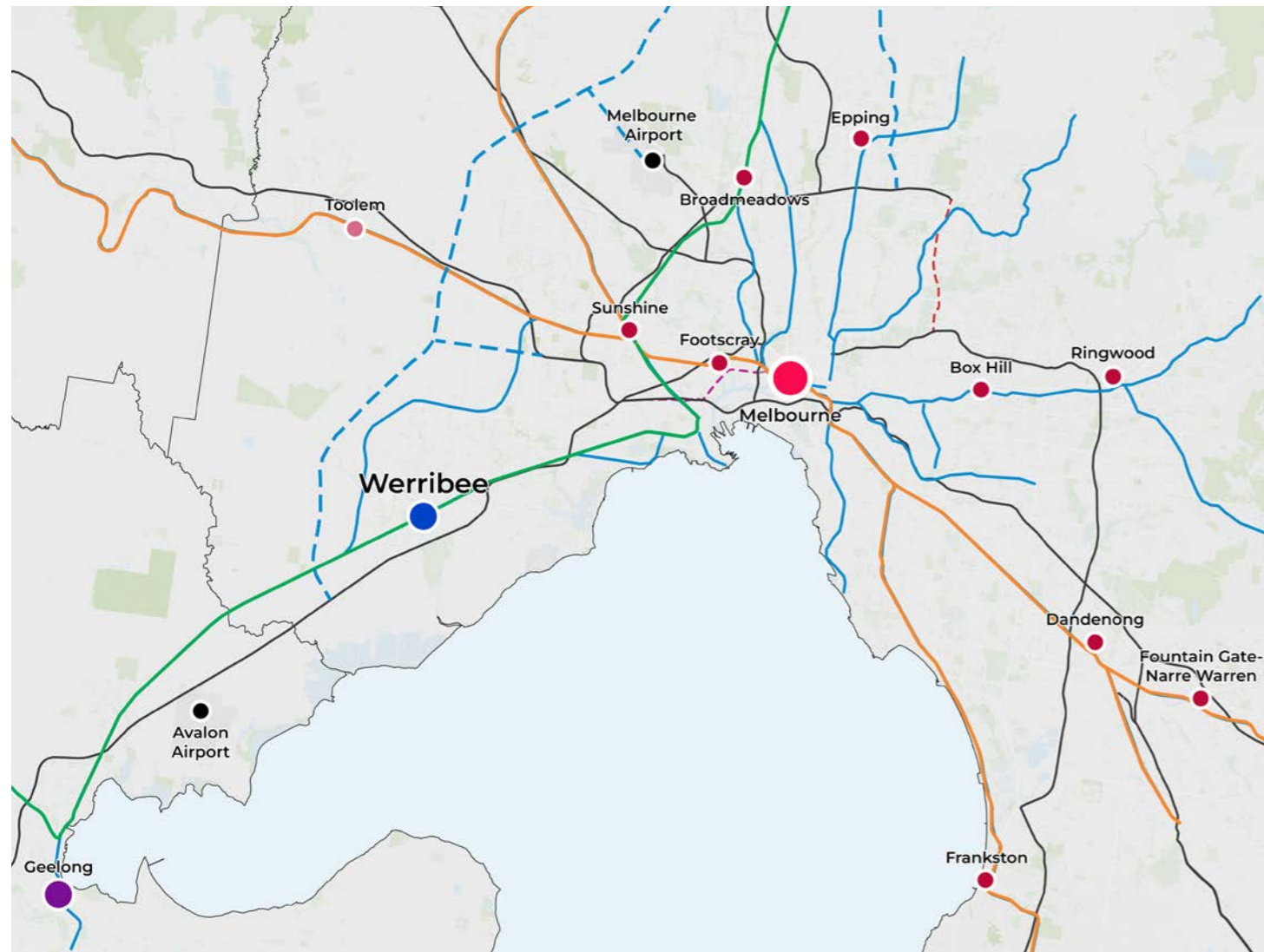


## Key points

- The City Centre is strategically located and well connected to the rest of Melbourne
- The Werribee River is the heart of the City Centre and Watton Street is the City Centre’s main activity street
- The City Centre includes a range of open space, recreation, social and cultural assets.
- The City Centre is growing and evolving as a vibrant and diverse mixed-use destination for the broader Wyndham community.



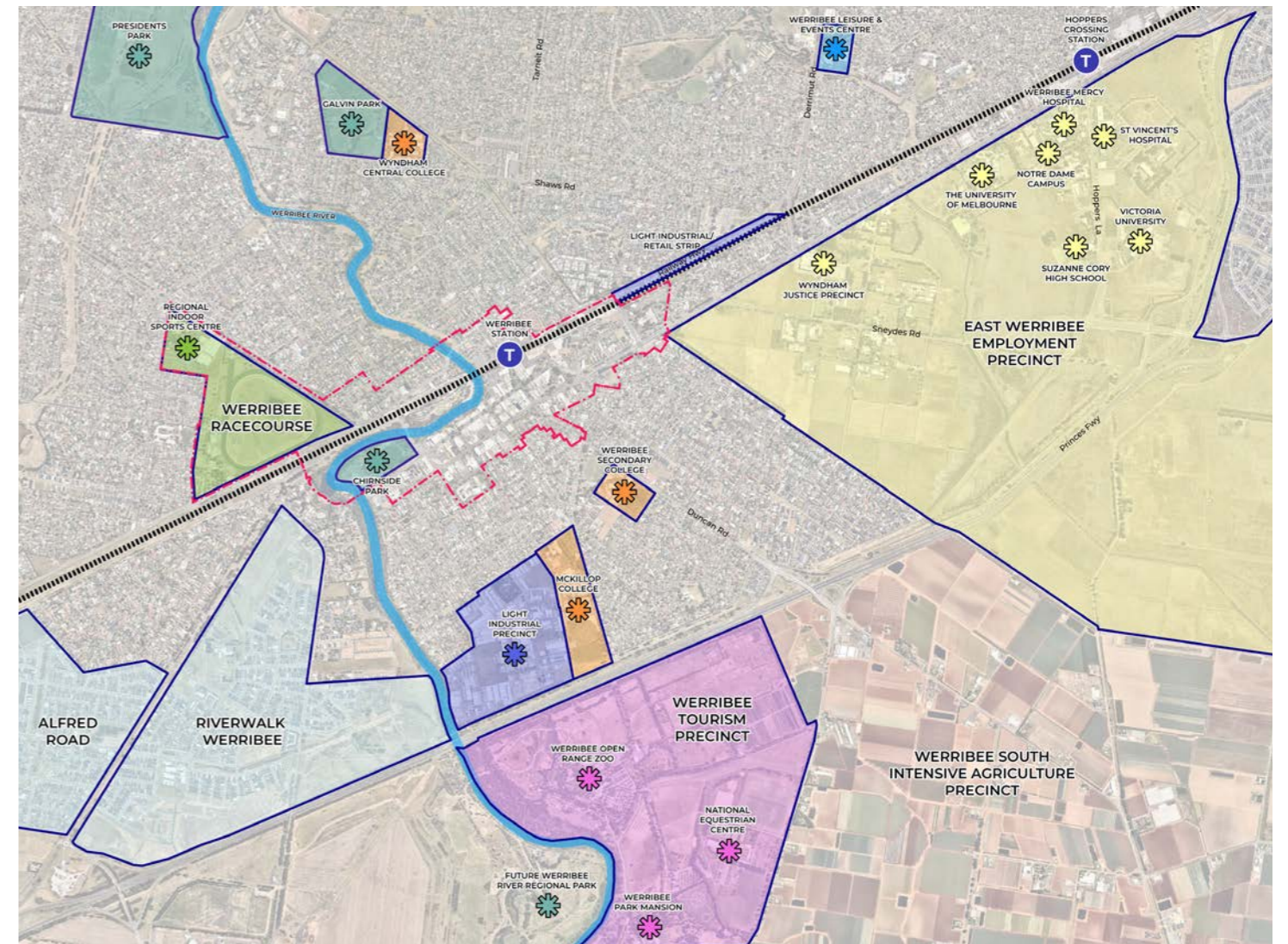
**Figure 5** Metropolitan Context



**Legend**

- Melbourne CBD
- Geelong CBD
- Werribee City Centre
- Metropolitan activity centre
- Metropolitan activity centre - future
- Airport
- - - Future Outer Metropolitan Ring (E6) Transport Corridor (indicative)
- Rail network
- ARTC network
- Principal Freight Network - Rail
- Principal Freight Network - Road (freeway only)
- - - North East Link (under construction)
- - - West Gate Tunnel (under construction)

**Figure 6** Local Context *Source: Nearmap & Ethos Urban*

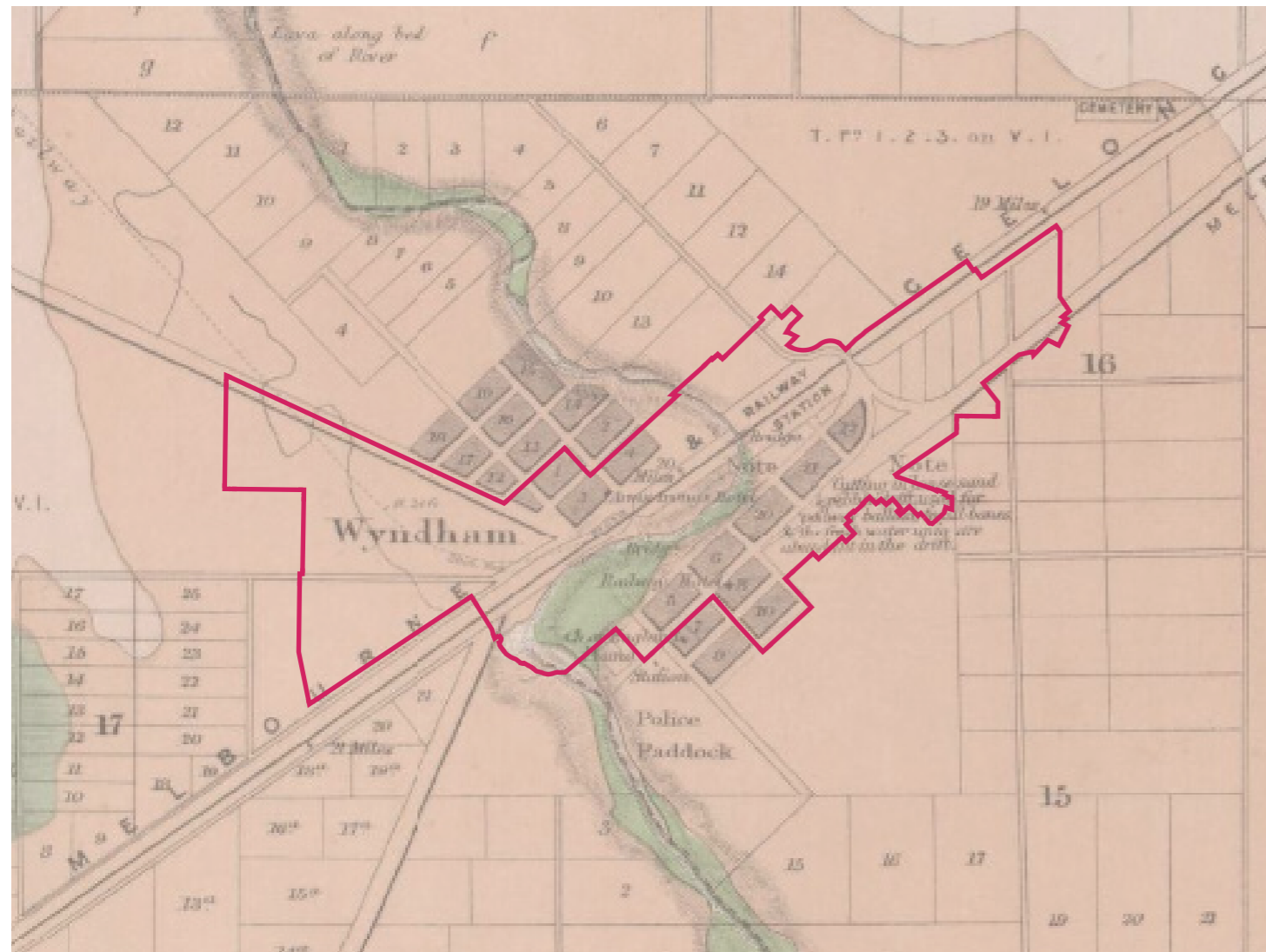


**Legend**

- Werribee City Centre boundary
- T Train stations
- Rail line
- Werribee River
- East Werribee Employment Precinct
- Werribee Tourism Precinct
- Werribee Racecourse
- Regional Parks
- Light Industrial / Retail
- Greenfield Precincts
- Werribee Leisure & Events Centre
- Colleges

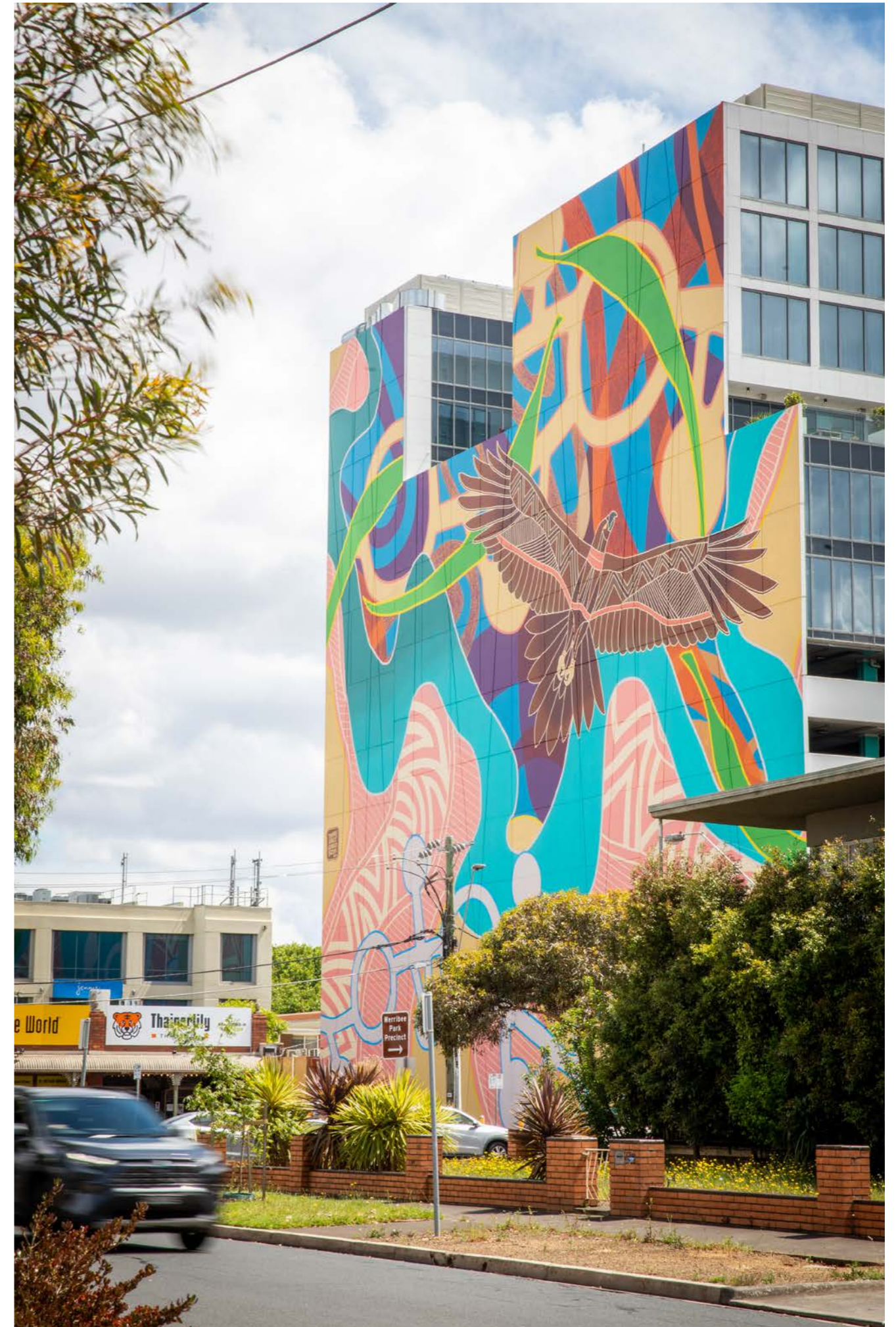


**Figure 7** Werribee City Centre boundary overlaid on the 1861 Geological Survey of Victoria  
Source: State Library of Victoria & Ethos Urban



**Legend**

 Werribee City Centre boundary





## Planning for the future of the City Centre

The Victorian Government and Council have prepared an integrated suite of strategic planning documents to help guide future growth and change in Melbourne, Wyndham and the City Centre.

This includes 'Plan Melbourne 2017 – 2050' (Plan Melbourne), which is the Victorian Government's metropolitan planning strategy, the 'Wyndham 2040 Community Vision' (the Wyndham Vision) which establishes the Wyndham community's vision for its future, and the 'Wyndham Plan' which is Council's LGA wide planning strategy.

Under Plan Melbourne, the vision for future Melbourne is 'a global city of opportunity and choice'. Key to achieving this vision is encouraging growth in activity centres. Activity centres are places 'that provide a focus for services, employment, housing, transport and social interaction' (Plan Melbourne). Under Plan Melbourne, the City Centre is identified as a 'Major Activity Centre' and a key part of the Werribee National Employment and Innovation Cluster (NEIC).

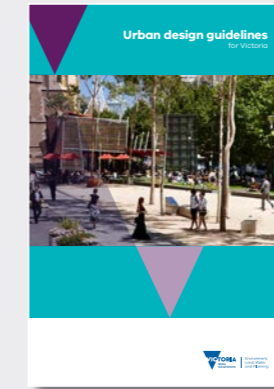
The Wyndham Plan identifies a number of 'big ideas' for the future of Wyndham. Of particular relevance to the City Centre is the 'City Heart'. Under the City Heart big idea, the City Centre will integrate with other nearby activity centres such as Hoppers Crossing and East Werribee to better connect homes, jobs, facilities, services and transport.

The Victorian Government has also prepared a range of guidance to assist in planning for the future of places such as the City Centre. This includes the 'Urban Design Guidelines for Victoria', Planning Practice Note 56: 'Activity centre zone', Planning Practice Note 58: 'Structure planning for activity centres' and Planning Practice Note 60: "Height and setback controls for activity centres".

The Structure Plan seeks to give effect to these strategic planning documents, and align with this guidance. Other documents considered when preparing the Structure Plan are listed in the appendices.

### Key points

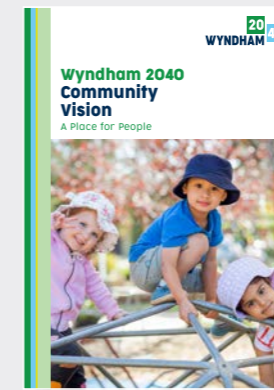
- Under Plan Melbourne, the City Centre is identified as a Major Activity Centre and part of the Werribee NEIC
- These are key locations for growth in homes and jobs, supported by services and public transport, and offering high levels of social interaction
- Under the Wyndham Plan, the City Centre is a key part of the City Heart.
- The City Heart comprises other nearby centres, and provides a focus for homes, jobs, facilities, services and transport.



Urban Design Guidelines for Victoria



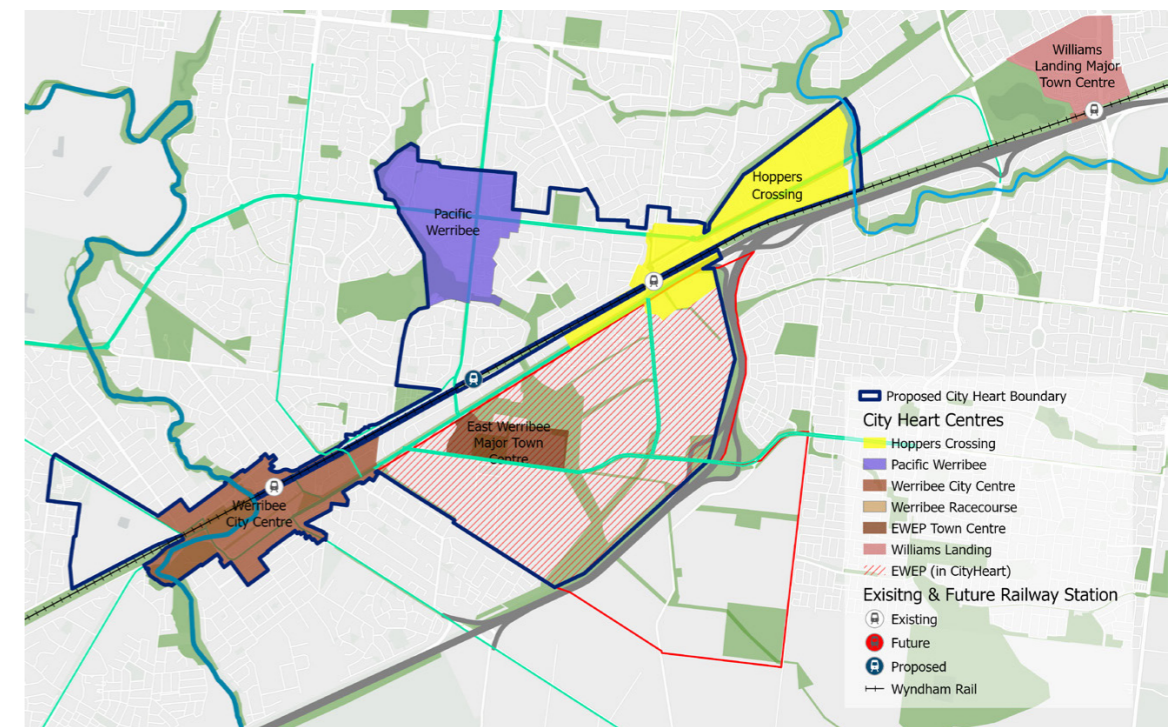
Plan Melbourne 2017 – 2050



Wyndham 2040 Community Vision



Wyndham Plan



Wyndham City Heart Major Centres and Williams Landing

Source: Wyndham City Council



## Planning for the future of the City Centre

### Existing and future rail connections

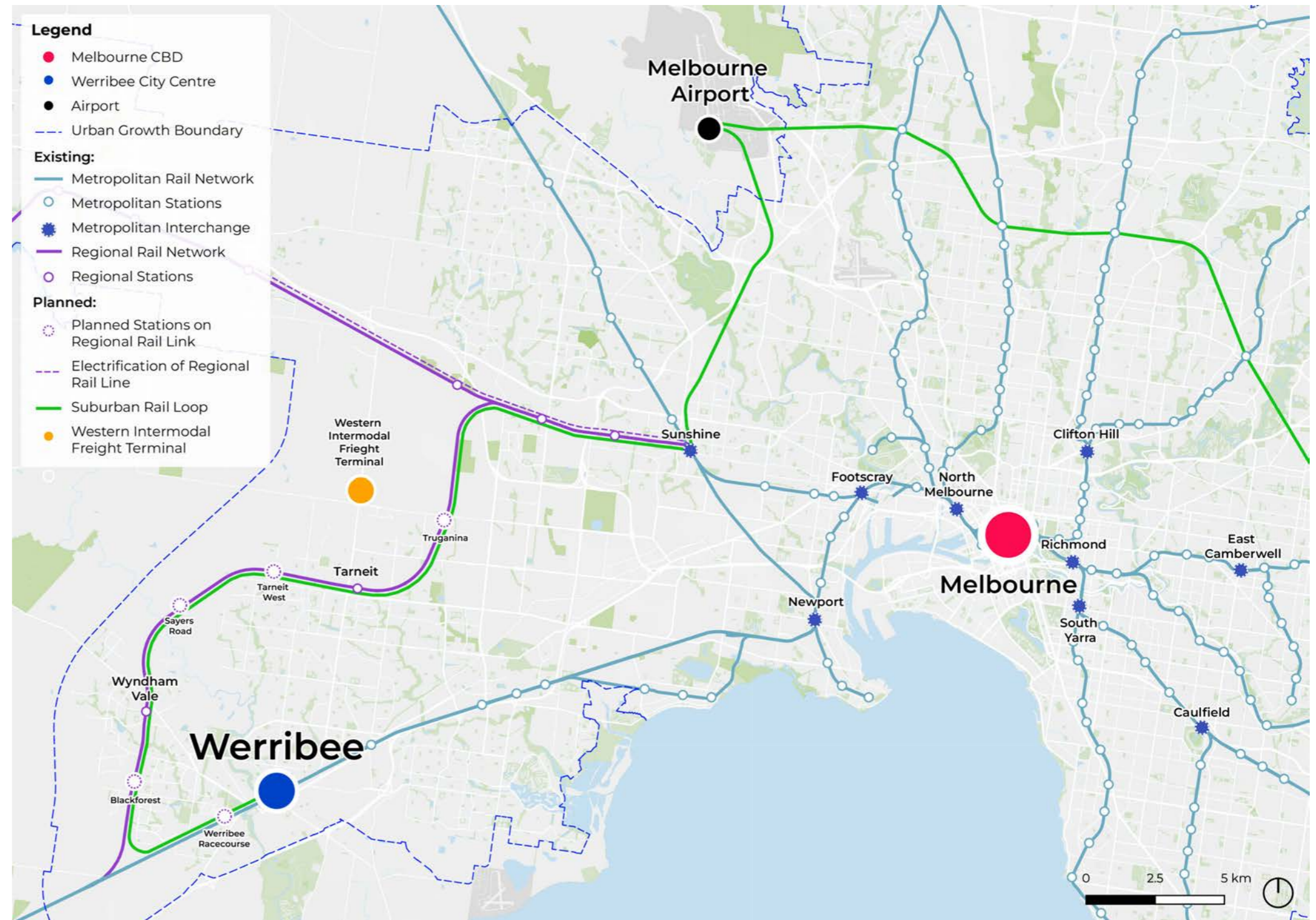
Figure 8 identifies the existing metropolitan train network and the planned state rail initiatives including:

- Creation of Suburban Rail Loop (SRL) through to Werribee Station / Electrification of the regional rail line
- Connection and integration of the metro and regional rail lines through Wyndham
- New train stations in the west and north of Wyndham (Blackforest, Sayers Road, Tarneit West, Truganina).

At the completion of these state rail improvements, Werribee City Centre will become a major transport node at the western end of the SRL that will be well connected to the wider region.

Although these projects rely on state and federal delivery, Council will continue to advocate for them and other improvements and investment in the rail network, including to Werribee Train Station.

**Figure 8** Existing rail and planned state rail initiatives *Source: Ethos Urban*





## Key influences

### Why do we need to prepare a Structure Plan?

The City Centre is subject to a number of influences, both local and broader. These can present challenges, or provide opportunity. Through the Structure Plan we can seek to manage these challenges and realise these opportunities.

### Local influences

#### Population growth and change

As acknowledged by Plan Melbourne, over the past 20 years Melbourne has experienced its third wave of transformational growth since being colonised by Europeans in the 19th century. At the same time, Wyndham has experienced unprecedented levels of growth. For the past three years (2019 – 22), it has been the fastest growing region in not only Victoria, but also Australia. Our population is also changing, becoming older and more multi-cultural. We are also choosing to live in smaller households. We need to accommodate this growth, and shift to new ways of living that better suit people's needs.

#### Competition from other nearby activity centres

While having a unique and valued offering, the City Centre nonetheless faces competition from other nearby activity centres for business. The further development of the East Werribee Employment Precinct providing for vital regional services such as hospitals, universities and courts also poses challenges for the City Centre's role in the Wyndham community.

#### Beyond level crossing removal

The Werribee Street and Cherry Street level crossing removals have greatly improved access to and movement around the City Centre, and enabled better connection between its northern and southern parts. However, parts of the movement network still present challenges for people wanting to get to and move around the City Centre in easy, safe and sustainable ways.

### Broader influences

#### A post COVID world

The COVID pandemic saw some major structural shifts in the way we go about our lives. In particular, this included a shift to working from home arrangements. Many people have chosen to continue with a balance between working from an office and working from home. This means people are increasingly looking more locally for their day to day and lifestyle needs.

#### Global trends, local impact

As with the rest of Melbourne, the City Centre will be impacted by broader, global trends. These include climate change, which may mean hotter temperatures and more extreme weather events, and the continued embrace of digital platforms for working, shopping and other services.

#### The key issue

The key issue for the Structure Plan is how to best accommodate growth and change, including embracing the opportunities it presents, while protecting and strengthening the things that people love about the City Centre.

### Opportunities

#### The Werribee River

The Werribee River and its network of connected open spaces, including Wyndham Park and Chirnside Park, provides for an exceptional source of amenity for the City Centre which has further potential for enhancement, particularly along the southern riverbank and its connection to surrounding activity.

#### History and heritage

The City Centre has a rich and storied Aboriginal and non-Aboriginal heritage. This includes the exceptional cultural importance of the Werribee River for Aboriginal peoples, and a legacy of a well-ordered grid pattern of streets and beautiful heritage buildings.

#### A true city centre

Unique within the Wyndham City Heart, the City Centre is a true City Centre, having a compact form, a walkable network of streets and lanes with a vibrant main street (Watton Street) at its heart, a diversity of uses and co-location with a major public transport hub in the form of Werribee Station.

#### A growing destination

Through its growth and diversification, the City Centre is increasingly becoming a destination of choice for the local and broader community for a variety of activities beyond just shopping, extending to now include working, living and playing.



# Vision

Werribee City Centre is a destination for all in the heart of Wyndham. It embraces the Werribee River with vibrant streets, beautiful public spaces and a range of attractions.





The principles to guide growth in the City Centre to 2040 are:

	THEME 1 Interconnectedness	THEME 2 Natural environment	THEME 3 Open space	THEME 4 Access and movement	THEME 5 Economy
Principles					
	A City Centre that is a key part of the City Heart	A City Centre that is sustainable, resilient and green	A City Centre with lively, attractive and iconic public spaces on and around the river	A City Centre that is walkable, easy and safe to get around	A City Centre with a thriving economy
	THEME 6 Housing	THEME 7 People and culture	THEME 8 Land use	THEME 9 Built form	THEME 10 Heritage
Principles					
	A City Centre with diverse and affordable housing	A City Centre that is welcoming and inclusive	A City Centre that is a vibrant destination for all	A City Centre with great buildings	A City Centre that respects its heritage



# The Framework Plan

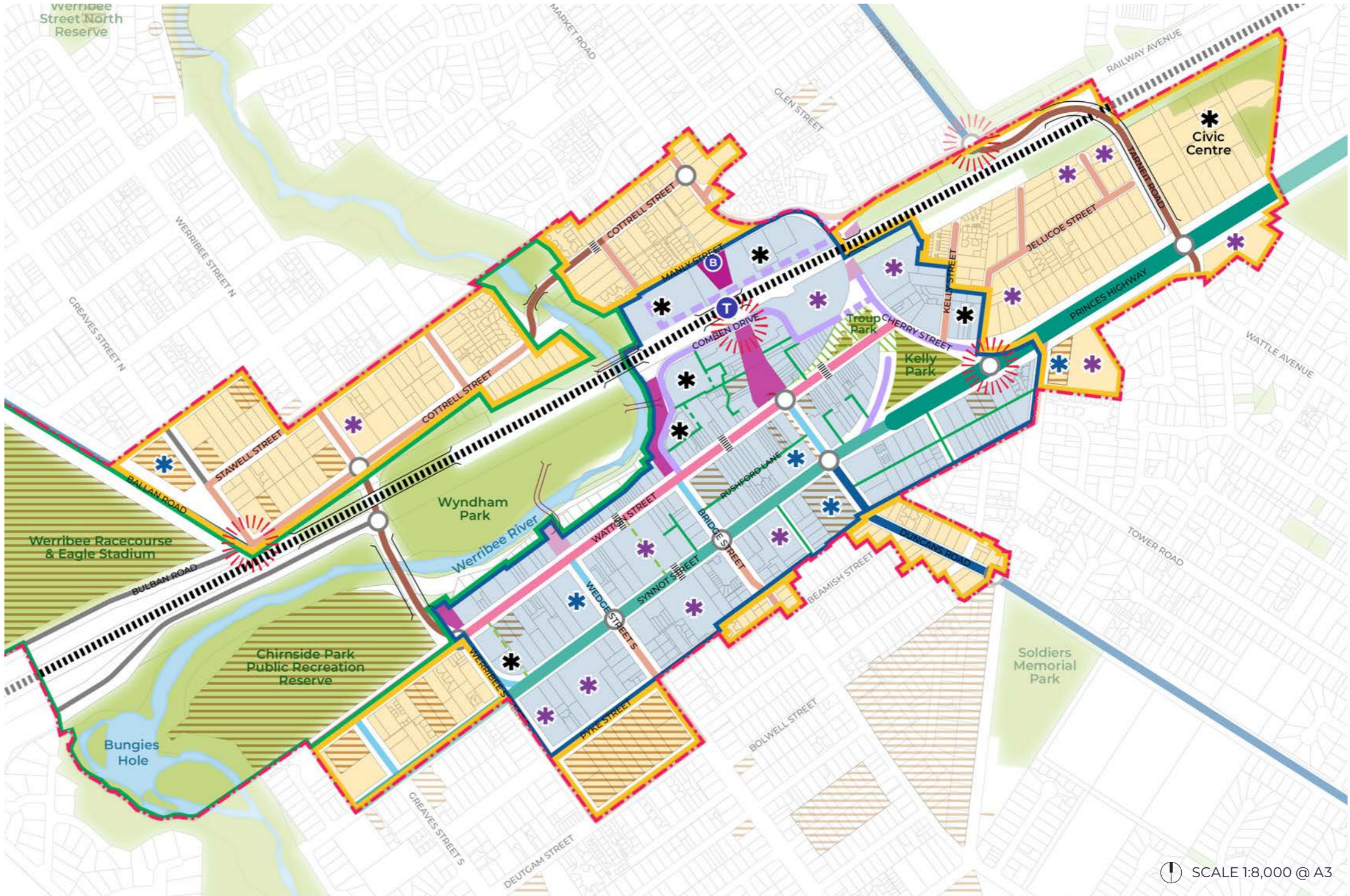
The Framework Plan shows how the key parts of the Structure Plan come together on the ground.

Figure 9 Framework Plan



**Legend**

- Werribee City Centre boundary**: Red dashed line
- Cadastral lots**: Thin grey lines
- Werribee River**: Blue line
- Rail line**: Black dashed line
- Werribee train station**: Blue 'T' symbol
- Bus interchange**: Blue 'B' symbol
- Road / rail bridge**: Black line with cross-ticks
- Pedestrian bridge**: Red line with cross-ticks
- Precincts**:
  - Central: Blue outline
  - Perimeter: Yellow outline
  - River, Park and Recreation: Green outline
- Open Spaces**:
  - Existing open spaces: Green hatched area
  - Proposed improvements to Kelly Park and Troup Park: Green hatched area with diagonal lines
  - Existing plazas: Purple hatched area
  - Proposed plazas: Purple hatched area with diagonal lines
- Built Form**:
  - Existing landmark buildings: Blue asterisk
  - Key opportunity sites - Council / State-owned: Black asterisk
  - Key opportunity sites - under private ownership: Purple asterisk
  - Werribee City Centre gateway opportunity: Red starburst
  - Post-Contact Heritage (HO - Heritage Overlay): Brown hatched area
- Roads / Streets**:
  - Existing roads: Grey line
  - Existing signalised intersections: Circle with cross
  - Existing pedestrian crossings: Dashed line
  - Green Boulevard (60km/h along Princes Highway): Thick green line
  - Green Boulevard (50km/h along Synnot Street): Thick green line
  - Main Street (40km/h): Thick pink line
  - Movement boulevards: Thick blue line
  - Precinct streets: Thin blue line
  - Proposed precinct streets: Thin purple line
  - Connector streets: Thin light blue line
  - Bridges: Brown line
  - Perimeter streets: Thin brown line
  - Existing laneways: Thin green line
  - Proposed laneways: Dashed green line
  - Proposed through-site links (pedestrian only): Dashed purple line



SCALE 1:8,000 @ A3







## 6.1 Interconnectedness

### Objectives

The Structure Plan objectives for interconnectedness are

- Strong connections to surrounding residential areas
- Strong connections to other adjoining Wyndham City Heart precinct



### An integrated network of complementary activity centres are a key part of Plan Melbourne.

Council adopted the Wyndham Plan in October 2023. The Wyndham Plan is Council's main, long term strategic plan that seeks to deliver the Wyndham 2040 Community Vision of 'Connecting people and places and creating more time for life'.

At present, the activity centres along the Werribee Metro rail spine from Werribee in the west to Williams Landing in the east compete with one another rather than offering different experiences and opportunities

Big Idea 1 – 'Wyndham City Heart' of the Wyndham Plan seeks to address this by aiming to integrate these activity centres into a 'city heart comprising different precincts or parts which are seamlessly connected to one another by walking, cycling, e-transport (e-scooters/ebikes) and public transport services'.

To do this, the Wyndham Plan proposes a refreshed planning framework:

- 'A planning framework which leverages significant development opportunities is needed to integrate transport and land use along this important spine to create a new Wyndham City Heart'.

Supporting this, the Wyndham Plan seeks that future development in the Wyndham City Heart is underpinned by the following:

- A network of complementary urban centres along the Werribee spine which attract high concentrations of people and generate opportunities for social interaction, employment, education, cultural activities and entertainment
- A series of ordered and connected spaces linked by stations located along the spine of activity
- Higher populations living and working within the Wyndham City Heart including social and affordable housing, greater housing diversity and large format buildings
- A wide range of community facilities that are strategically located and support a rich and diverse profile of Wyndham's population
- A sequence of positive architectural and visual experiences which give legibility and landmark identity when viewed from various approach routes
- Continuity of visual expression in quality landscape architecture and building design from a human/ pedestrian perspective
- A legible and quality designed pedestrian and cycling commuter corridor as a unifying element throughout the Wyndham City Heart.

These can be given life for the City Centre by more refined, place responsive physical development strategies.

This part of the Structure Plan seeks to give effect to the following:

1. **Plan Melbourne – outcomes** Melbourne provides housing choice in locations close to jobs and services
2. **Wyndham Plan – big ideas** City Heart
3. **Wyndham 2040 – themes** Places and Space, People & Community



## 6.1 Interconnectedness

### Strategies

#### Complement and connect to the East Werribee National Employment Precinct

- Provide enhanced public spaces, in particular a green, leafy Princes Highway, that encourages people to walk and cycle between the City Centre and the East Werribee National Employment Precinct
- Retain and strengthen the vibrant, highly urban nature of the City Centre as a distinct but complementary place to the East Werribee National Employment Precinct
- Ensure development complements the intended role of the East Werribee National Employment Precinct, in particular its education, health and justice functions
- Encourage the retention of appropriate lower cost commercial premises that are attractive for small scale and start up business that have synergy with the international education, research, health, medical technology, pharmaceuticals, science, business services, high-tech manufacturing and information technology functions of the National Employment and Innovation Clusters

#### Recognise the potential of the Werribee Racecourse

- Recognise the potential that the Werribee Racecourse has in strengthening the regional sporting and recreation role that the City Centre plays, and consider appropriate future opportunities to enhance its offering
- Explore opportunities for the City Centre to integrate with the Werribee Racecourse, including through enhanced walking and cycling connections

#### Improve connections with the Werribee Tourism Precinct

- Explore opportunities for improved connections with the Werribee Tourism Precinct, including the potential for linking heritage within the City Centre with Werribee Mansion, and providing for additional short stay accommodation opportunities for visitors to the Werribee Open Range Zoo





## 6.2 Natural environment

### Objectives

The Structure Plan objectives for the natural environment are:

- A more sustainable City Centre
- Cleaner air and water
- A cooler and greener City Centre
- A well-managed natural environment



**It is widely acknowledged that we are facing environmental challenges. While much of this comes from population growth and consequent development, we are also being affected by climate change. This may result in hotter summers, less reliable rainfall, and an increasing incidence of extreme weather events such as bushfires, drought and floods.**

To help address these challenges, the Victorian Government has set world-leading targets to achieve net zero by 2045.

The main way in which the Structure Plan can support this target is through protecting and increasing vegetation in the City Centre.

The City Centre is incredibly fortunate to have the Werribee River, its natural spaces and parkland traversing its entire length. This provides an incredibly strong foundation for not only protecting existing vegetation, but also expanding this vegetation.

A key plank of the Structure Plan is to leverage this benefit by establishing a blue and green grid throughout the City Centre. A blue and green grid comprises a network of vegetation and water management in public spaces including parks, plazas and streets.

The network of vegetation is proposed in the form of an urban forest. This provides layers of vegetation, comprising a dense canopy of trees, supported by ground level plantings.

An example of an urban forest is Watton Street, where there is an established, healthy canopy of deciduous trees plus ground level plantings. The width of streets and network of parks throughout the City Centre provides opportunity for enhanced urban forest outcomes.

The network of water management is proposed as water sensitive urban design (WSUD). This views water as an asset, and not simply something to be conveyed as quickly and directly as possible to waterways such as the Werribee River. Introducing assets such as raingardens will provide for the filtration of water through measures that resemble natural systems. With the Werribee River as the main discharge point of the City Centre, improved WSUD is important to maintain and improve the health of this highly important waterway.

A blue and green grid can result in a number of positive outcomes. In addition to providing for cleaner air and water, this includes a cooler, more comfortable City Centre in summer, more habitat for biodiversity and more attractive, higher amenity streetscapes.

While the Werribee River is an incredible natural asset, like most waterways, it can sometimes be prone to flooding. The Structure Plan seeks to acknowledge this, and ensure that any decisions on development – including new community infrastructure such as walking trails in adjacent public and private land – are guided by flooding considerations, and involve Melbourne Water as the custodian of our city’s waterways.

This part of the Structure Plan seeks to give effect to the following:

- 1. Plan Melbourne – outcomes** Melbourne is a sustainable and resilient city
- 2. Wyndham Plan – big ideas** Green Lungs, Coast and Country.



## 6.2 Natural environment

### Strategies

#### Protect and enhance areas of high ecological value

Protect and enhance areas of high ecological value, in particular along the Werribee River

#### Enhance planting along the river

- Enhance and increase planting along the Werribee River with native vegetation.
- Seek to extend this planting into the grid of the City Centre to better integrate the City Centre and the river and provide amenity and habitat benefits.

#### Establish a blue and green grid

Establish a connected network of public spaces that integrate urban forest and water sensitive urban design (WSUD) systems anchored by:

- The River & Park Precinct including the Werribee River and its open space corridor, Wyndham Park and Chirnside Park
- The central spine of Watton Street, along which are Kelly Park, Troup Park, Station Place, Wedge Street Piazza, and proposed new Werribee St and Comben Drive Plazas.

#### Maintain and grow the urban forest

Maintain and grow a well-developed, healthy urban forest, including canopy coverage of streets and hard paved spaces

#### Protect from flooding

- Protect the City Centre from flooding from the Werribee River by maintaining its flood conveyancing and storage capacity.

#### Introduce WSUD measures

- With the Werribee River the main discharge point of the City Centre, improved WSUD is important to maintain and improve the health of this highly important waterway.
- Introduce WSUD measures to filter water before it is discharged into the Werribee River.



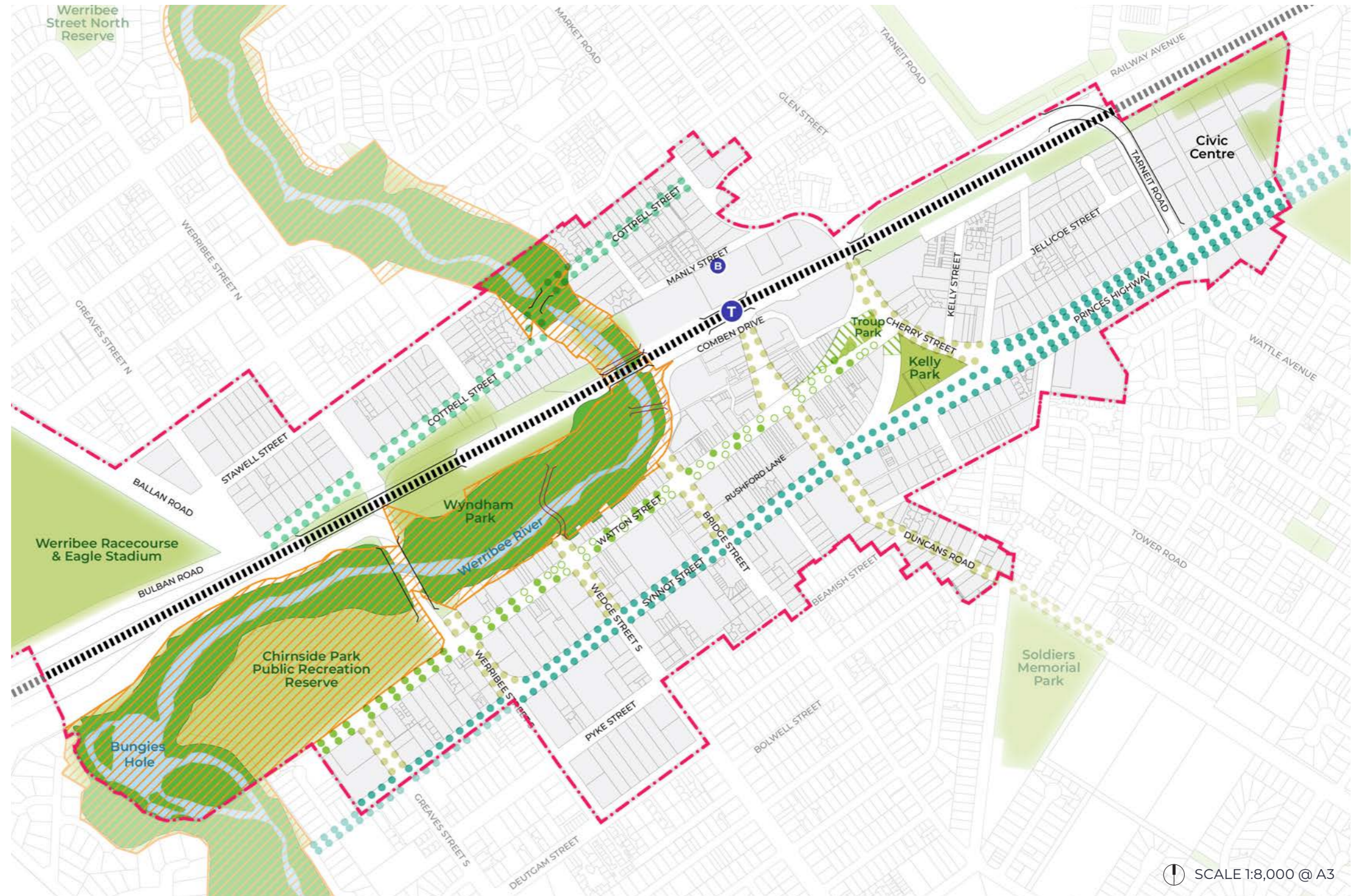


## 6.2 Natural environment

Figure 10 Natural environment

**Legend**

- Werribee City Centre boundary
  - Cadastre lots
  - Existing open spaces
  - Proposed improvements to Kelly Park and Troup Park
  - Rail line
  - T Werribee train station
  - B Bus interchange
  - Road / rail bridge
  - Pedestrian bridge
- Blue and Green Grid**
- Western Ribbon
- Significant vegetation (Environmental Significance Overlay)
  - Significant vegetation (Significant Landscape Overlay)
  - Werribee River
- Central Ribbon
- Proposed Green Boulevard - Synnot Street and Princes Highway
  - Existing trees - Watton Street
  - Proposed trees - Watton Street
  - Proposed trees - North-south streets
  - Proposed trees - Cottrell Street





## 6.3 Open space

### Objectives

The Structure Plan objectives for the Open space are:

- The Werribee River and Wyndham Park are focal points for the City Centre
- High amenity, safe and welcoming public open spaces
- Enhanced public open spaces integrated with development



### High quality open space, on public and privately owned land, is key to the success of activity centres.

Open space in the City Centre comprises a network of:

- Natural areas such as the Werribee River
- Passive parks such as Wyndham Park, Kelly Park and Troup Park
- Active parks such as Chirnside Park
- Plazas such as the Wedge Street Piazza
- Streets, lanes and through-block links.

While streets, lanes and through-block links are not traditionally seen as open spaces, with proper planning, design and management, they can play a vital role in strengthening the City Centre's overall open space offering.

In addition to its natural values, the Werribee River and its open space corridor provides for an array of active and passive recreation opportunities. The broader River & Park Precinct is a major asset, it includes the regionally significant Wyndham Park, Eagle Stadium, Werribee Racecourse and Chirnside Park, as well as quiet places for rest and relaxation.

While it is such a strong asset, the City Centre's engagement with the river can sometimes fall short of best practice. The Structure Plan seeks to view the Werribee River as a focal point, and not an edge or divider.

Another central idea of the Structure Plan is to ensure that as the City Centre grows, development does not compromise the amenity of open spaces. It is important that these are attractive, vital and high amenity spaces with high levels of sunlight, accessibility, safety and comfort. The City Centre's public spaces should be safe and welcoming for all, at all times.

There is also scope to improve existing and provide new public open spaces. The Structure Plan seeks to establish Station Place as a central square for the City Centre, and improve the engagement of Kelly Park and Troup Park with their surroundings. New plazas are proposed at Comben Drive and Werribee St, to serve as beautiful places for people and gateways to River & Park Precinct. Key opportunity sites provide opportunity for delivery of other new, high quality open spaces as part of potential future redevelopment.

## Strategies

### Engage with the Werribee River

- Subject to acceptable levels of risk to the safety of people and assets, and the views of Melbourne Water, investigate ways in which greater engagement with the Werribee River can occur, including through providing physical infrastructure such as improved paths, seating areas and pontoons for fishing and the launching of non-motorised watercraft such as canoes and kayaks

### Provide high amenity public open spaces

- Ensure public spaces have acceptable levels of amenity for a City Centre and are suited for their intended prevailing purpose, considering sunlight, wind, safety and comfort
- Enhance the relationship between the Werribee River and adjoining development on Watton Street between Werribee Street and Comben Drive

### An expanded open space offering

- Include and promote the Werribee Racecourse and Eagle Stadium and its surrounds within the City Centre as, together with Wyndham Park and Chirnside Park they form a regionally significant recreation and entertainment precinct.
- Subject to discussion and agreement with the Werribee Racing Club, explore opportunities for complementary public uses of the Werribee Racecourse grounds which do not conflict with race days or ongoing operations
- Promote this precinct as a regional attraction for social and economic benefit

This part of the Structure Plan seeks to give effect to the following:

- 1. Plan Melbourne – outcomes** Melbourne is a distinctive and liveable city with quality design and amenity
- 2. Wyndham Plan – big ideas** City Heart + Green Lungs, Coast and Country
- 3. Wyndham 2040 – themes** Places and Spaces



## 6.3 Open space

### Strategies

#### Create new city square and plazas

- Create a city square at Station Place that is attractive for residents and visitors
- Create new plazas at Comben Drive/Bridge Street and Werribee Street which together with the Wedge Street Plaza, Station Place and Cherry Street Plaza create a network of public plazas at each intersection along the Watton Street spine
- Establish the Comben Drive/Bridge Street plaza as the major gateway to the Werribee River, Wyndham Park and Riverbend Precinct

#### Upgrade Kelly Park

- Encourage adjacent businesses to engage with and activate Kelly Park
- Provide better physical and visual connectivity between Kelly Park and buildings along Synnot Street extension
- Conserve and enhance the heritage values of Kelly Park.

#### Upgrade Troup Park

- Seek to reconnect the two halves of Troup Park and create an attractive, well used public space.
- Provide better physical and visual connectivity between Troup Park and buildings along Watton Street.
- Conserve and enhance the heritage values of Troup Park, including the weighbridge building and apparatus.

#### Encourage new open spaces on key opportunity sites

- Explore opportunities for the delivery of new or improved publicly accessible open space through redevelopment of key opportunity sites.

#### Ensure appropriate waste management

- Prepare a Waste Management Strategy for the Werribee City Centre that addresses bins on the street as well as the overall management of public and private waste throughout the Centre.



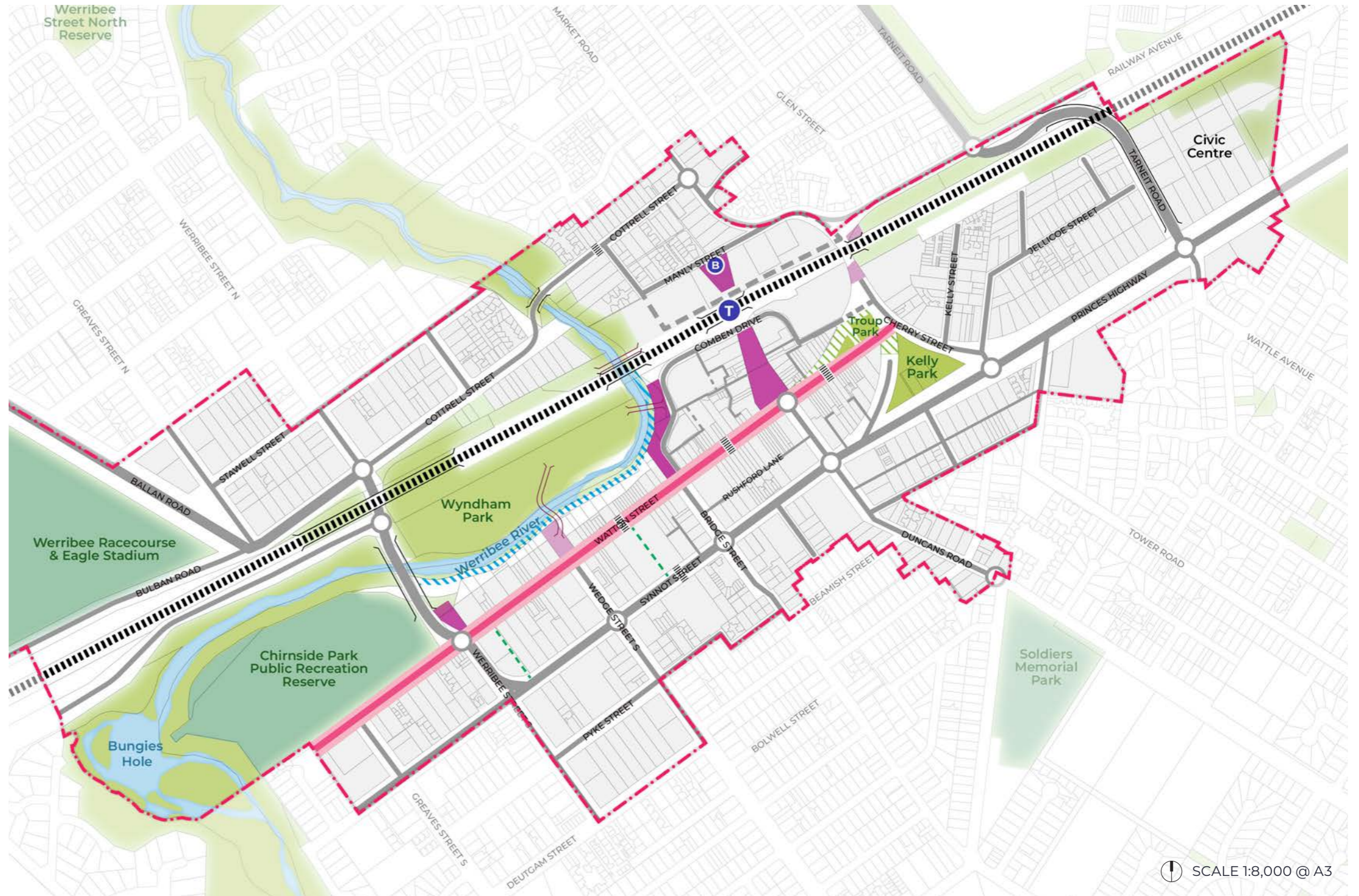


# 6.3 Open space

Figure 11 Open space

**Legend**

- Werribee City Centre boundary
- Cadastre lots
- Werribee River
- Rail line
- T Werribee train station
- B Bus interchange
- Road / rail bridge
- Pedestrian bridge
- Existing signalised intersections
- Existing pedestrian crossings
- Open Space**
- Active open space - existing sporting facilities
- Passive open space - existing parks
- Passive open space - existing plazas
- Passive open space - proposed plazas
- Proposed improvements to Kelly Park and Troup Park
- Opportunity for improved engagement with the Werribee River
- Open Space (Street Network)**
- Main Street (40km/h)
- Existing roads (movement focus)
- Existing roads
- Proposed roads
- Existing laneways
- Proposed laneways
- Proposed through-site links (pedestrian only)



SCALE 1:8,000 @ A3



## 6.4 Access and movement

### Objectives

The Structure Plan objectives for access and movement are:

- An integrated, diverse, safe, efficient and comfortable access and movement network
- Quality streets with different roles and characters
- Balancing the competing demands on streets



**How we move around our cities is incredibly important. It not only shapes our day to day experiences, but also has implications for the economy and the environment.**

Access and movement in the City Centre comprises a diverse network of:

- Streets and lanes, including boulevards, destination streets, and through-block links
- Public transport, including Werribee Station, bus stops and routes
- Active transport, including pedestrian and cyclist paths – including on-street, off-street and shared forms
- Point to point transport such as taxis and ride share
- Servicing functions such as goods delivery.

This network is needed for the wellbeing of residents and neighbours, and for the functionality and overall liveability of the City Centre.

There is also potential in the future for the City Centre to accommodate innovative and ambitious ways of getting around proposed in the Wyndham Plan, including the Autonomous Rapid Transit (ART) network or an enhanced bus service.

The City Centre is fortunate to be co-located with Werribee Station, which provides excellent access to the Melbourne CBD and other locations through the city. This includes the interconnected pulses of the City Heart, which are to be further connected by walking, cycling and e-transport corridors.

It also benefits from its walkable grid pattern of streets and lanes. However, what really sets the City Centre apart from other nearby activity centres is the diversity of city life that can be experienced on many of its streets. Watton Street is a great example of this, providing not only for movement of cars, but also as a place for people to meet and interact.

Building on this, the Structure Plan seeks to implement the Werribee City Centre Streetscape Framework and Design Manual to establish a clear, compelling role and character for each street. In doing so, it will help guide Council investment in streetscape upgrades, and private investment in buildings that engage with streets.

Car parking is another component of access and movement in the City Centre. Car parking in city centres is always a contested matter. On one hand, business owners value the ability for their customers to easily park close to their business. This makes sense, as there is a perception that without this, people may choose to instead visit other locations. On the other hand, the more attractive a street/centre is, the more likely people are to visit it and spend time and money there.

A measured, incremental approach to carparking is proposed. While retaining off-street carparking, re-purposing of some on-street carparking is proposed to achieve improved people and place outcomes. This includes active transport infrastructure, green infrastructure (such as more street trees, landscaping, water sensitive urban design or parklets) and additional on-street active uses such as alfresco dining. This is intended to enhance the amenity, and therefore appeal of the City Centre. Doing this in a balanced and measured way will strengthen the core economic strength of the City Centre as a diverse, vibrant and attractive place to visit.

This has been enhanced by the recent construction of additional off-street public parking facilities at West End, Cherry Street and Hunter Werribee.

This part of the Structure Plan seeks to give effect to the following:

- 1. Plan Melbourne – outcomes** Melbourne has an integrated transport system that connects people to jobs and services and goods to market
- 2. Wyndham Plan – big ideas** Wyndham Transport Network
- 3. Wyndham 2040 – themes** Places and Spaces



## 6.4 Access and movement

### Strategies

#### Enhance streets as destinations

Implement the 'Werribee City Centre Streetscape Framework and Design Manual' to enhance streets as destinations.

#### Advocate for revitalisation of Werribee Station

- Advocate for revitalisation of the Werribee Train Station and Bus Interchange as an important gateway entry point for the City Centre.
- Upgrade the Werribee Train Station and Bus Interchange to ensure best practice contemporary design, DDA accessibility and compliance standards are met while being well-integrated into the City Centre.
- Revitalise precinct streets and laneways as intimately scaled, activated and open to the sky pedestrian (and potentially low speed cycling) links

#### Enhance the Princes Highway boulevard

Subject to the views of DTP, better connect the City Centre and the East Werribee Employment Precinct and beyond to other City Heart nodes by enhancing the Princes Highway between Kelly Park and Sneydes Road as a high amenity, multi-functional boulevard incorporating an urban forest, improved walking and cycling networks and capability to accommodate any future Wyndham Loop or Autonomous Rapid Transit (ART) Network

#### Encourage new through-block links

As part of redevelopment of key opportunity sites, encourage creation of new, intimately scaled, activated and open to the sky pedestrian through-block links, in particular those that better connect Watton Street and Synnot Street

#### Rebalancing parking, people and amenity

- Subject to community support, consider ways in which to incrementally reduce reliance on private motor vehicles to access and move around the City Centre
- Repurpose some on-street carparking spaces for uses that enhance the attractiveness and vibrancy of the streets
- Reduce the minimum on site carparking rate for new developments or establish a maximum rate for on site carparking in accordance with traffic studies.
- Improve wayfinding to public parking facilities at West End, Cherry Street and Hunter Werribee
- Reduce parking and vehicle movement along the river and river bend sites to make more space for people.

#### Plan for potential future public transport network

- Ensure the capability of streets to accommodate the Wyndham Loop and an enhanced bus network.
- Consider the possibility of a future Autonomous Rapid Transit (ART) Network

#### Improve the Riverbank Promenade

Investigate ways in which the Werribee River Trail between Werribee Street and Comben Drive can be made more accessible and safe

#### Improve traffic management and amenity

Undertake a traffic management study for the residential precinct south of the Werribee City Centre (west of Duncans Rd) to improve traffic management and amenity.

#### Enhance the Cycling Network

- Retain the Principal Bicycle Network on Synnot Street, and explore suitable treatments to create a safe and comfortable riding environment for all riding cohorts.
- Enhance the cycling network through the City Centre, including by filling gaps where possible
- Consider ways in which to make cycling safer on all streets, such as reduced vehicle speed limits, improved bike lanes, and local area traffic management

#### Improve wayfinding

Improve wayfinding, in particular for publicly accessible off-street carparks

#### Lower speed limits

- Lower speed limits on Watton Street and Synnot Street if supported by DTP.
- Seek to implement a lower speed limit throughout the Activity Centre Boundary

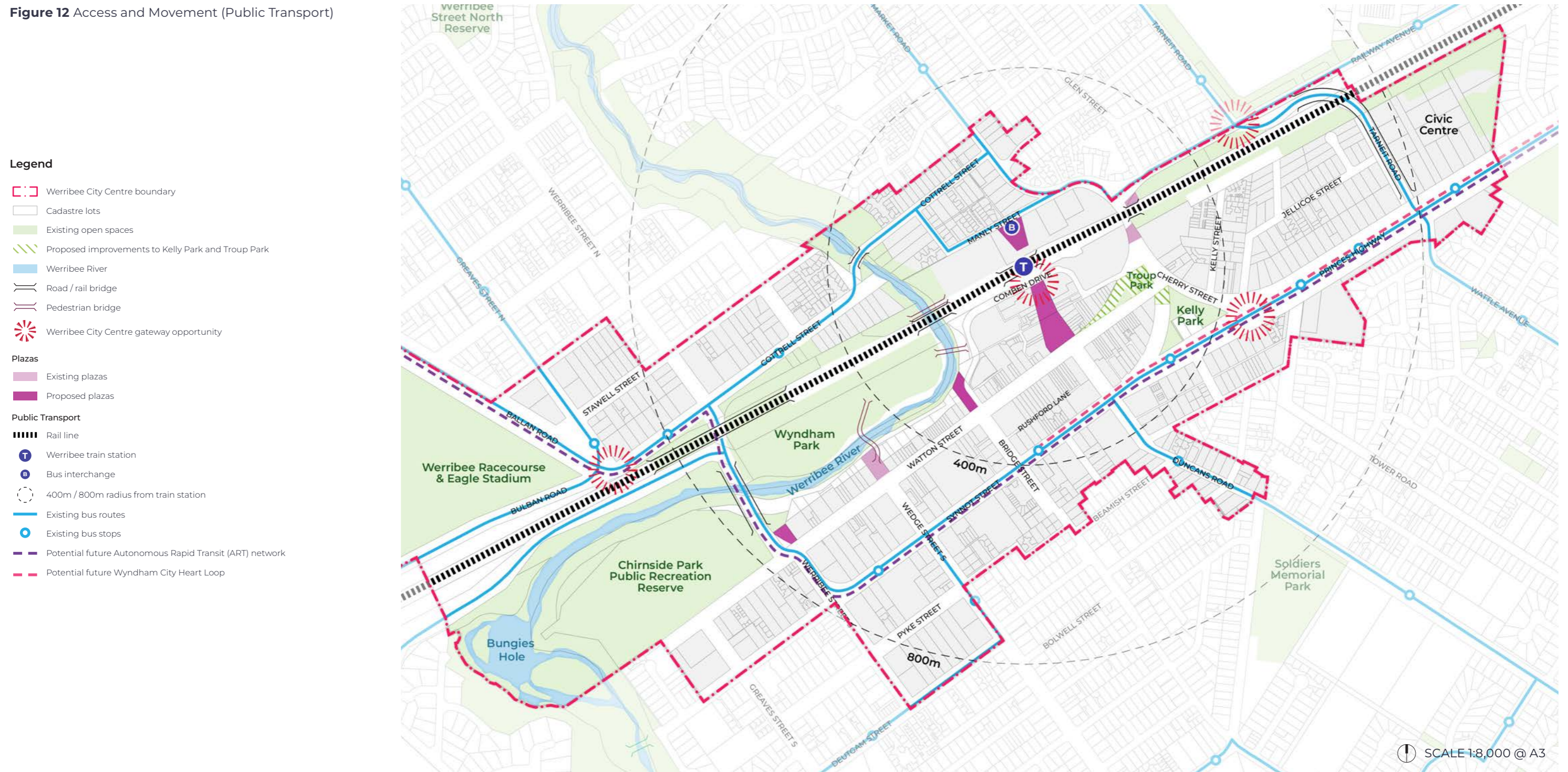
#### Provide for universal access

Ensure all public spaces and building entries provide for universal access



## 6.4 Access and movement

Figure 12 Access and Movement (Public Transport)






















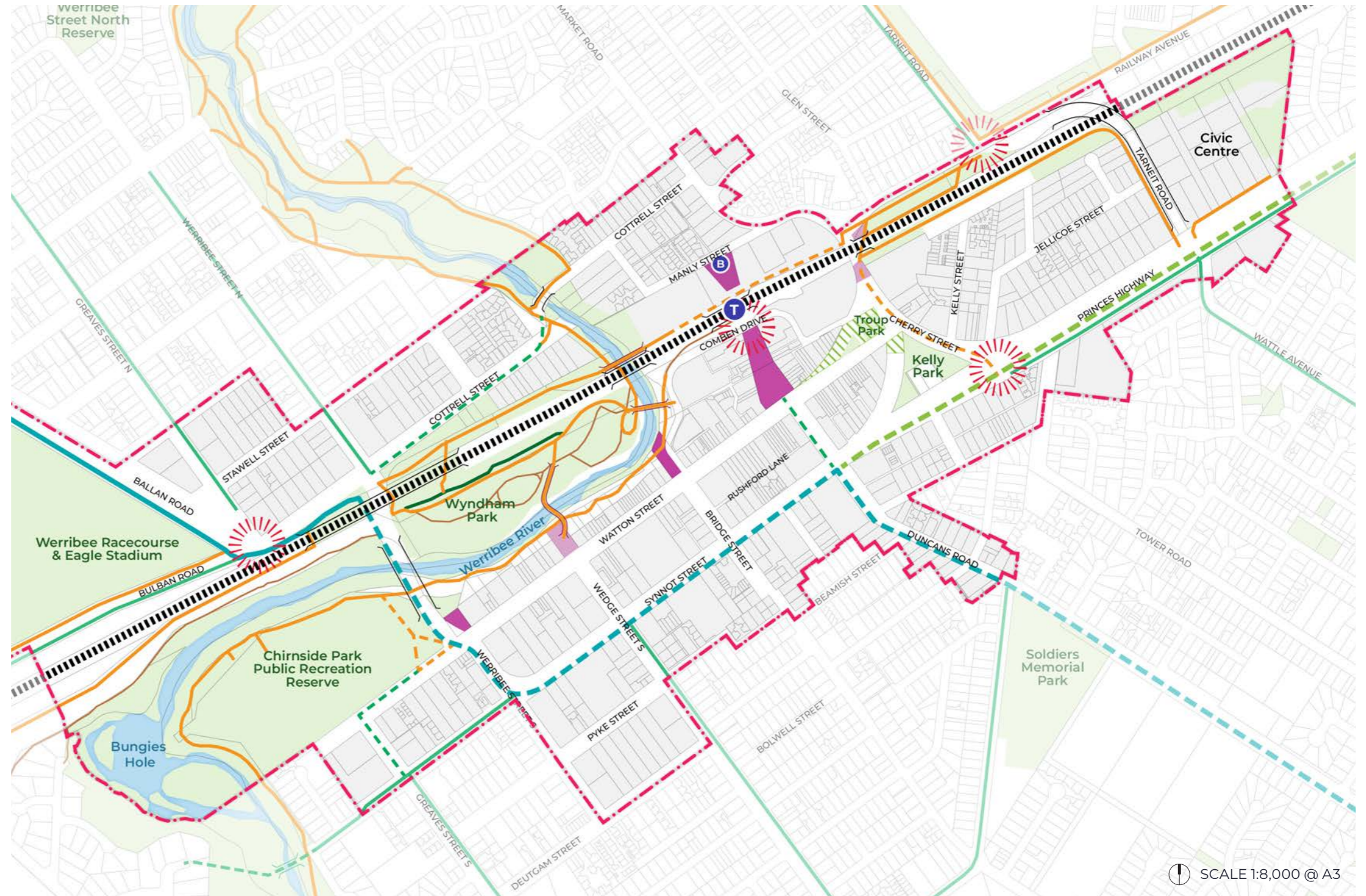


## 6.4 Access and movement

Figure 13 Access and Movement (Active Transport)

**Legend**

-  Werribee City Centre boundary
-  Cadastre lots
-  Existing open spaces
-  Proposed improvements to Kelly Park and Troup Park
-  Werribee River
-  Road / rail bridge
-  Pedestrian bridge
-  Werribee City Centre gateway opportunity
- Plazas**
-  Existing plazas
-  Proposed plazas
- Active Transport**
-  Proposed C1 Strategic Cycle Corridor
-  Existing C2 Strategic Cycle Corridor
-  Proposed C2 Strategic Cycle Corridor
-  Existing dedicated bicycle paths
-  Existing on-road bicycle lanes
-  Proposed bicycle paths
-  Existing shared paths (pedestrians and bicycles)
-  Proposed shared paths
-  Existing trails



SCALE 1:8,000 @ A3



## 6.4 Access and movement

**Figure 14** Access and Movement (Road Network & Streetscape Types)

**Legend**

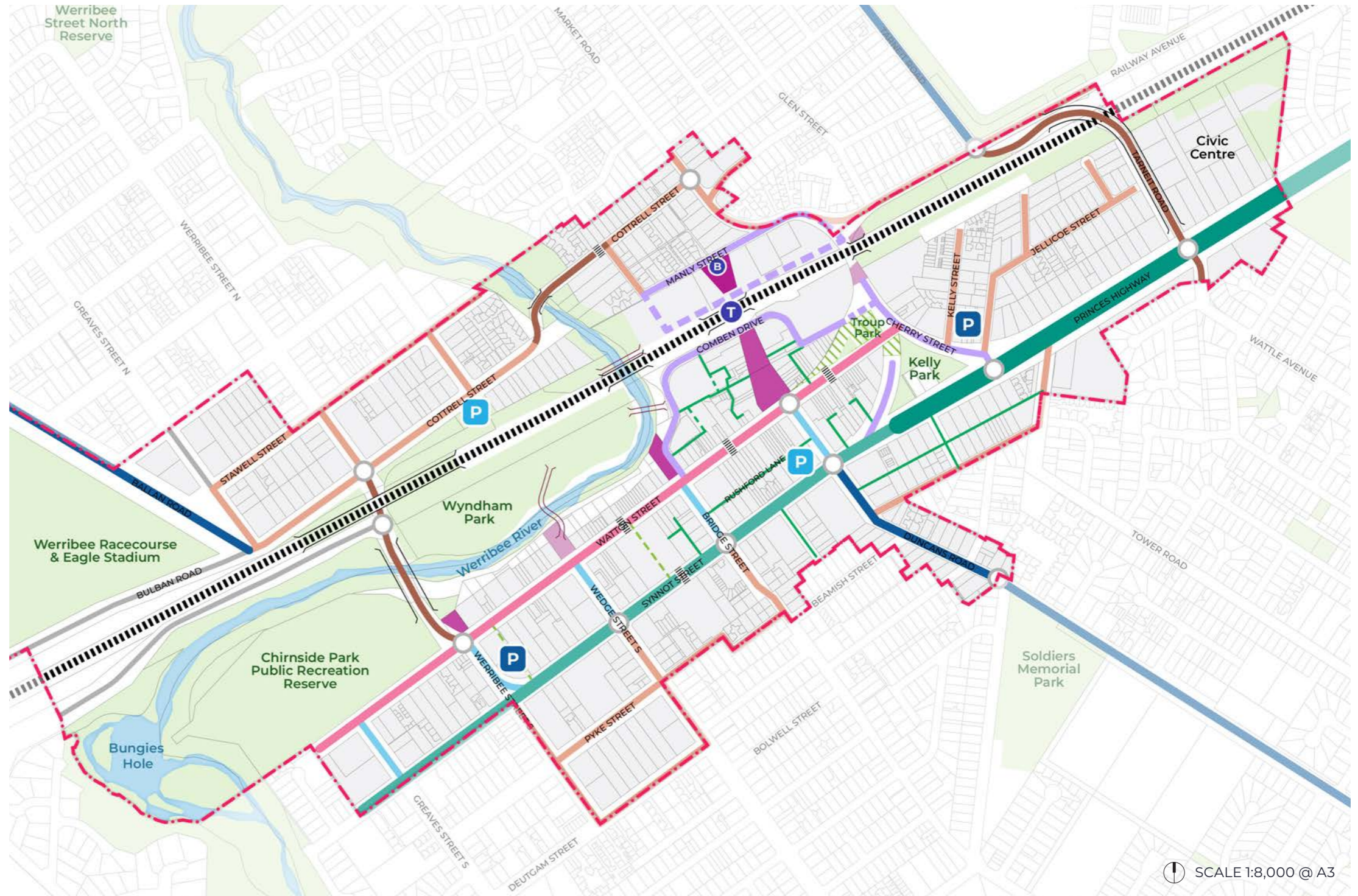
- Werribee City Centre boundary
- Cadastre lots
- Existing open spaces
- Proposed improvements to Kelly Park and Troup Park
- Werribee River
- Rail line
- T Werribee train station
- B Bus interchange
- Road / rail bridge
- Pedestrian bridge
- Existing roads
- O Existing signalised intersections
- Existing pedestrian crossings

**Streetscape Types**

- Green Boulevard (60km/h along Princes Highway)
- Green Boulevard (50km/h along Synnot Street)
- Main Street (40km/h)
- Movement boulevards
- Precinct streets
- Proposed precinct streets
- Connector streets
- Bridges
- Perimeter streets
- Existing laneways
- Proposed laneways
- Proposed through-site links (pedestrian only)
- Existing plazas
- Proposed plazas

**Car Parking**

- P Existing major car parking facility
- P Existing major car parking facility (potential to be part of a new development)



SCALE 1:8,000 @ A3



## 6.5 Jobs and the economy

### Objectives

The Structure Plan objectives for jobs and the economy are:

- More jobs and a larger economy
- A diversity of quality higher-order jobs, creating increased opportunity for living and working locally



**The City Centre has not only traditionally been the main activity centre for Wyndham, but also a key activity centre for Melbourne’s large and growing western region. However, the City Centre is facing increased competition from other nearby activity centres.**

To maintain and grow its economic strength, the City Centre needs to position itself both as a distinct, valuable offering, as well as one that complements these other activity centres within the Wyndham City Heart.

Post COVID, people are increasingly spending more time locally, and are looking to activity centres to provide more than just shopping or services. This provides considerable opportunity for the City Centre. The key to unlocking this opportunity will be to harness the City Centre’s existing, unique advantage as a true main street City Centre, strengthening its diverse offering of business in a high amenity street based setting.

In conjunction with investment in the public domain, having a density of many shops fronting and engaging with key streets such as Watton Street can contribute greatly to the amenity of the City Centre. This will encourage people to spend more time in the City Centre, which can provide for greater prosperity for business.

This embrace of a diversity of uses in a high amenity setting can be complemented by a range of other measures, including growing the City Centre’s residential population (to provide an in-built customer base), prioritising spaces for key industries and embracing shifts in how people prefer to do business. While growth and encouraging more homes in the City Centre is important, the Structure Plan also needs to ensure that growth occurs in the right way and in the right locations so as to not compromise diversity and amenity.

By adopting this approach, the City Centre will also naturally complement as opposed to compete with other activity centres making up the City Heart.

Council also has a key role to play in the economic success of the City Centre, playing a vital role for driving positive change, including facilitating good growth, co-ordinating activity in partnership with key stakeholder groups, and ensuring and ensuring a clear, compelling place identity and brand.

This part of the Structure Plan seeks to give effect to the following:

- 1. Plan Melbourne – outcomes** Melbourne is a productive city that attracts investment, supports innovation and creates jobs
- 2. Wyndham Plan – big ideas** City Heart
- 3. Wyndham 2040 – themes** Places and Spaces, Leadership & Participation



## 6.5 Jobs and the economy

### Strategies

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#### Provide and attractive setting for business investment and customer visitation

Ensure the City Centre’s attractiveness to business investment and customer visitation by:

- Retaining and strengthening its role as a Major Activity Centre providing for higher order uses
- Providing a diverse mix of complementary retail, commercial, entertainment, community and civic uses
- Continuing to strengthen a distinct ‘main street’ setting
- Providing new and enhanced public spaces, in particular streetscapes

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#### Provide a distinct, high-value economic offering

Ensure the City Centre positions itself as distinct from other nearby centres, so that it complements them rather than competes with them.

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#### Integrate with the East Werribee Employment Precinct

Integrate with the East Werribee Employment Precinct by strengthening physical connections and transport modes between the Precinct and the City Centre while providing a complementary economic offering of jobs and services across education and health industries.

---

#### Maintain capacity for jobs growth

- Ensure the City Centre achieves a balance between providing for employment and housing, retaining sufficient capacity for future expansion of employment floorspace
- Encourage consolidation of lots fronting Synnot Street to provide greater opportunity for major redevelopment and larger floor plate uses.

---

#### Prioritise key industries

Prioritise strengthening of health, education and population serving industries (such as retail, entertainment, personal services, professional services, accommodation and food services)

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#### Embrace future business

- Embrace start up, emerging and small-scale office-based business through encouraging innovative forms of work premises such as co-working spaces
- Retain and encourage expansion of small scale, street facing retail tenancy space, including affordable floor space for start-up and emerging retail uses

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#### Keep economic anchors

Encourage the retention of anchor retail uses, currently including Woolworths, Coles and Aldi.

---

#### Enhance tenant and customer experience

- Encourage the refurbishment of office space to provide for an enhanced tenant and customer experience including best practice sustainable design and high quality amenities.
- Encourage new development of office buildings to be A-grade, high quality providing a range of amenities for future employees and tenants.
- Ensure ground level tenancies are open and transparent to the street, to contribute to street-life, activation and passive surveillance

---

#### Maintain Council's active role in the City Centre

- Continue Council’s role as Place Manager for the City Centre, working closely with stakeholder groups
- Deliver high quality, innovative, activation marketing and promotion of the City Centre, including delivering a consistent and compelling place identity and brand.



## 6.6 Housing

### Objectives

The Structure Plan objectives for the Housing are:

- More homes
- A greater diversity of homes
- More affordable homes
- High-quality, well-designed homes



**Melbourne and Wyndham’s population is growing. By 2051, Melbourne is forecast to be home to almost 8 million people. Wyndham’s population is forecast to grow by nearly 70% to over 500,000 residents by 2041.**

At the same time, Wyndham’s population is changing. The number of older persons and smaller households is increasing. This population growth and change creates demand for a greater amount and diversity of well-located homes.

However, at present, nearly 90% of all homes in Wyndham are in the form of detached houses. This does not provide for housing choice, and can price certain groups out of the market.

As a major activity centre co-located with a train station, Werribee is well-placed to help provide for a greater amount and choice of homes, in particular in higher density forms such as apartments.

The cost of buying and renting homes is increasing, creating very real affordability challenges. This is particularly felt by key workers who are vital to the effective functioning of our city, including retail, hospitality and service industry works, teachers, nurses and police.

In response, new and innovative ways to address the affordability challenge are emerging. This includes through the private market in the form of build to rent housing, and through management of stock by community service providers.

In planning for a greater amount, choice and affordability of homes, we need to ensure that they are well designed. This means they provide high amenity living spaces with natural light and air that contribute to the wellbeing of residents and neighbours, and enhance the overall livability of the City Centre.

The Wyndham Housing and Neighbourhood Character Strategy (2023) identifies the Werribee City Centre as a substantial change area, designed to provide for high density housing types, such as townhouses, units and apartments. The strategy calls for smaller housing typologies, including one and two bedroom apartments, as well as providing a variety of tenures and affordable housing options to meet the needs of a range of households.

This part of the Structure Plan seeks to give effect to the following:

- 1. Plan Melbourne – outcomes** Melbourne provides housing choice in locations close to jobs and services
- 2. Wyndham Plan – big ideas** City Heart
- 3. Wyndham 2040 – themes** Places and Space, People & Community
- 4. Wyndham Affordable Housing Strategy**



## 6.6 Housing

### Strategies

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#### Provide for higher density homes

Provide for medium-to-high rise, high density homes in shop top or apartment typologies in the Central Precinct

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#### Target locations for housing density

- Provide for highest housing densities close to the Werribee train station and on key opportunity sites within the Central Precinct
- Provide for low – medium rise, high density homes in apartment typologies within the Perimeter Precinct

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#### Consider the Civic Centre's future

Should the Civic Centre relocate to another location in the City Centre, consider its potential future use for medium rise, medium-to-high density homes in apartment and townhouse typologies

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#### Provide for a diversity of dwelling sizes

Provide for a diversity of dwelling sizes to cater for different types of households, including single persons and families with children

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#### Encourage build-to-rent housing

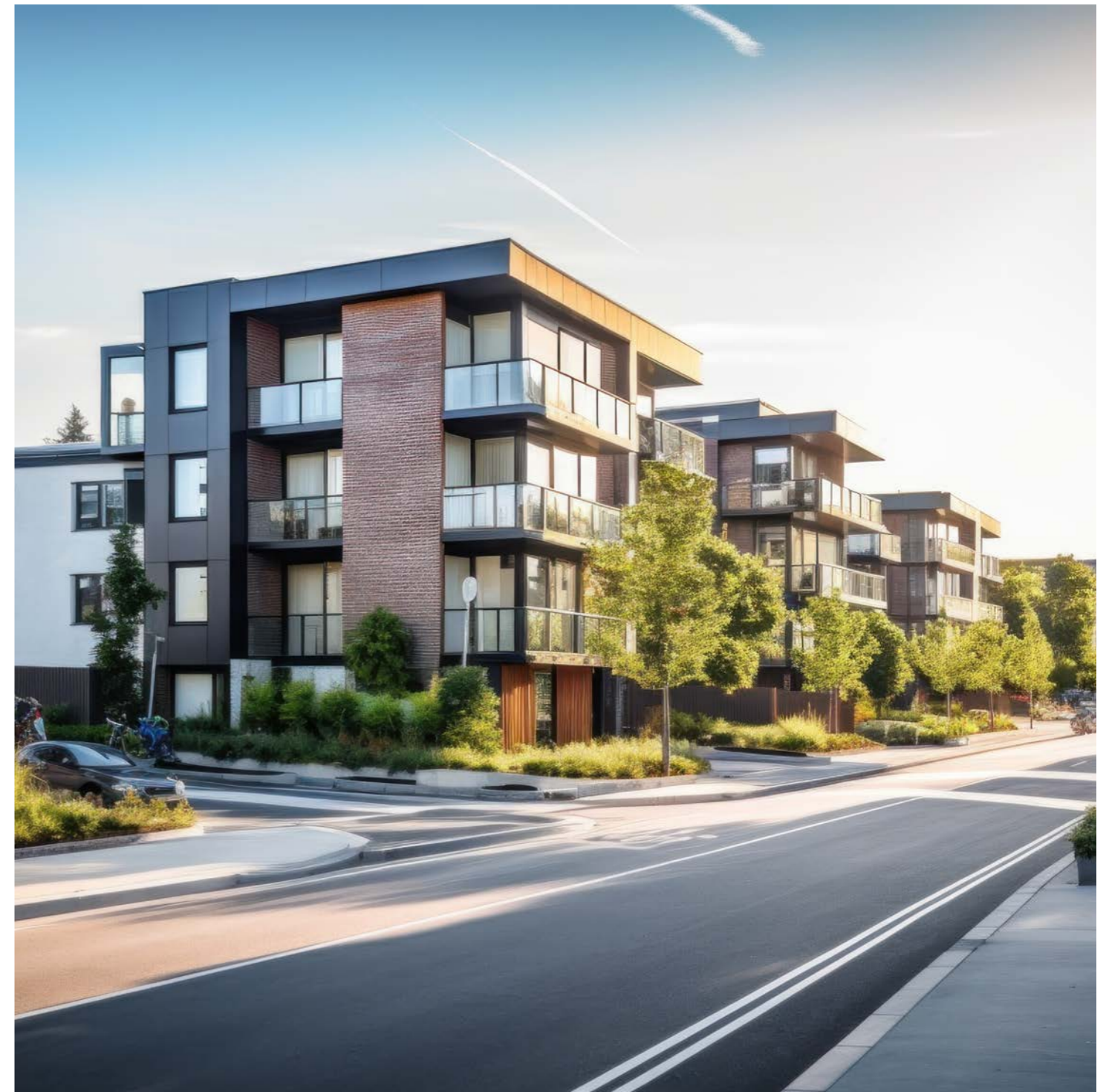
Encourage the provision of build to rent housing, in particular on key opportunity sites that may over time become suitable for greater scale and density of use

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#### Manage affordable housing

- Where affordable housing is provided, it should be managed in perpetuity by a community housing provider or other similar agency
- Where affordable housing is provided, ensure that it is designed to be 'tenure blind', being integrated with and indistinguishable from market housing
- Affordable housing is preferably provided integrated within general apartment developments.



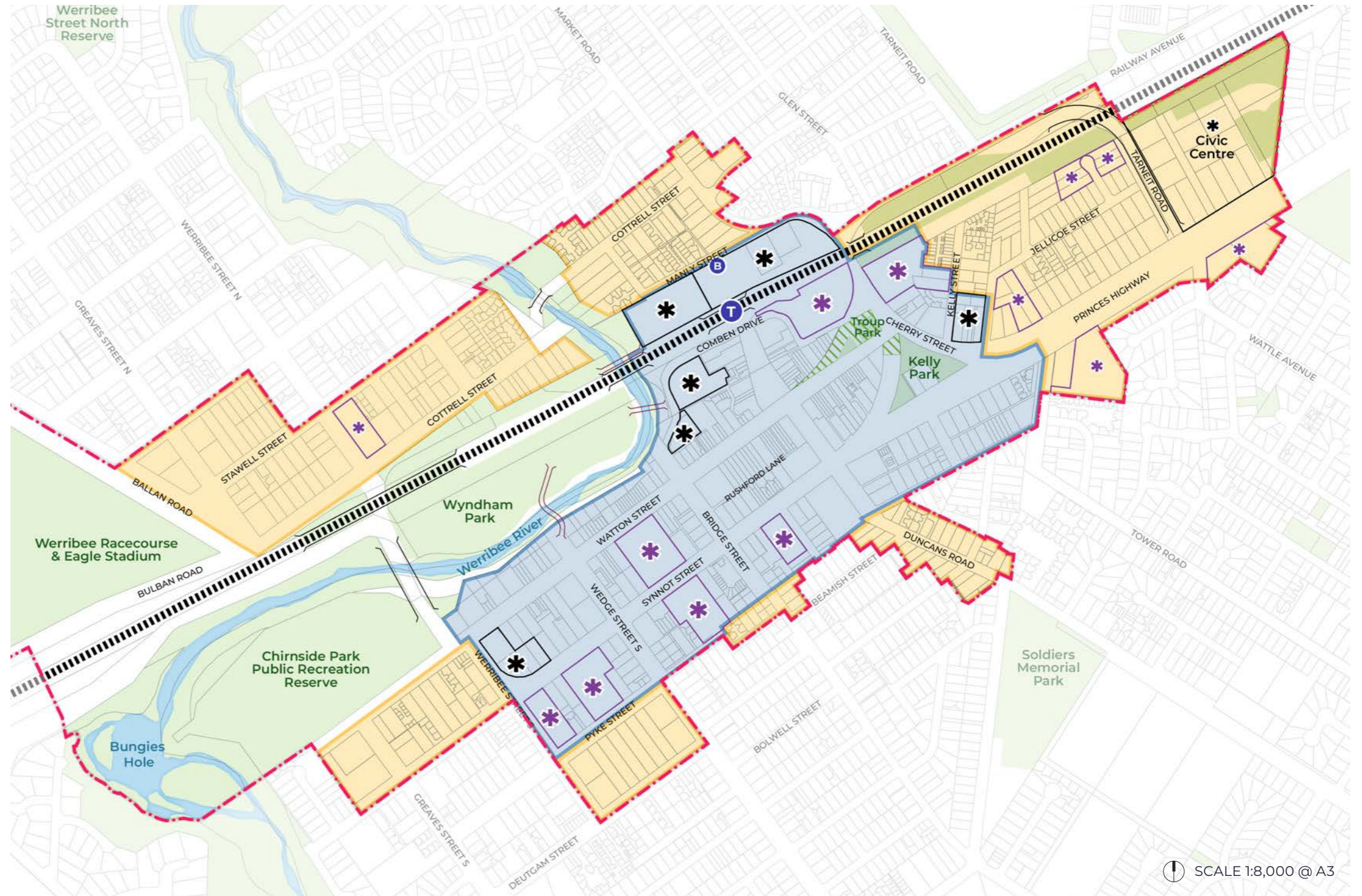


# 6.6 Housing

Figure 15 Housing

**Legend**

- Werribee City Centre boundary
  - Cadastre lots
  - Existing open spaces
  - Proposed improvements to Kelly Park and Troup Park
  - Werribee River
  - Rail line
  - T Werribee train station
  - B Bus interchange
  - Road / rail bridge
  - Pedestrian bridge
- Housing**
- Central Precinct  
Medium-to-high rise, high density homes in shop top or apartment typologies
  - Perimeter Precinct  
Low-to-medium rise, high density homes in apartment typologies
  - \* Key opportunity sites within the Central Precinct - Council / State-owned
  - \* Key opportunity sites within the Central Precinct - under private ownership
  - \* Key opportunity sites within the Perimeter Precinct - Council / State-owned
  - \* Key opportunity sites within the Perimeter Precinct - under private ownership



SCALE 1:8,000 @ A3



## 6.7 People and culture

### Objectives

The Structure Plan objectives for People and Culture are:

- Vibrant places and spaces for people
- Home to a range of events and experiences that bring the community together
- High quality community infrastructure and facilities for cultural events, arts and performance



**As an activity centre, a key role of the City Centre is to bring people together. It needs to be welcoming and inclusive for all members of the diverse Wyndham community. Consideration of universal access to public spaces and buildings should be a particular priority.**

This can in part be done by delivering high quality public spaces. Part of this is enabling activities everyday, as well as special events such as the Winter Street Party and LIT.

Community infrastructure aligned with community need and forecast population growth is equally important in being a draw card for the City Centre and bringing people together. While not all such infrastructure needs be in activity centres, they play an important role in its provision because of their convenient locations, and the ability for co-location with other facilities.

Any future infrastructure should aim to co-locate multiple, aligned services and programming, and ensure a high-level of usage over a typical week.

A major opportunity in the City Centre in this regard is the potential establishment of a new Werribee Library and Community Centre in a central location within the City Centre.

The Wyndham Cultural Centre is a key to providing valuable opportunities for cultural events, as well as arts and performance space. It has the potential to be enhanced as a focal point of the West End Precinct.

The combination of well-designed spaces activated by events and complemented by high quality community infrastructure can consolidate the City Centre's role as a destination of choice for the community.

---

This part of the Structure Plan seeks to give effect to the following:

- 1. Plan Melbourne – outcomes** Melbourne is a city of inclusive, vibrant and healthy neighbourhoods
- 2. Wyndham Plan – big ideas** City Heart
- 3. Wyndham 2040 – themes** Places and Spaces, People & Community



## 6.7 People and culture

### Strategies

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#### Provide and attract events and experiences

Continue to support and strengthen a program of major events and smaller scale activations and experiences that bring people together and enliven the City Centre.

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#### Provide quality community infrastructure

- Ensure provision of community infrastructure is aligned with community need and forecast population growth
- Explore the need for and feasibility of delivering the following community infrastructure within the City Centre to meet forecast population growth:
  - A new Werribee Library and Community Centre
  - Enhancement of the existing theatre and art gallery at Wyndham Cultural Centre

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#### Authentic places and spaces

Integrate culture and identity into the fabric of public places and spaces

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#### Advocate for service provision

Advocate for the provision of state, federal and privately provided services needed by the community.

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#### Expand the public art collection

Support the expansion of the City Centre' fine collection of public art, in both public spaces and on private building facades

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## 6.8 Land use

### Objectives

The Structure Plan objectives for the Land use are:

- An increased quantity of higher order uses
- An increased intensity of uses
- An increased diversity of uses



**As a Major Activity Centre, the City Centre provides for a mix of higher order employment and higher density housing uses. The capacity of the City Centre’s Planning Scheme settings, including zoning and heights, allows for the delivery of a considerable amount of both uses.**

This part of the Structure Plan seeks to give effect to the following parts of Plan Melbourne and the Wyndham Plan:

- 1. Plan Melbourne – outcomes** Melbourne provides housing choice in locations close to jobs and services
- 2. Wyndham Plan – big ideas** Wyndham Transport Network
- 3. Wyndham 2040 – themes** Places and Spaces, People & Community, Leadership & Participation

While not drawing back from these settings, the Structure Plan proposes to make it clear what parts of the City Centre are best suited for what use through the designation of a Central Precinct and Perimeter Precinct.

While both precincts are mixed use, the Central Precinct is intended to prioritise employment uses, providing for a concentration of activity. The Perimeter Precinct is intended to prioritise housing uses, reducing impacts on neighbouring areas. Over the longer term, should the Civic Centre relocate into a more central location within the City Centre, due to its large size and consolidated ownership, the site presents a rare and valuable opportunity to deliver ‘missing middle’ housing, located close to City Centre amenities.

The City Centre also provides for an intensity of uses. In particular, a density of smaller uses at ground-level is critical for its vibrancy.

The increasing diversification of uses, in particular those providing a reason for people to visit the City Centre as a destination, should also be encouraged. In particular, the City Centre is seeing an increase in cafes, restaurants and small bars which can attract people outside conventional business hours.

Embedded throughout the City Centre are a number of key opportunity sites. Due to their location and size, the sites provide opportunity

for unlocking a greater amount and choice of employment and housing opportunities, and delivering tangible community benefit in the form of new public spaces.

Since 2013, the future of the land located between Cherry Street and Tarneit Road has been ‘on hold’ pending the completion of the Level Crossing Removal. Now that this project is complete, planning for this land can proceed with certainty.

The Structure Plan supports mixed-use renewal of the land already intended for mixed uses in this area, while proposing the current residential land within this area to evolve for higher density residential uses. This is proposed for a number of reasons, including there being no demonstrated need for the release of additional land for commercial floor space and the areas narrow and disconnected street structure. Medium density housing close to the train station and City Centre amenities is an attractive proposition.

As identified in the Wyndham Housing and Neighbourhood Character Strategy (2023), the City Centre is a substantial change area in which higher density housing is encouraging.



## 6.8 Land use

### Strategies

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#### Designate as a preferred location for higher order regionally significant uses

Ensure the City Centre is a preferred location for higher order, LGA or regional scale services and facilities, including community and cultural, sports and recreation and civic and government services and facilities

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#### Designate a Central & Perimeter Precinct

While allowing for the existing diversity of uses within the Activity Centre zone, provide for greater granularity in uses by adopting a Central & Perimeter Precinct structure as follows:

- Encourage larger scale primarily non-residential uses that attract people from the City Centre, Wyndham and beyond in the Central Precinct.
- Encourage smaller scale, lower impact primarily non-residential uses that primarily cater for the day to day convenience and lifestyle needs of surrounding homes in the Perimeter Precinct.

---

#### Ensure active frontages

Ensure active ground level street frontages throughout the City Centre, and maintain the largely continuous diverse active frontages along Watton Street and Station Place

*Note: an active frontage is where the entirety of the street or public space facing ground level of a building is occupied by uses that attract a high level of pedestrian activity such as shops, food and drink premises or service premises such as bank. The use has a high level of engagement with the street or other public space through large, transparent openings such as windows*

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#### Encourage an intensity of uses

Ensure an intensity of uses throughout the City Centre consistent with its role as a Major Activity Centre

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#### Encourage smaller scale retail tenancies

Encourage unique, smaller scale retail tenancies in the City Centre at ground level street frontages, in particular on Watton Street and Station Place

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#### Encourage future redevelopment of the Werribee Station carpark renewal site

Protect the future capability of the Werribee Station carpark to redevelop as an integrated precinct comprising multi-level commuter carparking preferably in an underground configuration, and a vibrant, high density mixed-use precinct including a centrally located, high quality public open space

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#### Facilitate a diversity of uses

Provide opportunities for a diversity of uses by retaining the existing extent of Activity Centre zoning with slight increases in Activity Centre area in the perimeter.

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#### Support entertainment uses and the night time economy

Encourage high quality, well-managed small bars in appropriate locations, in particular in the West End of Watton Street

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#### Rezone the Eastern Sub-Precinct

Rezone the northern part of the Eastern Perimeter Sub-Precinct as Residential Growth Zone and adjoining land as Activity Centre Zone.

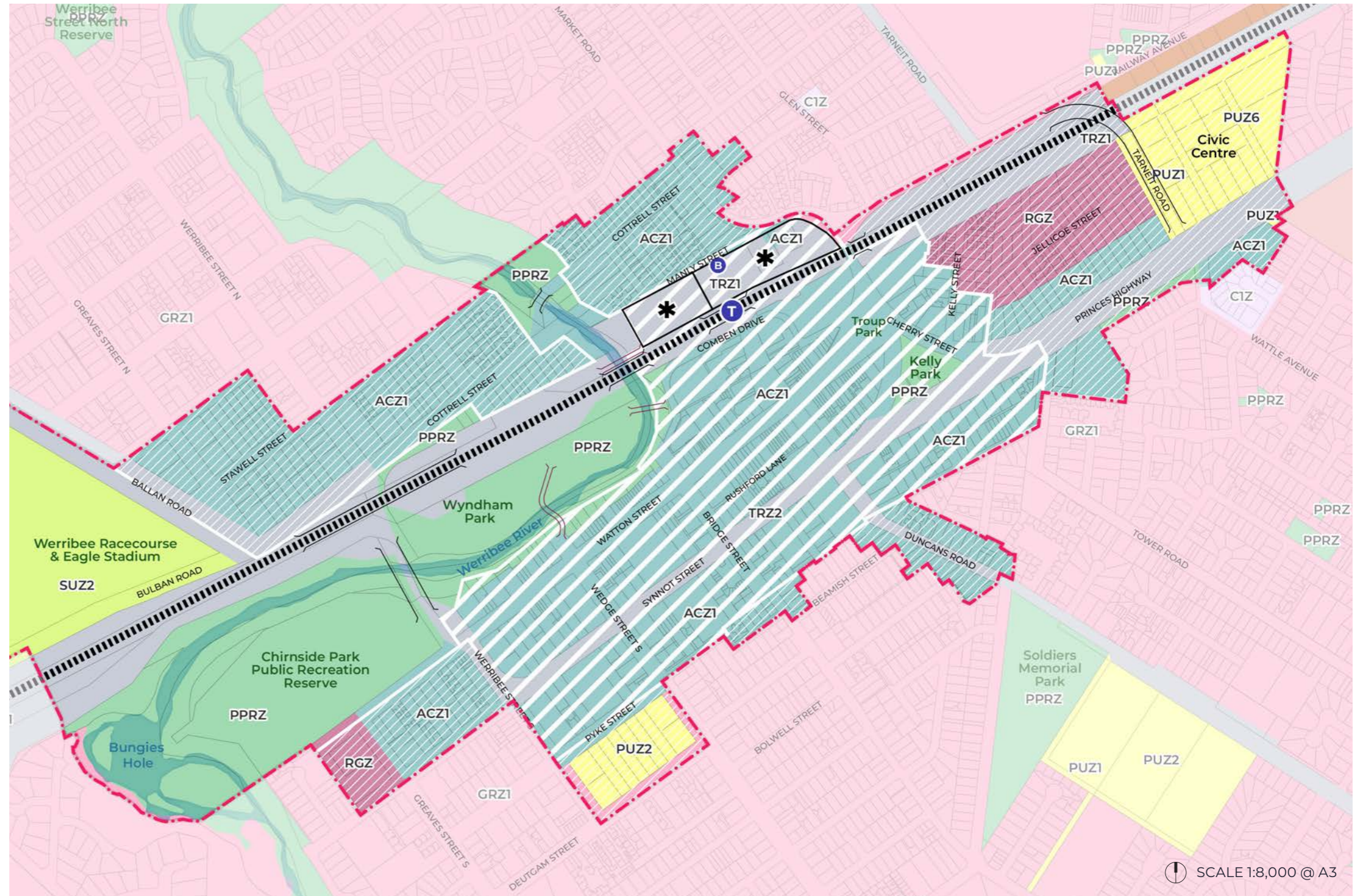


## 6.8 Land use

Figure 17 Land use

**Legend**

- Werribee City Centre boundary
  - Cadastre lots
  - Werribee River
  - Rail line
  - T Werribee train station
  - B Bus interchange
  - Road / rail bridge
  - Pedestrian bridge
  - Core (mixed use - employment focus)
  - Frame (mixed use - residential focus)
  - \* Werribee Station car park renewal site
- Zoning**
- ACZ1 - Activity Centre Zone
  - C1Z - Commercial 1 Zone
  - GRZ - General Residential Zone
  - RGZ - Residential Growth Zone
  - IN3Z - Industrial 3 Zone
  - PPRZ - Public Park and Recreation Zone
  - PUZ - Public Use Zone
  - RLZ - Rural Living Zone
  - SUZ - Special Use Zone
  - TRZ1 - Transport Zone 1 - State Transport Infrastructure
  - TRZ2 - Transport Zone 2 - Principal Road Network





## 6.9 Built form

### Objectives

The Structure Plan objectives for Built Form are:

- Increased density of built form
- Design excellence in built form
- Redevelopment of key opportunity sites
- Appropriate managed transitions to surrounding residential areas



### The City Centre is a place for development and growth. It has a built form that is continually evolving.

To ensure new development aligns with the future vision for the City Centre, the Structure Plan proposes to provide greater clarity on the desired character of new built form. This includes a desire for a clear and consistent street wall height, and a distinct podium and tower typology. By setting towers back from all sides of their podiums, adequate space can be created for quality amenity outcomes for residents, including sunlight, air circulation and visual privacy. At the same time, the podium can provide better sunlight outcomes for adjoining public space, and buffer wind from striking the ground at speed.

It is critical that the street facing ground level of the podium is occupied by active uses that engage with and activate the streetscape. Where they need to be provided, carparks should be either located entirely underground or in podiums sleeved by active uses at all levels.

The tallest buildings should be located on key opportunity sites, in particular around Werribee Station, where there is greater opportunity to provide for amenity for residents and neighbouring sites.

While it is important to ensure a clear and consistent street wall/podium, diversity in tower height provides opportunity for an interesting, varied skyline. Tall buildings around the station also provide for urban markers that reinforce the legibility of the City Centre as a key place within Wyndham.

The Structure Plan also proposes to require that large development on key opportunity sites demonstrate design excellence. This means buildings that achieve the highest possible outcomes in terms of architectural and landscape quality, and make a positive contribution to the overall character and amenity of the City Centre. Where the proponent chooses to go down the pathway of a competitive design process, where a variety of architects are invited to prepare a design for the site and a winning design is selected by Council and the office of the Victorian Government Architect on the advice of an independent design panel, they will be entitled to up to 10% more floorspace or height than what would ordinarily be allowed. As this is a complex matter, Council will need to work up processes before this is put in place, including engaging with the development community.

This part of the Structure Plan seeks to give effect to the following parts of Plan Melbourne and the Wyndham Plan:

1. **Plan Melbourne – outcomes** Melbourne is a distinctive and liveable city with quality design and amenity
2. **Wyndham Plan – big ideas** City Heart
3. **Wyndham 2040 – themes** Places & Spaces, Leadership & Participation



## 6.9 Built form

### Strategies

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#### Balance scale and quality

Ensure built form achieves a balance between being of a scale consistent with the City Centre's role as a Major Activity Centre and creating high amenity public spaces and living environments

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#### Specify clear street wall, podium and tower typologies

Ensure the City Centre has three built form typologies:

- On smaller sites in the core, a clear street wall typology where buildings are between 2-4 storeys in height and are built to the street alignment for their full site length
- On larger sites in the core, a clear podium and tower typology where the podium is between 2 – 4 storeys and the tower is setback from all edges of the podium
- For residential sites in the Eastern Perimeter Precinct and at interfaces with surrounding residential zones, a clear garden typology where the podium is between 2-3 storeys, the tower is setback from their street alignment for their full length to provide a garden setting.

---

#### Designate locations for taller buildings

Focus taller buildings around the Werribee train station, and enable taller buildings on key opportunity sites

---

#### Ensure quality outcomes on key opportunity sites

Ensure development on key opportunity sites achieves design excellence

*Note: design excellence is determined by Council and Office of Victorian Government Architect, who may rely or consider the advice of a design advisory panel, and comprises whether a high standard of architectural design, materials and detailing appropriate to the building type and location will be achieved.*

---

#### Improve interface requirements at residential boundaries

Ensure buildings achieve appropriate interfaces with land not located in the Activity Centre zone through appropriate siting and design of buildings, carparking and landscaped open space, including consideration of building height, lengths, setbacks, massing and architectural detail

---

#### Achieve fine grain building frontages at ground level

- In destination streets such as Watton Street, ensure the street or public space facing ground level of buildings has a fine grain frontage comprising multiple, narrow tenancies suitable for uses that attract a high level of pedestrian activity
- Existing heritage shopfronts should be integrated into future development.

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#### Require variation and articulation of facades

Ensure building facades incorporate appropriate variation in massing (eg, wall recesses and projections) and articulation (eg, sun shading devices) that reduce the appearance of building scale and bulk and provides visual interest

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#### Ensure engagement between public and private domains

- Ensure buildings are oriented and designed to provide for high levels of engagement between the public and private spaces, including opportunities for passive casual surveillance of streets, lanes, parks and plazas
- Avert wind tunnel effects - protect the experience of enjoying a place as a pedestrian

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#### Encourage high performance ESD buildings

Encourage development to incorporate best practice environmentally sustainable design (ESD), including initiatives relating to thermal performance, energy efficiency, water efficiency, material selection and healthy buildings

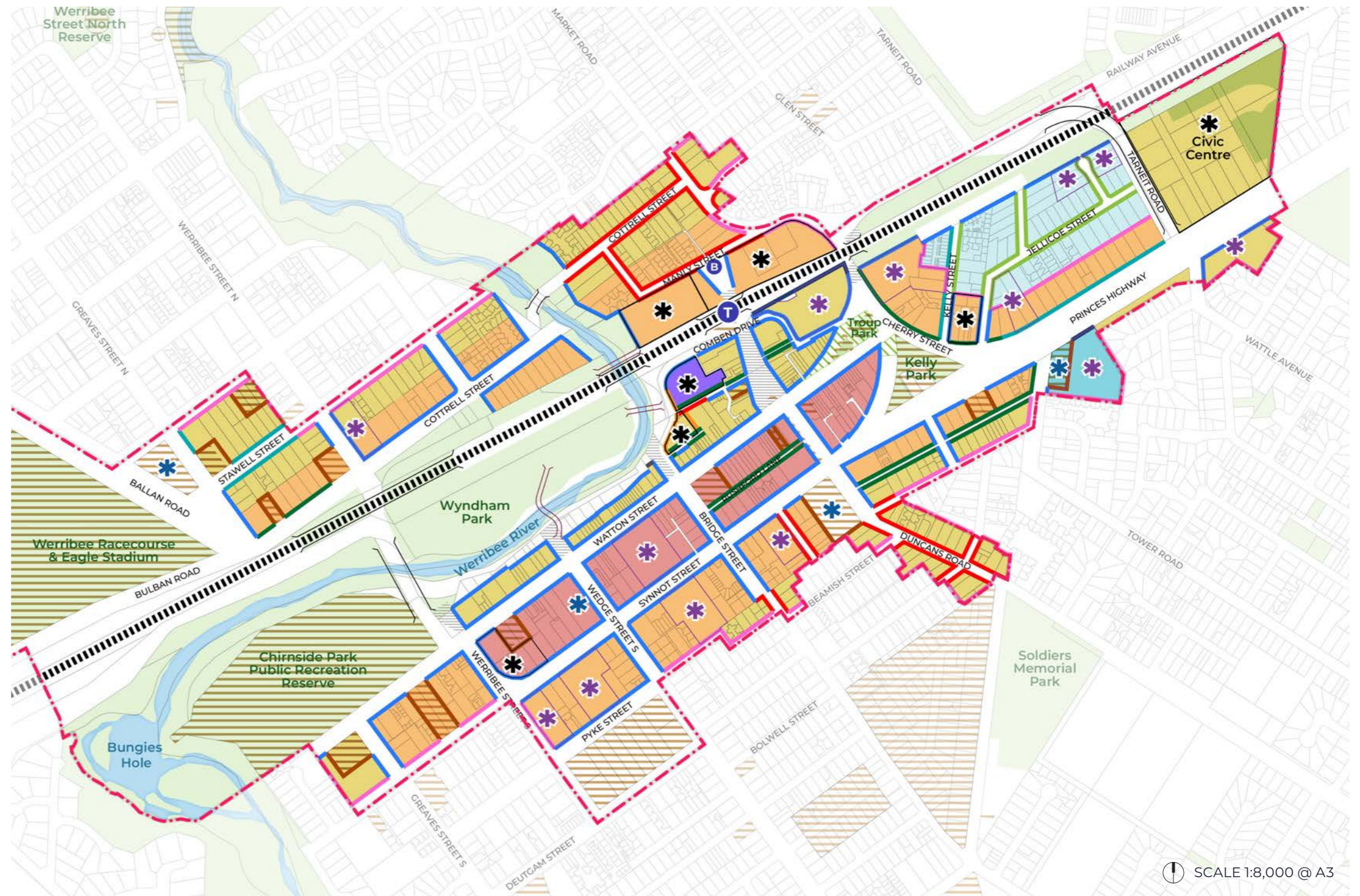


# 6.9 Built form

Figure 18 Built form

**Legend**

- Werribee City Centre boundary
- Cadastre lots
- Open space
- Proposed improvements to Kelly Park and Troup Park
- Werribee River
- Rail line
- Werribee train station
- Bus interchange
- Road / rail bridge
- Pedestrian bridge
- Existing and proposed plazas
- \* Existing landmark buildings
- \* Key opportunity sites - Council / State-owned
- \* Key opportunity sites - under private ownership
- Preferred building height - up to 3 storeys
- Preferred building height - up to 4 storeys
- Preferred building height - up to 5 storeys
- Preferred building height - up to 7 storeys
- Preferred building height - up to 10 storeys
- Preferred building height - up to 15 storeys
- Nil street setback, 4 storey street wall height, 6m upper-level setback
- 1m street setback, 4 storey street wall height, 6m upper-level setback
- 2m street setback, 4 storey street wall height, 6m upper-level setback
- 3m paved/landscaped street setback, 4 storey street wall height, 6m upper-level setback
- 4m street setback, 4 storey street wall height, 6m upper-level setback
- 5m landscaped street setback
- 8m street setback (3 Tower Road) / setback along rail line (2 Watton Street)  
4 storey street wall height, 6m upper-level setback
- 12m rear setback (50 Watton Street)
- Interface with residential zones (GRZ1 and RGZ) - varying treatments required  
(3m street setback where separated by road)
- Interface with heritage items - site-specific response required
- Post-Contact heritage (HO - Heritage Overlay)



SCALE 1:8,000 @ A3



## 6.10 Heritage

### Objectives

The Structure Plan objectives for Heritage are:

- Protection of Aboriginal Cultural Heritage values and connection with Country
- Protection and positive use/reuse of built heritage



**The City Centre is located on the traditional Countries of the Bunurong and Wadawurrung Peoples. This place, including the Werribee Yalook (Werribee River), has cultural significance to Traditional Owners.**

Werribee also has a rich built heritage, including its unique layout and variety of heritage buildings and spaces.

It is important that while allowing for the growth of the City Centre as a Major Activity Centre, its heritage is protected and celebrated.

Built heritage has great potential for re-use, in particular providing for uses that are accessible to the public and provide community benefit.

The Werribee River and its open spaces provide opportunity for connecting with Country, where Aboriginal people's deep connection to the land, water and sky is celebrated.

### Strategies

#### Connect with Country

- Seek out and embrace Aboriginal peoples relationship with Country in the planning and design of public spaces, in particular within and adjoining the Werribee River
- Explore opportunities to commission public artworks created by Aboriginal artists
- Ensure sensitive landscape design with respect to Aboriginal cultural heritage, particularly in relation to the retention of native plant species adjacent to the Werribee River
- Explore opportunities to use local Aboriginal language in the naming of public spaces and in signage

#### Protect places of Aboriginal Cultural Heritage Values

Protect tangible and intangible Aboriginal Cultural Heritage Values in consultation with Traditional Owners.

#### Protect, celebrate and reuse built heritage

- Conserve and enhance built heritage
- While allowing for development of scale, ensure new built form within the site or adjoining sites respects heritage values, including fabric, setting, and significant viewlines.
- Where appropriate, encourage the adaptive reuse of built heritage.

This part of the Structure Plan seeks to give effect to the following parts of Plan Melbourne and the Wyndham Plan:

- 1. Plan Melbourne – outcomes** Melbourne is a distinctive and liveable city with quality design and amenity
- 2. Wyndham Plan – big ideas** City Heart
- 3. Wyndham 2040 – themes** Places & Spaces, Leadership & Participation, People & Community

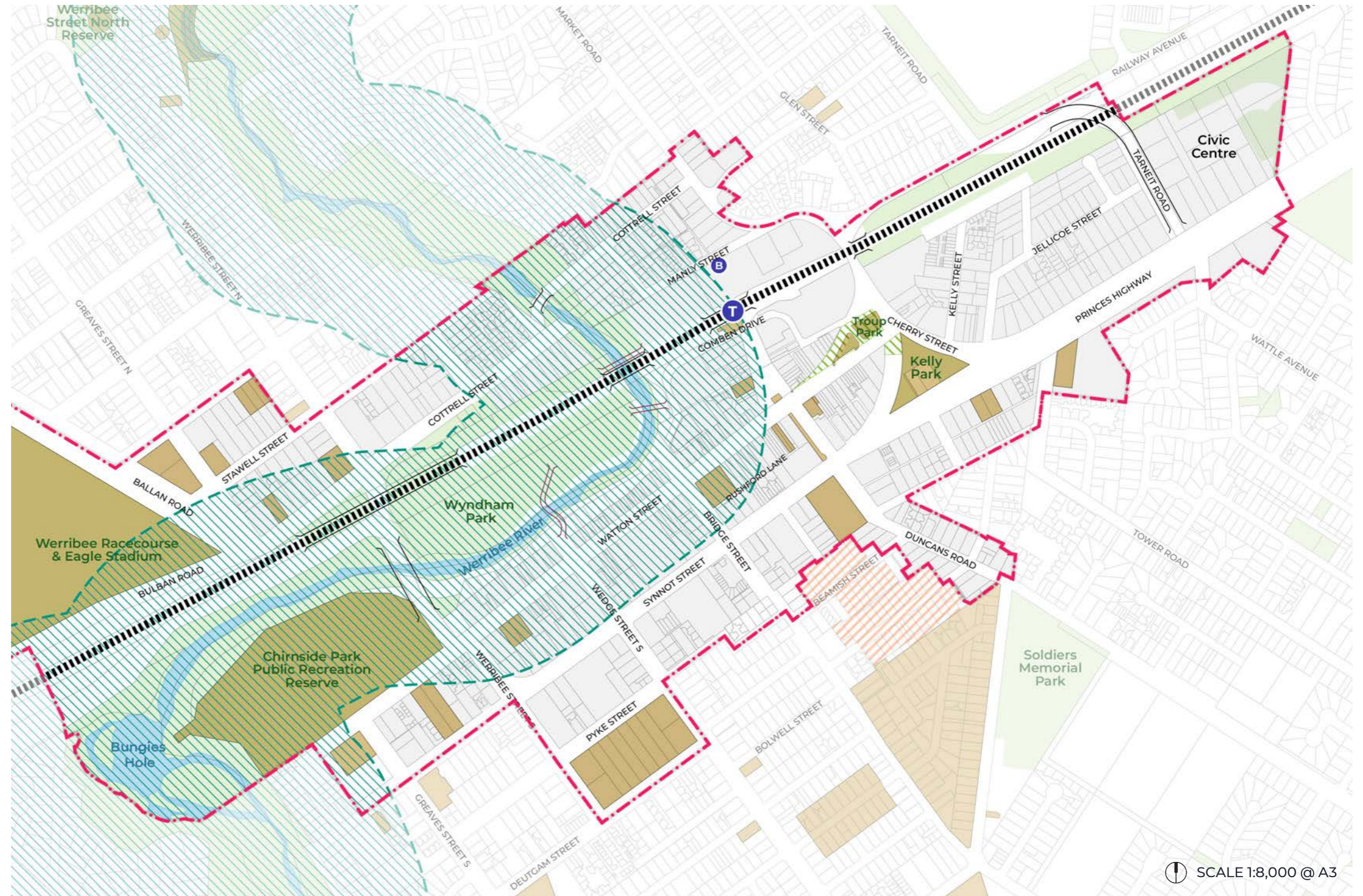


# 6.10 Heritage

Figure 19 Heritage

**Legend**

- ⋯ Werribee City Centre boundary
  - Cadastre lots
  - Existing open spaces
  - Proposed improvements to Kelly Park and Troup Park
  - Werribee River
  - Rail line
  - T Werribee train station
  - B Bus interchange
  - Road / rail bridge
  - Pedestrian bridge
- Heritage**
- Connecting with Country
  - Aboriginal Cultural Heritage
  - Post-Contact heritage (HO - Heritage Overlay)
  - Proposed Heritage Precinct (outside Werribee City Centre boundary)





MIKE MAKATRON  
NIT-SUA  
CHUCK MAYFIELD





The City Centre is made up of three precincts:

- 1. The Central Precinct:** high density mixed use with an employment focus
- 2. The Perimeter Precinct:** medium-high density mixed use with a residential focus
- 3. The River, Park and Recreation Precinct:** the nature, recreation and entertainment heart.

Each of these precincts comprise a number of smaller sub-precincts, each with their own distinct character. While distinct in their own way, they come together to create a cohesive City Centre overall.

These sub-precincts are:

## **1. The Central Precinct**

- 1.1. Watton and Synnot Street Sub-precinct
- 1.2. Werribee Station Sub-precinct

## **2. The Perimeter Precinct**

- 2.1. The Northern Sub-precinct
- 2.2. The Eastern Sub-precinct
- 2.3. The Southern Sub-precinct

## **3. The River, Park and Recreation Precinct**

- 3.1. Wyndham Park
- 3.2. Chirnside Park
- 3.3. Werribee Racecourse and Eagle Stadium.

Figure 12 shows the location and boundaries of these precincts and sub-precincts.

The Structure Plan establishes a statement of desired future character and provides maps of the strategies and big moves for each precinct and sub-precinct.



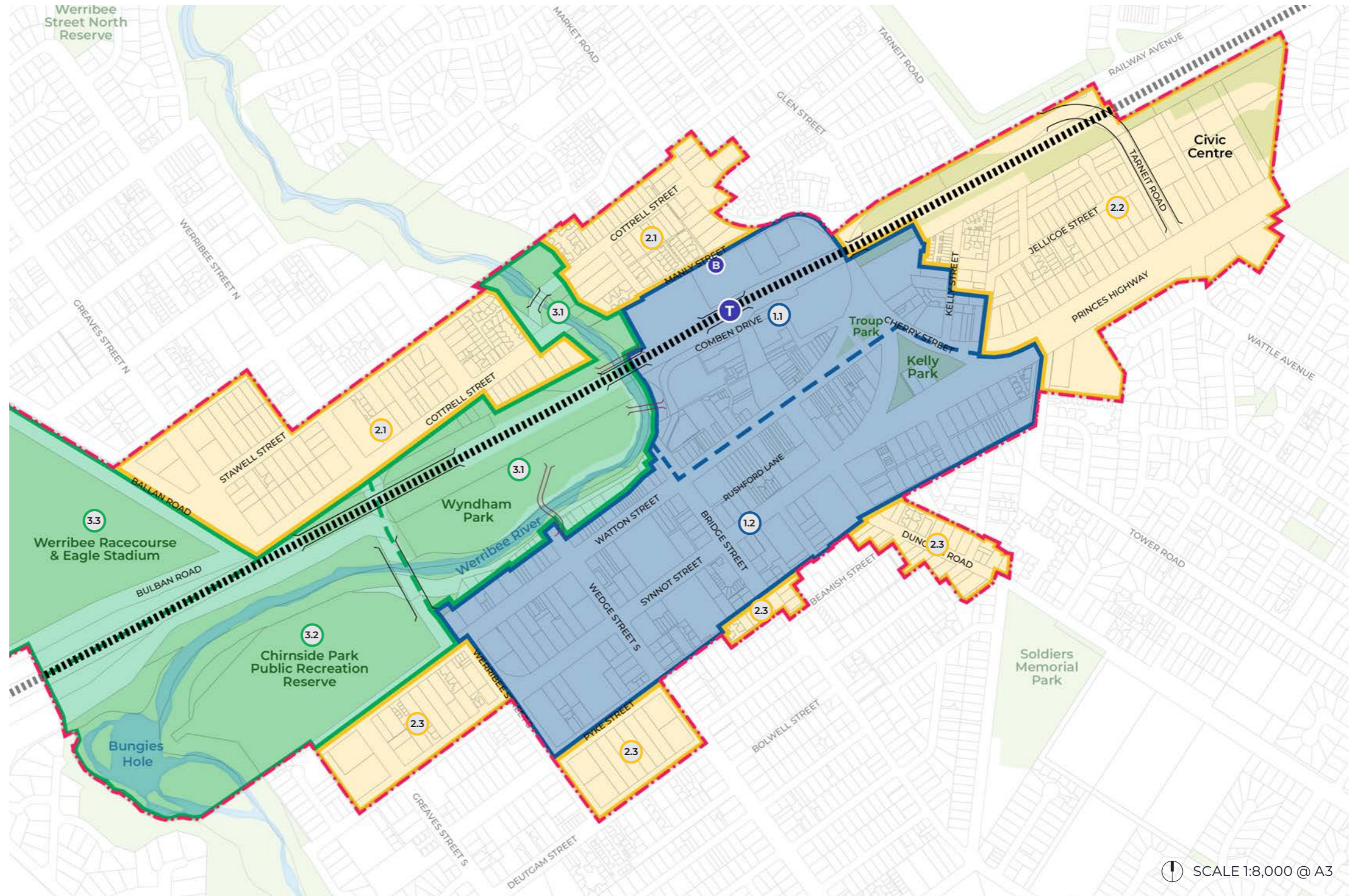
PRECINCTS

Figure 20 Precincts



Legend

- Werribee City Centre boundary
- Cadastre lots
- Rail line
- T Werribee train station
- B Bus interchange
- Road / rail bridge
- Pedestrian bridge
- Precincts**
- The Central Precinct
- 1.1 Watton and Synnot Street Sub-precinct
- 1.2 Werribee Station Sub-precinct
- The Perimeter Precinct
- 2.1 The Northern Sub-precinct
- 2.2 The Eastern Sub-precinct
- 2.3 The Southern Sub-precinct
- The River, Park and Recreation Precinct
- 3.1 Wyndham Park
- 3.2 Chirside Park
- 3.3 Werribee Racecourse and Eagle Stadium



SCALE 1:8,000 @ A3



## 7.1 Precinct 1: The Central Precinct

The primary intent for the Central Precinct is a high-density, mixed-use area that maintains its role as the retail and business heart of the City Centre, and prioritises employment growth. It provides for cultural, entertainment, lifestyle and food and beverage uses.

Prioritising employment growth in this precinct, and in particular higher order uses that draw people from a LGA wide or regional catchment, is key to retaining and strengthening the City Centre's role as a Major Activity Centre.

High density residential uses are encouraged where they complement employment uses, in particular above ground levels.

There is an expectation that key opportunity sites deliver a large amount of employment floorspace, either in stand-alone buildings or integrated with high density residential uses.

The Central Precinct is also intended to provide opportunities for the highest intensity and scale of buildings.

### 7.1.1 Watton and Synnot Street Sub-precinct

The Watton and Synnot Street Sub-precinct is the retail and business heart of the City Centre.

Development fronting Watton Street and Synnot Street is to reinforce the desired future role and character of each street.

Watton Street is intended to retain and strengthen its historic role as the City Centre's main street. In addition to being a vibrant shopping street, it will also provide for a diverse range of complementary uses, including personal and business services such as hairdressers and banks, as well as food and drink uses such as cafes, restaurants and small bars. Buildings either side of Watton Street will be built to the street alignment, and will have a lower rise, human scale street wall. The street facing ground level of the street wall will comprise fine grain, small scale uses that engage with and activate adjoining public space.

Heritage buildings in the precinct, including shopfronts and the Commercial Hotel, will be conserved and enhanced.

Watton Street will have a high quality streetscape. It will be a key part of the blue and green grid with an urban forest including a canopy coverage of well established, healthy street trees. It has high levels of pedestrian comfort, including good access to sunlight and high level of wind safety and comfort.

Synnot Street is intended to retain and strengthen its role as a key business street and main thoroughfare. It will be home to larger floor plate business uses that benefit from the high levels of passing vehicular traffic. Buildings either side of Synnot Street will be built with a 1m street setback.

It will become a high amenity boulevard featuring integrated urban forest, connecting the Werribee River at its western end to the Princes Highway at its eastern end and on to the East Werribee Employment Precinct.

Synnot Street is intended to cater for the Principal Bicycle Network, and may potentially accommodate the Wyndham Loop.

Where development has a boundary with the River and Park Precinct, it is to engage with and activate the Werribee River and its open space corridor. This is to be achieved by locating active uses such as cafes and restaurants overlooking the river and open space, and preferably include spaces that permit integration of indoor and outdoor activities such as decks, patios and courtyards. Clear, safe, comfortable and efficient pedestrian connectivity should be provided between each of these spaces, including between those on different sites. Upper levels should enable passive casual surveillance by being oriented to and having balconies and / or large transparent windows facing the river and park.

The heritage values of Kelly Park and Troup Park will be conserved and enhanced, and better connected to nearby buildings and businesses.

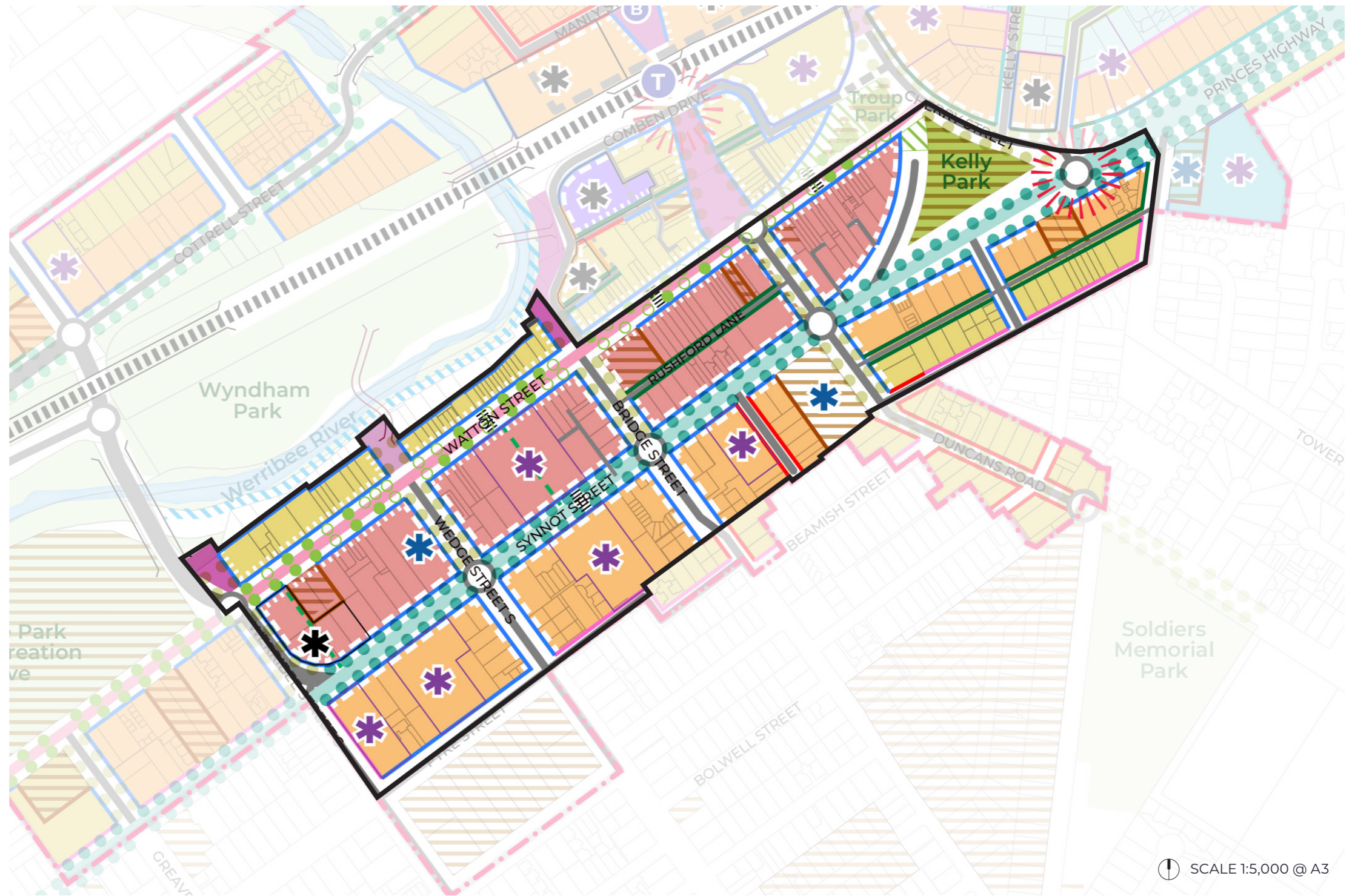


PRECINCTS

Figure 21 Watton and Synnot Street Sub-precinct

Legend

- Werribee City Centre boundary
- Sub-precinct boundary
- Cadastre lots
- Pedestrian bridge
- Existing open spaces
- Proposed improvements to Kelly Park and Troup Park
- Existing plazas
- Proposed plazas
- Existing roads (movement focus)
- Existing roads
- Existing laneways
- Proposed laneways
- Proposed through-site links (pedestrian only)
- Main Street (40km/h)
- Green Boulevard (50km/h along Synnot Street, 60km/h along Princes Highway)
- Proposed Green Boulevard - Synnot Street and Princes Highway
- Existing trees - Watton Street
- Proposed trees - Watton Street
- Proposed trees - North-south streets
- Existing signalised intersections
- Existing pedestrian crossings
- \* Existing landmark buildings
- \* Key opportunity sites - Council / State-owned
- \* Key opportunity sites - under private ownership
- ✶ Werribee City Centre gateway opportunity
- Preferred building height - up to 5 storeys
- Preferred building height - up to 7 storeys
- Preferred building height - up to 10 storeys
- Nil street setback, 4 storey street wall height, 6m upper-level setback
- 1m street setback, 4 storey street wall height, 6m upper-level setback
- 2m street setback, 4 storey street wall height, 6m upper-level setback
- 12m rear setback (50 Watton Street)
- Interface with residential zones (GRZ1 and RGZ) - varying treatments required (3m street setback where separated by road)
- Interface with heritage items - site-specific response required
- Existing and proposed active frontages
- Existing and proposed fine grain, active frontages
- Post-Contact heritage (HO - Heritage Overlay)



SCALE 1:5,000 @ A3





## 7.1.2 Werribee Station Sub-precinct

The Werribee Station Sub-precinct complements the Watton and Synnot Street Sub-precinct, providing for the greatest scale of new, mixed use development.

Station Place is to be revitalised as the City Centre's main square. It is to be a place for the community to come together, with green space, paved space, tree canopy and multiple attractions.

Werribee Station is targeted to be revitalised as a high quality rail station. Improved accessibility, presentation and CPTED are a priority.

Key Opportunity Sites throughout the Precinct provide significant potential to deliver comprehensive mixed use development. The Riverbend Site provides particular opportunity for destination uses. Any development on the Riverbend site is to engage with and activate the Werribee River and its open space corridor.

Any redevelopment of the train station car park site should provide a new, high quality urban plaza or park that aligns with the station pedestrian walkway and Station Place to provide a continuous open space connection between Watton Street and Manly Street.

Any development within the sub-precinct is to ensure acceptable level of amenity to Station Place and other public spaces, including sunlight, daylight and wind safety and comfort.

The former Picture Palais Theatre provides opportunity for adaptive reuse for a use that provides public benefit.

Barnes Place and Palais Lane are encouraged to be revitalised as intimately scaled, pedestrian laneways activated on either side by fine grain, small scale cafes and restaurants.



PRECINCTS

Figure 22 Werribee Station Sub-precinct

Legend

- Werribee City Centre boundary
- Sub-precinct boundary
- Cadastre lots
- Rail line
- Werribee train station
- Bus interchange
- Road / rail bridge
- Pedestrian bridge
- Existing open spaces
- Proposed improvements to Kelly Park and Troup Park
- Existing trees - Watton Street
- Proposed trees - Watton Street
- Proposed trees - North-south streets
- Existing plazas
- Proposed plazas
- Existing roads
- Proposed roads
- Existing laneways
- Proposed laneways
- Main Street (40km/h)
- Existing signalised intersections
- Existing pedestrian crossings
- Key opportunity sites - Council / State-owned
- Key opportunity sites - under private ownership
- Werribee City Centre gateway opportunity
- Preferred building height - up to 5 storeys
- Preferred building height - up to 7 storeys
- Preferred building height - up to 15 storeys
- Nil street setback, 4 storey street wall height, 6m upper-level setback
- 1m street setback, 4 storey street wall height, 6m upper-level setback
- 2m street setback, 4 storey street wall height, 6m upper-level setback
- 3m paved/landscaped street setback, 4 storey street wall height, 6m upper-level setback
- 4m street setback, 4 storey street wall height, 6m upper-level setback
- 8m street setback / setback along rail line, 4 storey street wall height, 6m upper-level setback
- Interface with residential zones (GRZ1 and RGZ) - varying treatments required (3m street setback where separated by road)
- Interface with heritage items - site-specific response required
- Existing and proposed active frontages
- Existing and proposed fine grain, active frontages
- Post-Contact heritage (HO - Heritage Overlay)





## 7.2 Precinct 2: The Perimeter Precinct

The primary intent for the Perimeter Precinct is a high-density, mixed-use area that prioritises residential growth.

**Prioritising residential growth in this precinct will support retail and business in the Central Precinct while minimising impact on surrounding residential areas.**

**Employment uses, in particular retail uses such as cafes and personal services at the street facing, ground level of buildings, are encouraged where they support the day to day and lifestyle needs of precinct residents.**

**While providing for higher densities, the Perimeter Precinct is intended to have a medium rise built form typology.**

### 7.2.1 The Northern Sub-precinct

The Northern sub-precinct is a mixed use, higher density residential area focused around Cottrell Street.

Buildings are to be up to 5-7 storeys in height.

Where they front Cottrell Street, they are to be built to the street edge or 1-2m setbacks and are to include small scale, lower impact ground level uses that provide for the day to day and lifestyle needs of local residents. They are to have a layout and design that maximises engagement with adjoining public space.

Where not fronting Cottrell Street, the ground level of buildings is to be occupied by residential uses setback 3m from the street alignment to provide for usable, private open space integrated with main living areas. Individual dwelling entries providing direct pedestrian access to the street are encouraged.

Cottrell Street is to form part of the blue green grid, featuring an urban forest, generous pedestrian pavements, on-street carparking and cycling paths.

Redevelopment of land is sited and designed to engage with and activate the Werribee River and its open space corridor. This may include measures such as being oriented to directly face and overlook the river, having individual pedestrian entries to dwellings accessible to open space, and the avoidance of carparks and other utility spaces adjoining the river and corridor.

The Northern Sub-precinct includes several heritage places located near and around Stawell Street. Development in this area will need to adopt heritage sensitive design to ensure protection and enhancement of these sites.

Where adjoining established residential areas located outside the City Centre, buildings are to minimise amenity impacts through appropriate layout and design measures, including through setbacks and landscaped open space.

Development in proximity to the rail line is not to compromise existing or future rail operations, and is to appropriately manage amenity considerations, including noise and vibration.

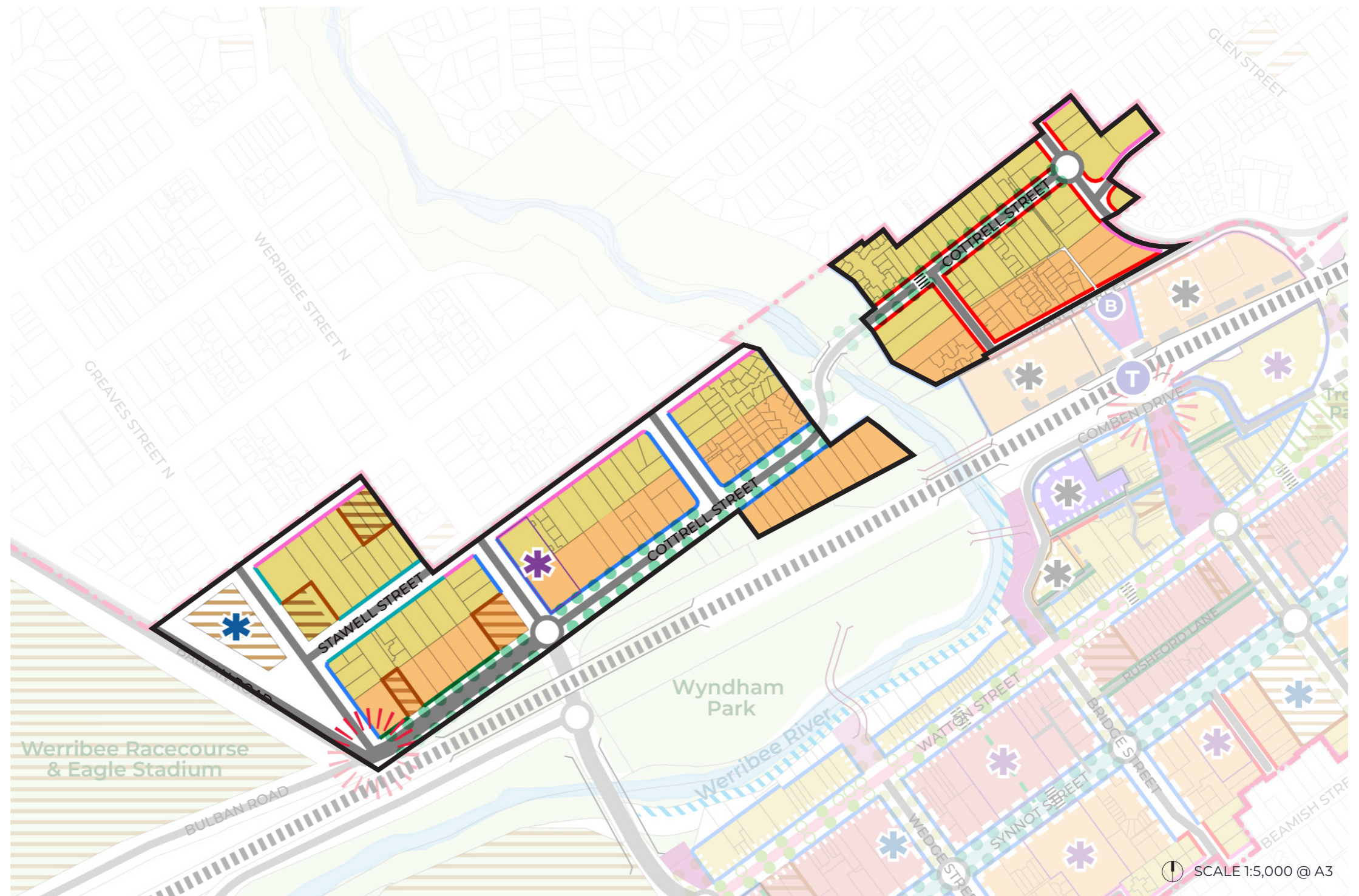


PRECINCTS

Figure 23 The Northern Sub-precinct

Legend

- ⋯ Werribee City Centre boundary
- Sub-precinct boundary
- Cadastre lots
- Road / rail bridge
- Proposed trees - Cottrell Street
- Existing roads (movement focus)
- Existing roads
- Existing signalised intersections
- Existing pedestrian crossings
- ★ Existing landmark buildings
- ★ Key opportunity sites - Council / State-owned
- ★ Key opportunity sites - under private ownership
- ⋆ Werribee City Centre gateway opportunity
- Preferred building height - up to 5 storeys
- Preferred building height - up to 7 storeys
- Nil street setback, 4 storey street wall height, 6m upper-level setback
- 1m street setback, 4 storey street wall height, 6m upper-level setback
- 2m street setback, 4 storey street wall height, 6m upper-level setback
- 3m paved/landscaped street setback, 4 storey street wall height, 6m upper-level setback
- Interface with residential zones (GRZ1 and RGZ) - varying treatments required (3m street setback where separated by road)
- Interface with heritage items - site-specific response required
- Post-Contact heritage (HO - Heritage Overlay)







## 7.2.2 The Eastern Sub-precinct

The Eastern Sub-precinct is a mixed use, higher density residential area comprising three parts:

1. The Jellicoe Street area
2. The Wyndham Civic Centre site
3. The Princes Highway area.

The Jellicoe Street area comprises a disconnected, narrow street pattern and smaller, narrow and fragmented lots occupied by residential uses. As such, it is not suited to widespread mixed use renewal. Rather, it is appropriate for higher density residential uses up to 3 storeys in height.

To provide greater space between buildings and to reflect more recent development, buildings are to be setback 5m from the street alignment to provide for usable, private open space integrated with main living areas. Individual pedestrian entries to dwellings are encouraged direct from the street. Small scale non-residential uses provide for the day to day and lifestyle needs of local residents are appropriate, in particular where they are located next to and have capacity to activate public spaces such as the railway carpark.

The Wyndham Civic Centre is a key community and civic asset for the City Centre. For the foreseeable future, it is intended that the site retain this role. Should the Civic Centre be considered for relocation to another, more centrally located part of the City Centre, the site may become suited for coordinated redevelopment as a new medium and high density residential part of the City Centre, including a new permeable grid of public roads connected to the Princes Highway, with public open space retaining significant vegetation.

To provide for greater housing choice, the preferred typology is a mix of low to medium rise apartments and townhouses providing for a variety of dwelling sizes, including those catering for families with children. Building height is to range between 2 – 7 storeys. Buildings are to be setback 3m from the street alignment to provide for usable, private open space integrated with main living areas. Individual dwelling entries providing direct pedestrian access to the street are encouraged.

The Princes highway area comprises the commercial properties along the northern Princes Highway Service Road, the landmark Werribee Water Tower and large, vacant sites. The heritage listed water tower is to be retained and celebrated, including as a canvas for artwork. The large sites are generally suited to higher density residential uses, subject to:

- Retaining the landmark status and visibility of the water tower
- Acceptable access and traffic impacts on the Princes Highway
- Acceptable amenity impact on adjoining residential areas located outside of the City Centre.

The commercial sites are suitable for mixed use high-density development.

For all parts of the sub-precinct:

- Where adjoining established residential areas located outside the City Centre, buildings are to minimise amenity impacts through appropriate layout and design measures, including through setbacks and landscaped open space
- Development in proximity to the rail line is not to compromise existing or future rail operations
- Development in proximity to the rail line, Tarneit Road overpass or Princes Highway is to appropriately manage amenity considerations, including noise and vibration.



PRECINCTS

Figure 24 The Eastern Sub-precinct

Legend

-  Werribee City Centre boundary
-  Sub-precinct boundary
-  Cadastre lots
-  Rail line
-  Road / rail bridge
-  Existing open spaces
-  Existing plazas
-  Existing roads (movement focus)
-  Existing roads
-  Proposed roads
-  Green Boulevard (50km/h along Synnot Street, 60km/h along Princes Highway)
-  Proposed Green Boulevard - Synnot Street and Princes Highway
-  Existing signalised intersections
-  Existing landmark buildings
-  Key opportunity sites - Council / State-owned
-  Key opportunity sites - under private ownership
-  Werribee City Centre gateway opportunity
-  Preferred building height - up to 3 storeys
-  Preferred building height - up to 4 storeys
-  Preferred building height - up to 5 storeys
-  Preferred building height - up to 7 storeys
-  Nil street setback, 4 storey street wall height, 6m upper-level setback
-  3m paved/landscaped street setback, 4 storey street wall height, 6m upper-level setback
-  5m landscaped street setback
-  8m street setback / setback along rail line, 4 storey street wall height, 6m upper-level setback
-  Interface with residential zones (GRZ1 and RGZ) - varying treatments required (3m street setback where separated by road)
-  Interface with heritage items - site-specific response required
-  Existing and proposed active frontages
-  Existing and proposed fine grain, active frontages
-  Post-Contact heritage (HO - Heritage Overlay)



SCALE 1:5,000 @ A3



Figure 25 The Southern Sub-precinct



### 7.2.3 The Southern Sub-precinct

The Southern Sub-precinct is a mixed use, higher density residential area comprising three parts:

1. The Duncans Road corridor
2. The Werribee Primary School
3. The Chirnside Park edge
4. The McDonald / Beamish Street edge.

The Duncans Road corridor is intended to provide a high quality gateway to the City Centre from the south, providing for a mixed use in buildings up to 5 storeys in height that are built to the street alignment and include active frontages.

The Werribee Primary School is intended to retain its ongoing educational role.

The Chirnside Park edge is intended for higher density residential uses with active frontages on the street facing ground level that can engage with and activate Chirnside Park and benefit from the high levels of amenity provided by the park. Renewal of the Masonic Lodge site may be appropriate while protecting its heritage values and significance. The McDonald / Beamish St Edge is to provide a transition to the surrounding residential area.

All development is to achieve acceptable amenity impact on adjoining residential areas located outside of the City Centre.



## 7.3 Precinct 3: River, Park & Recreation Precinct

The primary intent for the River, Park and Recreation Precinct is a natural and recreation heart for the City Centre, providing for diverse opportunities for passive and active recreation in high quality settings.

The River and Park Precinct comprises four parts:

- 3.1. Werribee River Corridor
- 3.2. Wyndham Park
- 3.3. Chirnside Park
- 3.4. Werribee Racecourse and Eagle Stadium.

The Werribee River Corridor is to be protected, enhanced and celebrated for its environmental, social and cultural values.

Wyndham Park is to be retained and strengthened as the City Centre's premier park, providing a diverse range of high quality, natural, recreation and major event spaces in an attractive, comfortable and safe setting along the river.

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 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. A masterplan has recently been adopted to guide the future use and enhancement of Chirnside Park. It is to be retained and strengthened as the City Centre's premier sporting location.

North of the railway line is the Werribee Racecourse and International Horse Centre and the Eagle Stadium Indoor Sports Centre.

Werribee Racecourse and Eagle Stadium provide regional level sporting and recreational facilities. Founded in 1874, the racecourse is one of Victoria's oldest tracks and is valued for its smaller scale and intimate atmosphere. The racecourse also provides for a range of complementary uses, including horse training, stabling and health facilities. It is an important quarantine centre for overseas horses competing in the annual Melbourne Spring Carnival. While no major changes are proposed, there is opportunity for additional recreation uses where they do not compromise the ongoing integrity or operations of the racecourse and its grounds.

Eagle Stadium provides a high quality, major regional multi-sport facility, catering for indoor court sports such as basketball, and includes an outdoor netball centre and indoor gym. As with the racecourse, no major changes are proposed.

Together these parts comprise a major sporting, events and recreation precinct that is rare to find in the heart of a major activity centre. It is a major asset to be protected, enhanced and promoted.

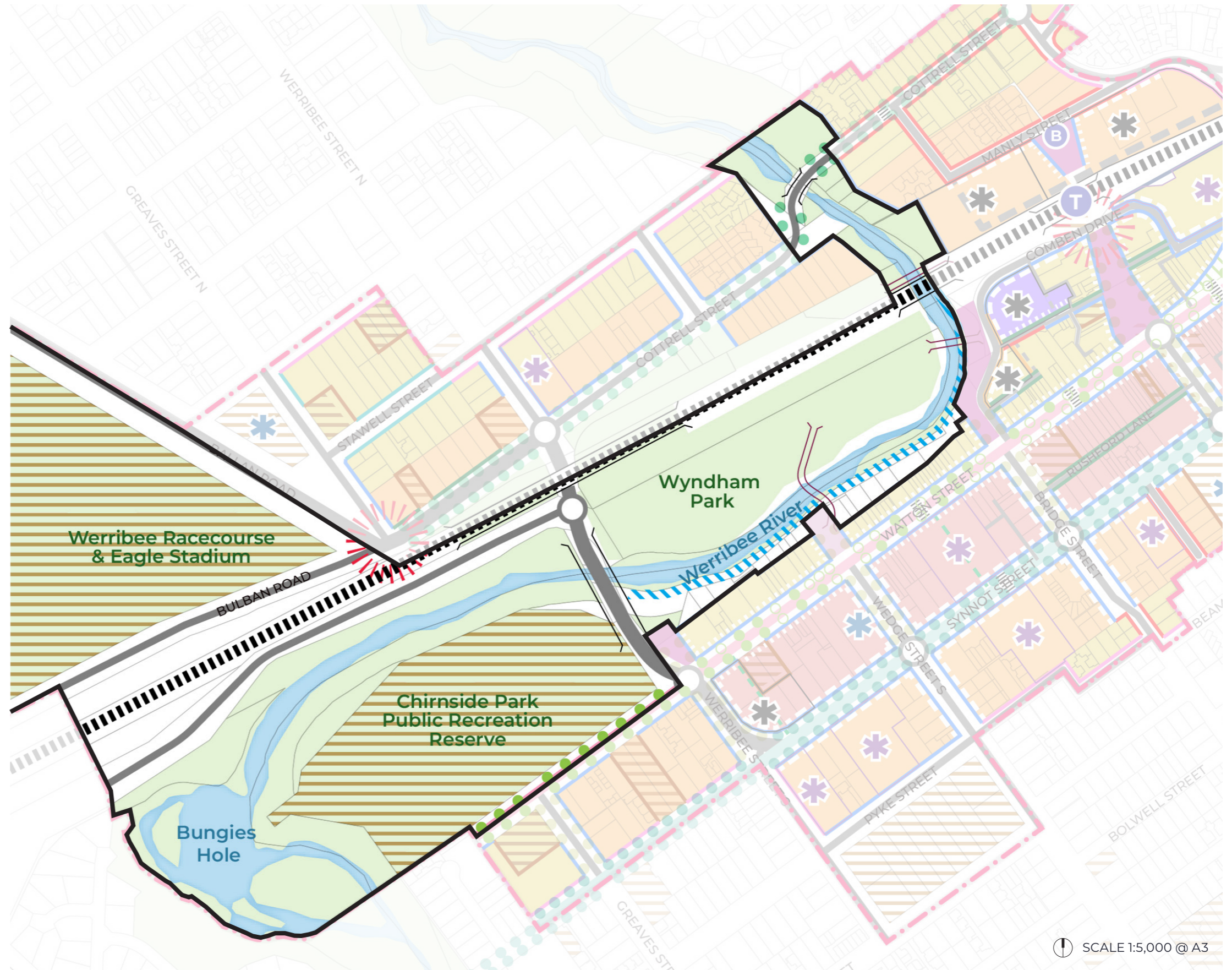


PRECINCTS

Figure 26 River, Park & Recreation Precinct

Legend

- ⋯ Werribee City Centre boundary
- Sub-precinct boundary
- Cadastre lots
- Werribee River
- Rail line
- Road / rail bridge
- Pedestrian bridge
- Existing open spaces
- Proposed trees - Watton Street
- Existing roads (movement focus)
- Existing roads
- Main Street (40km/h)
- Existing signalised intersections
- ✶ Werribee City Centre gateway opportunity
- Post-Contact heritage (HO - Heritage Overlay)
- Opportunity for improved engagement with the Werribee River



SCALE 1:5,000 @ A3







**Due to their location, large size and consolidated ownership, key opportunity sites provide significant opportunity to promote the vision, principles, objectives and strategies of the Structure Plan.**

In particular, they can provide for delivery of a greater amount and choice of jobs and homes, as well community dividend. Community dividend is meaningful, tangible benefit to the community, and can include new or upgraded:

- High quality public outdoor space such as plazas and through block links
- Community facilities such as flexible, multi purpose spaces
- Spaces for art, culture and other activities that bring people together
- Affordable housing.

Often, community dividend is tied to greater development floorspace or heights. In this way, planning policy can incentivise developer provision of assets within sites. The ownership of these assets may be handed to Council, or ownership retained and management undertaken by Council or community service providers.

As development of key opportunity sites can have such a large impact on the City Centre, it is important to make sure it is done well. As such, all major development on these sites will be required to demonstrate design excellence under the Wyndham Planning Scheme. Council will also give consideration to greater floorspace and / or height where voluntarily undertaking a competitive design process.

There are a number of key opportunity sites throughout the City Centre. These are shown on Figure X. As each site is unique, guided by this Structure Plan and the Planning Scheme, Council will work with any proponent to help shape great outcomes for the site and City Centre when they become available for redevelopment.

### **Strategic Development Sites**

Wyndham City Council has designated three Key Opportunity Sites it owns as 'Strategic Development Sites'. The Gateway Strategic Development Site was in 2021-22 transformed from a ground level car park into a landmark building featuring a Holiday Inn hotel, conference centre, offices, retail and a public parking facility.

Future catalyst developments are also targeted for:

- Riverbend Large and Riverbend Small Strategic Development Sites
- West End Strategic Development Site
- East End (Cherry St) Strategic Development Site.

These sites are planned to be brought to the market in future when market conditions are ideal for an optimum outcome.



**Figure 27** The Riverbend Site – preliminary sketch idea

Source: Nearmap and Ethos Urban





**Big moves are high impact projects led by Council to help deliver on the vision, principles, objectives and strategies of the Structure Plan. In some cases, they also involve State government agencies for support.**

The big moves are:

1. Streetscape & Movement Upgrades
2. Riverbend Precinct & Riverbank Promenade
3. East End Precinct
4. West End Precinct
5. Station Place Precinct
6. Strategic Development Sites
7. Chirnside Park Enhancement
8. Refine Planning Scheme Controls

## 1. Streetscape & Movement Upgrades

Great city centres have beautiful, functional streetscapes which prioritise people. A Big Move in this Structure Plan is to systematically upgrade and enhance the grid of streets within the Werribee Activity Centre Boundary as beautiful, functional spaces that people love spending time in. A Werribee City Centre Streetscape Framework has been prepared to guide this work (in addition to the Structure Plan). The Framework establishes streetscape principles, objectives and signatures for streetscape upgrades in the City Centre. It also categorises each street as one of nine different streetscape types, to provide further guidance for streetscape upgrades.

The movement network will be upgraded as part of the streetscape upgrades, with a focus on people and active modes of transport. Council will seek to improve conditions for pedestrians and cyclists within the street grid network and also expand and improve the off-street shared path (walking and cycling) network. By providing a diverse range of improved options for travelling to and around the City Centre, a more robust and sustainable movement network will be established.

The Riverbend, East End, West End and Station Place Precincts are key focal points of the streetscape upgrade program.

## 2. Riverbend Precinct & Riverbank Promenade

The Riverbend Precinct is located on Comben Drive, next to the train station, overlooking the Werribee River and Wyndham Park. The Riverbend Precinct has a laneway network with the opportunity to become a vibrant destination. A new plaza is proposed along the riverbend connecting to Watton St, providing a gateway to the precinct.

Council owns the Riverbend Large and Riverbend Small Strategic Development Sites, which make up a large portion of this precinct. These sites have the potential for redevelopment to transform and activate the precinct. The Riverbend Site Catalyst Developments should:

- Engage with and activate the Werribee River, including through active frontages along Comben Drive
- Provide opportunities for an enhanced pedestrian experience, including connection to and activation of Barnes Place

A Riverbank Promenade is proposed to extend from the plaza at ground level, along the southern bank of the Werribee River. This promenade would have seating and activity areas, be surrounded by beautiful native vegetation, and be overlooked by alfresco dining on upper level balconies, apartments and offices.

## 3. East End Precinct

The East End Precinct includes the eastern end of Watton St, Troup Park, Kelly Park and the surrounding buildings. The wide road reserves in this precinct provide the opportunity for transformative streetscape upgrades focused on people (with the recent Cherry St level crossing removal having significantly reduced the amount of through traffic). There is the potential for protected cycle/shared paths connecting to surrounding networks, additional pedestrian crossings and increased tree canopy.

Kelly Park and Troup Park can be enhanced to increase their use every day and for activations/events. The Council-owned East End (Cherry St) Strategic Development Site has the potential for redevelopment to activate the precinct with additional jobs and businesses. These initiatives will support and may catalyse redevelopment.

## 4. West End Precinct

The West End Precinct is a lively destination with many popular restaurants and bars/pubs, plus important public spaces like the Wedge Street Piazza. The Wyndham Cultural Centre (with theatre, art gallery and library) is a focal point of the precinct, and is planned to be further enhanced as a regional attraction.

Streetscape upgrades are planned in the West End Precinct to support increased alfresco dining and street life, and improved integration with the Wyndham Cultural Centre, Wedge St Piazza and River & Park Precinct (including Wyndham Park, Chirnside Park and planned Riverbank Promenade). The proposed creation of the Werribee St Plaza is a key part of this.

The Council-owned West End Strategic Development Site has the potential for redevelopment to further activate the precinct with additional businesses and/or apartments. Redevelopment of this large site will be designed to compliment and enhance the West End Precinct.





## 5. Station Place Precinct

The Station Place Precinct is a major unrealised opportunity. As a large, central public space, its potential to become a vibrant City Square is unrealised through its current use as a car park.

Transformation of Station Place into a City Square is proposed to make it the active destination it has the potential to become. A staged approach and hybrid design solution will be considered, which allows for some parking to be maintained and easy switching to being a car-free city square.

The Former Picture Palais building in Station Place has the potential to become a boutique cinema which draws people to the precinct and anchors a dining and entertainment precinct. Council recently purchased the building for this purpose.

The redevelopment of this building, coupled with the creation of a City Square, will create the setting for the envisioned dining and entertainment precinct. The surrounding buildings then have enhanced potential to accommodate new restaurants and cafés.

## 6. Strategic Development Sites

Council owns large sites in the Riverbend, East End, West End and Station Place Precincts. These sites are known as 'Strategic Development Sites' for their potential to accommodate major redevelopments with transformational impact, delivering activity and economic benefit, and catalyse further development. The Strategic Development Sites are major strategic assets. Through the Strategic Development Sites, Council can significantly influence the development of these key precincts.

The Strategic Development Sites are proposed to be taken to the market for development. The timing of this will be determined by the opportunity to optimise development outcomes. This may see the majority of the Strategic Development Sites not taken to the market until 2030-2040.

## 7. Chirnside Park Enhancement

Wyndham City will upgrade Chirnside Park in line with the Chirnside Park Masterplan adopted by Council in 2020. The masterplan sets-out the vision for this important sporting and open space precinct through to 2030.

Under the masterplan, Council will widen and realign the Werribee River Trail through the park, and improve landscaping and activation at Bungies Hole and along the Werribee River. Council will also deliver further improvements to the oval, upgrade the tennis courts, construct an undercover synthetic bowling green, and relocate and redevelop the bowling pavilion to improve not only this facility but also access and visibility to the river and Bungies Hole. The improved facilities and connection to the park and river will benefit the community through enhanced recreational experiences and improved experiences for sports players and spectators.

## 8. Refine Planning Scheme Controls

In the 10 years since the current Structure Plan and planning scheme controls were adopted in 2013, numerous planning permit applications have been assessed. Through this experience, opportunities to improve the controls have been identified. The planning scheme controls for new development, land use and parking will be refined, to improve both the planning process and development outcomes. The refinement will be designed to achieve:

- Development outcomes aligned with the vision for the City Centre
- Clearer design requirements and assessment criteria for an improved planning process
- Improved development feasibility
- Appropriate protection of public open space
- Improved transition to surrounding residential areas
- Improved built form massing, setbacks, overshadowing, overlooking and wind management
- Modernised parking provision requirements.



Council will seek to implement the Structure Plan in seven main ways:

1. Planning scheme amendments
2. Council works program
3. Council in partnership with the private sector
4. Special charges
5. Place management
6. Governance
7. A living document

### 1. Planning scheme amendments

Subject to Victorian Government approval, Council will amend the Wyndham Planning Scheme to give effect to the policy intent of the Structure Plan. While much of the existing plan is likely to remain the same, in particular in terms of permitted uses, zoning and heights, there is intended to be targeted enhancements for specific matters and areas.

Council will also investigate ways in which an effective design excellence process that works for the City Centre can be established, benchmarking against other Activity Centre examples in Victoria and nationally.

### 2. Council works program

Council will consider funding in its annual budget to implement the big moves, including undertaking investigations and stakeholder and community engagement where flagged. Council will also seek other supporting funding sources where possible. Consistent

with the outcomes of community engagement, as a priority council will work to improve public spaces in accordance with the Streetscape Upgrades Staging Plan Map contained in the Werribee City Centre Streetscape Framework & Design Manual.

### 3. Council working with the private sector

As key opportunity sites are so important to achieving the vision, principles, objectives and strategies of the Structure Plan, Council will work with the private sector to plan for the future of these sites if and when they become available for renewal. Key to this is the delivery of community dividend. Council will also work with the private sector to achieve quality outcomes from new developments integrated with the public realm.

### 4. Special charges

Council will consider implementing a Special Charge under and in accordance with Part 8 of the Local Government Act 1989 (Vic.) to help fund implementation of the Streetscape Upgrade Program.

### 5. Place management

Council will continue its role in leading and advocating for the City Centre through its place management function, including dedicated officers. Council will also continue to support various marketing and communications activities for the City Centre, as well as support activities that deliver broad community benefit such as festivals and events, and those that enrich the community such as the library and Wyndham Cultural Centre.

### 6. Governance

Council will establish governance arrangements to effectively deliver the strategies and big moves of the Structure Plan, including opportunities for appropriate engagement with stakeholders.

### 7. A living document

Council will commit to refreshing the Structure Plan at least every 10 years, with the next scheduled refresh to occur in 2035.

### Implementation program

Action	Priority	Lead	Timeframe	Funding	Further
Planning scheme amendments	High	Council	Short term	Council	Yes
Council works program	High	Council	Short to longer term	Council	Yes
Council working with the private sector	Medium	Private Sector	Medium to longer term	Council & Private Sector	Yes
Special charges	High	Council	Short to longer term	Property Owners	Yes
Place management	High	Council	Ongoing	Council	Yes
Governance	High	Council	Short to medium term	Council	Yes
A living document	Medium	Council	Longer term	Council	Yes







# Appendix 1

## Glossary

### Terms

Terms have the same meaning as those used in Plan Melbourne and the Wyndham Plan. Key, relevant terms are provided in the following table.

### Abbreviation

	Meaning
ART	Autonomous Rapid Transit
BRT	Bus Rapid Transit
BTR	Build to rent
LGA	Local government area
NEIC	National employment and innovation clusters

Term	Meaning
Active transport	Transport requiring physical activity, typically walking and cycling
Activity centre	Areas that provide a focus for services, employment, housing, transport and social interaction. They range in size and intensity of use from smaller neighbourhood centres to major suburban centres and larger metropolitan centres
Affordable housing	Housing that is appropriate for the needs of a range of very low to moderate income households, and priced (whether mortgage repayments or rent) so these households are able to meet their other essential basic living costs
Amenity	The pleasant or satisfactory aspects of a location which contribute to its overall character and the enjoyment of residents or visitors. May include access to services and well-designed public spaces
Biodiversity	The variety of all life forms, the different plants, animals and micro-organisms, the genes they contain and the ecosystems of which they form a part
City Centre	The area shown in Figure 1 of this Structure Plan
City Heart	The establishment of a sense of place for the City of Wyndham, expanding and diversifying the economy, as well as creating a vibrant liveable city centre - a place to connect, congregate and celebrate
Climate change	A long-term change of the earth's temperature and weather patterns, generally attributed directly or indirectly to human activities such as fossil fuel combustion and vegetation clearing and burning
Connectivity	Improving people's ability to get where they want to go
Council	Wyndham City Council
Country	Country is a term used by First Nations peoples to refer to the lands, waters and skies to which they are connected through ancestral ties and family origins
Density	Within the context of The Wyndham Plan, density means more choice in the type and affordability of housing available as well as more jobs close to home, it is about delivering a more compact city where more of what people need and want is closer to where they live and they can connect with it easily
Design	Within the context of The Wyndham Plan, design is about the look and feel of the neighbourhood, its residential streets, the local shopping centre, its open spaces and the quality of development. It is about raising the bar on the quality of design to improve liveability and create a sense of place. Good quality design doesn't need to be expensive - in many respects it can be about doing things better and more simply
Diversity	Within the context of the Wyndham Plan, diversity is about creating a variety of places that are safe, vibrant and attractive as well as a neighbourhood that caters to the needs of all age groups, cultures and genders
Wyndham Plan	Wyndham Plan 2040

Term	Meaning
Green lungs	An area of parkland within a town or city, considered in terms of the healthier environment it provides
Infrastructure	Basic facilities and networks needed for the functioning of a local community or broader society
Major Activity Centre	Suburban centres that provide access to a wide range of goods and services. They have different attributes and provide different functions, with some serving larger subregional catchments
Missing middle housing	A range of multi-family or clustered housing types that are compatible in scale with single-family or transitional neighbourhoods. Missing middle housing is intended to meet the demand for walkable neighbourhoods, respond to changing demographics, and provide housing at different price points
Mixed use	Encourages a mixture of different land uses, retail, commercial and residential in the same location or building. To facilitate diversity of land use, group multiple activities and provide longevity of interaction beyond the traditional 9am – 5pm
National employment and innovation clusters	Designated concentrations of employment distinguished by a strong core of nationally significant knowledge sector businesses and institutions that make a major contribution to the national economy and Melbourne's positioning in the global economy'
Open space	Includes land reserved for natural landscape, parklands, recreation and active sports, as well as waterways and bays
Plan Melbourne	Plan Melbourne 2017 – 2050 is a metropolitan planning strategy, by the State Government, that defines the future shape of the city and state over the next 35 years. Integrating long-term land use, infrastructure and transport planning, Plan Melbourne sets out the strategy for supporting jobs and growth, while building on Melbourne's legacy of distinctiveness, liability and sustainability
Planning scheme	A document approved by the Victorian Government, outlines objectives, policies and controls for the use, development and protection of land for each municipality across Victoria
Principal public transport network	A statutory land-use planning tool that supports integrated land-use and transport planning by providing certainty to land-use planners and developers around locations that are and will be served by high-quality public transport
Resilience	The capacity of individuals, communities, institutions, businesses, systems and infrastructure to survive, adapt and grow, no matter what chronic stresses or shocks they encounter
Structure Plan, the	Werribee City Centre Structure Plan 2040
Transit oriented	Compact, walkable, mixed-use communities centred around high-quality train systems. Transit oriented development assists in addressing the growing problems of climate change and global energy security by creating dense, walkable communities that greatly reduce the need for driving and energy consumption
Urban forest	All of the trees and other vegetation in a city as well as the soil and water that supports it.



Term	Meaning
Walkability	The degree to which an environment supports walking as a transport mode, for instance by providing frequent, safe and attractive paths that connect common trip origins and destinations.
Water sensitive urban design	Integrating the urban water cycle into urban design to minimise environmental damage and improve recreational and aesthetic outcomes
Western Region	Includes the municipalities of Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham
Wyndham	Comprises the suburbs and localities of Cocoroc, Eynesbury (part), Hoppers Crossing, Laverton (part), Laverton North, Little River (part), Mambourin, Mount Cottrell (part), Point Cook, Quandong, Tarneit, Truganina (part), Werribee, Werribee South, Williams Landing and Wyndham Vale
Wyndham loop	A public transport loop to service the City Heart/National Employment and Innovation Cluster, integrating development and transport in the central part of the city
Wyndham transport network	Internal transport network connecting the City Heart/National Employment and Innovation Cluster, key activity centres and proposed Neighbourhood Pulses
Wyndham vision	Community aspirations that guide how Council directs the resources under its control, and therefore its work. It sets the direction for future Council policies and work including the Municipal Planning Strategy (formerly named the Municipal Strategic Statement), Municipal Public Health and Well Being Plan, Asset Plan and Long-Term Financial Plan

## Appendix 2

# Key Documents Used To Inform This Structure Plan

### The following internal council documents were used to help inform preparation of this Structure Plan:

- Analysis of select VCAT decisions
- Built form testing
- Economic and Social Assessment
- Healthy streets and complete streets assessment
- Movement and connectivity analysis
- Stakeholder engagement outcomes report
- Stakeholder engagement plan
- Strategic Framework Refresh – Background Report
- Streetscape and public realm study
- Traditional Owner Engagement outcomes report
- Urban Design Study
- Werribee City Centre Plan Refresh – First Community Engagement Report.

### The following publicly available documents were used to

- Wyndham Plan 2040
- Plan Melbourne 2017-2050



