



MARIBYRNONG SHARED VISION SEPTEMBER 2010

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FROM THE MINISTER

The redevelopment of the Maribyrnong Defence Site represents an exceptional opportunity to create a new community incorporating new parks, community facilities, and links to the river while retaining the important heritage and environmental values of this site.

This project will be one of the largest urban infill projects in Victoria. VicUrban, the Victorian Government's land development authority, will oversee the development of the site once the Commonwealth completes remediation.

This Shared Vision is the result of a community consultation program that commenced in 2009, and represents the values and aspirations for the Maribyrnong site. I commend the many residents and community organisations, businesses and the Councils of Maribyrnong and Moonee Valley who have taken part in the consultation process to date.

The Maribyrnong Shared Vision will now inform more comprehensive and sustainable design investigations for the site and VicUrban will seek further public participation in finalising master plan solutions.

This is an historic initiative and I invite all existing and future residents and businesses to continue to provide constructive input to the future planning for this exciting new community.



Justin Madden
Minister for Planning

September 2010

FROM THE VICURBAN CEO

VicUrban is extremely proud to be developing the former Maribyrnong Defence Site embracing the opportunity to return a key piece of Melbourne's past to the community, while providing those elements so vital to the future of the inner west.

As the Victorian Government's land development authority, VicUrban consciously works in collaboration with communities and others to create places that are desirable for people to live, learn, work and visit, today and into the future.

This major urban infill project is a partnership between the Federal and State Government, the delivery of which will be guided by the Maribyrnong Shared Vision, and undertaken in partnership with the private sector.

Community aspirations and feedback have given content and direction to the preparation of the Maribyrnong Shared Vision. VicUrban received many suggestions on what would make this site a great place. The range of responses received reflects a strong level of interest in this project, and passion for outcomes that will add to Maribyrnong and Melbourne's inner west.

The Shared Vision focuses on the high level themes and principles going forward for the redevelopment. Suggestions received regarding the opportunities for specific initiatives will be further explored and agreed in consultation with the community and key stakeholders as part of the master planning process, which we will now commence.

Thank you to the many people who contributed to the preparation of the Maribyrnong Shared Vision. VicUrban looks forward to continuing this journey with the community and stakeholders during the master planning and statutory planning phases, which are expected to occur in the period 2010-2014.

I look forward to receiving your input during this exciting process.



Pru Sanderson
VicUrban CEO

September 2010

INTRODUCTION

This is the Shared Vision for the 128 hectare former Maribyrnong Defence Site, created in consultation with the community.

The Shared Vision will inform master plan investigations. It will also guide future development of the site, to be undertaken in partnership with the private sector.

Located in the Maribyrnong River Valley, this site has been closed to the public for more than 100 years.

Fully realising the opportunities offered by this site isn't something VicUrban could do on its own. We have worked collaboratively with the local community, Maribyrnong and Moonee Valley City Councils and State Government agencies to prepare this Shared Vision.

We asked people to tell us what would make this site a great place to live, visit or spend time at.

The community seeks a future that celebrates the natural and heritage values of the site and in particular its river frontage, while delivering new open space opportunities.

People also want housing diversity that will suit the needs of a wide range of households, and development that would ensure a sustainable future, while contributing to the strength and economic growth of Melbourne's west.

These views are summarised in this document and have helped shape the Shared Vision for the former Maribyrnong Defence Site.

AN INCLUSIVE PROCESS: WHAT WE DID

VicUrban invited the communities of Maribyrnong and Moonee Valley to help shape the Shared Vision for the future of this project to help build local awareness and identify the local community's hopes and aspirations for this important site.

Through a comprehensive consultation program, launched by the Minister for Planning on 9 October 2009, VicUrban sought to secure the community's ideas and feedback. This broad program comprised public events, targeted workshops with community and business stakeholders, a youth workshop with Maribyrnong Secondary College and the opportunity for the local community to provide written feedback on their ideas and aspirations for the site.

The outcomes of this program informed the preparation of a Draft Shared Vision which was released for public feedback in early 2010. Community and stakeholder feedback has been considered in refining and finalising the Shared Vision. Some of these comments have been included at the beginning of each section, and were instrumental in guiding the tone of the Maribyrnong Shared Vision.

This engagement program has also served to promote further opportunities that the community and key stakeholders will have to provide feedback in the subsequent project phases of master planning and statutory planning consultation.

Key development milestones

9th April 2009	Federal Government announces it will sell the site to VicUrban following preparation and remediation.	Early 2010	Draft Shared Vision released for public comment.
July 2009	VicUrban begins preliminary consultation with stakeholder groups and local councils	September 2010	Maribyrnong Shared Vision released. Detailed site planning begins, with ongoing consultation.
9th October 2009	Minister for Planning Justin Madden launches first phase of community consultation, 'Creating a Shared Vision'.	2010 onwards	Master planning and Statutory planning phases. Ongoing consultation.

THE NEXT STEPS

VicUrban intends to develop outline concept plans as part of the two year master planning phase commencing late 2010. This planning phase will reflect the guiding principles of the Shared Vision. VicUrban will consult with the community and stakeholders throughout this phase.



A COLOURFUL HISTORY – a site with many stories



Mrs K Tyach, Maribyrnong Ordnance Factory 1942.
Reproduced with permission of Living Museum of the West.

'I worked at the explosives factory for 8 years... and I always remember the lovely gardens and the great expanse of lawn where we would sit to have our lunch.'



Unlocking this site offers an opportunity to both celebrate its past, while creating future opportunities for the inner west.

Although closed to the public for around 100 years, the former Maribyrnong Defence Site's rich history means many things to many people.

The site has been the source of significant social, cultural and economic activity over the years, from the time Indigenous groups worked a silcrete quarry on the slope of what later became Remount Hill, to the more modern day practice of testing explosives at the ammunitions factory run by the Commonwealth Department of Defence.

The ammunitions factory was also one of the earliest and largest employers of women in Australia, with thousands playing a vital part in the war effort.

The site also contains significant equine history, having been home at various times to Fisher Brothers' stables and stud farm, the Cox Brothers' Maribyrnong Racecourse, and the Department of Defence's Remount Depot, from which Sandy the Light Horse was dispatched during World War 1, being the only horse to return alive.

KEY HISTORICAL DATES

<p>CB and H Fisher establish one of Australia's most famous racing stud farms, constructing Fisher Stables in the late 1880s.</p> <p>1862</p>	 <p>The Commonwealth acquires the site, constructing an explosives factory.</p> <p>1908</p>	 <p>Sandy, the only horse to return from overseas, is thought to be buried on the site.</p> <p>1922</p>
<p>Pre-1830's wurrung country of the Woi Wurrung people.</p>	<p>1892 The Cox brothers purchase the site and establish the Maribyrnong Racecourse.</p>	<p>1912 A Remount Depot supplying cavalry and artillery horses for the army is established in the Fisher Stables building. Horses sent to the front in World War I.</p>
		

Heritage Sources – Godden Mackay Logan Heritage Management Plan 2007 and Department of Transport.

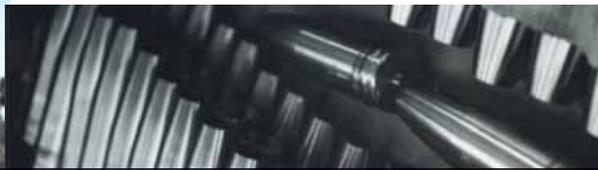
Images

1. Major General Sir W.T. Bridges and his charger Sandy. Mena Camp Egypt 1915. Reproduced with permission of Australian War Memorial.
2. Mrs K. Tyach, Maribyrnong Ordnance Factory 1942. Reproduced with the permission of Living Museum of the West.



Tram extended from Raleigh Road to Cordite Avenue entrance of the Defence Site.

1940



Remount depot closed and factory changes function to explosives recovery and destruction. Female workforce replaced by returned servicemen.

1945



Explosives factory closed. Materials research continues.

1994

The Federal Government announces VicUrban will develop the site, once the Commonwealth Department of Defence has remediated the land.

2009

1942

Explosives production peaks with a workforce of more than 8,000 (approximately 45% of which are women).

1960

Production changes to rocket propellants, assembly of rocket motors and missile components. Laboratory activities expand and spare land is used for other defence related activities including Naval Stores and CSIRO research.

1996

Vacation of site commences, completing in 2002.

2010

Maribyrnong Shared Vision Launched



THE LOCAL COMMUNITY TODAY

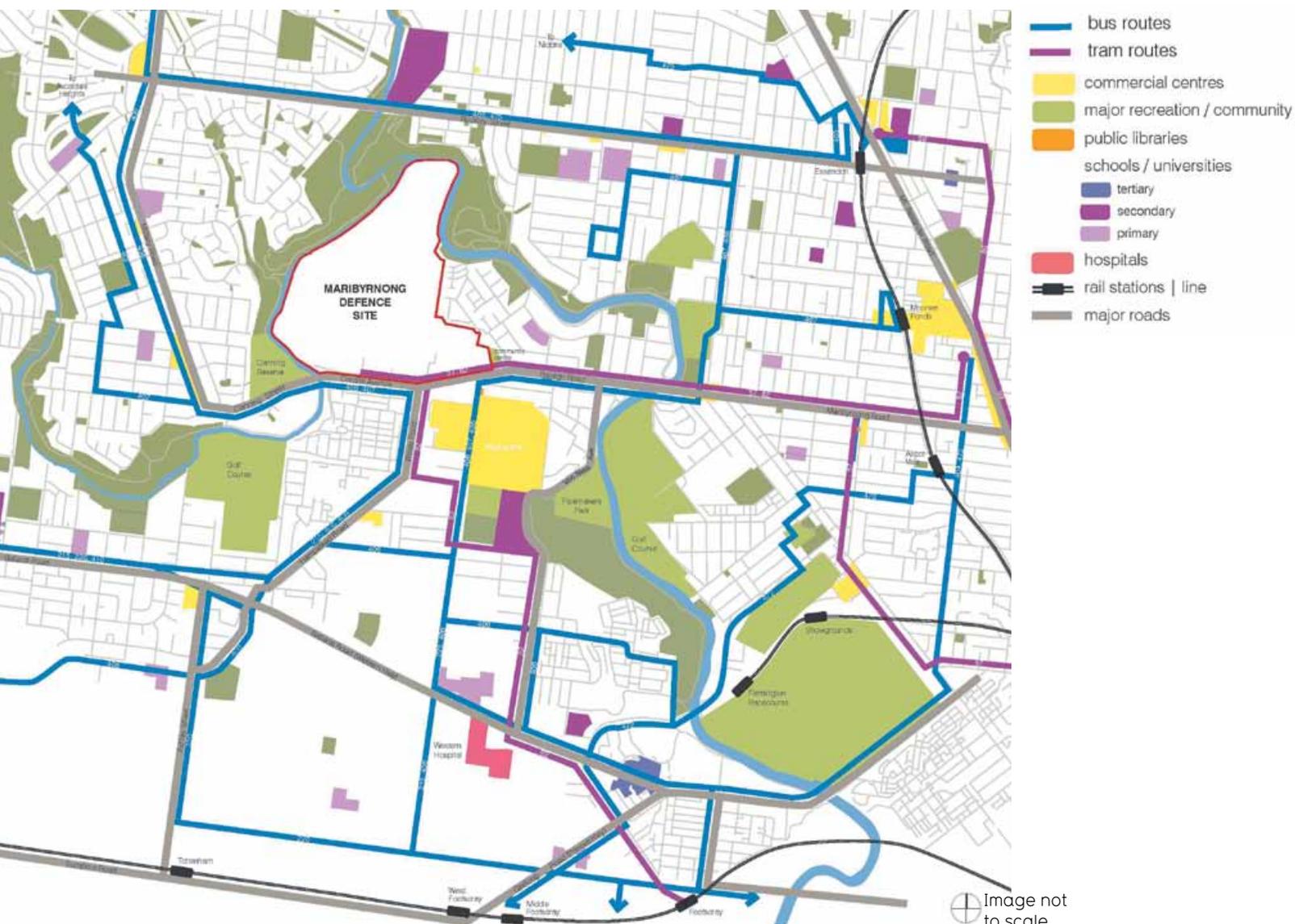
'I love the access to the City.'

The local community incorporates a mix of residents ranging from relatively young and culturally diverse in the immediate neighbourhood of Maribyrnong to older more established communities in the adjacent neighbourhoods of Moonee Valley.

The Maribyrnong municipality is expected to become home to 83,000 residents by 2026 (Melbourne Futures 2008). A new west is emerging with a strong, skilled workforce and new employment and business opportunities. The advantages of being located so close to

the city, airport, ports and education centres are being realised by residents, industries and employers alike. Planning to secure better regional connections is now underway that could link to public transport and rail upgrades in the Footscray Central Activities District.

The Maribyrnong River Valley, together with open space in the neighbouring municipality of Moonee Valley, forms an important landscape corridor and recreation reserve for the inner west.



WHAT'S HAPPENING AROUND THE SITE?

- The Maribyrnong municipality's population is generally younger than the rest of Melbourne and 50% of residents also speak a language other than English. Vietnamese, Cantonese, Greek, Italian and Mandarin are the most common languages, other than English, spoken at home.¹
- In the communities of Moonee Valley, 30% of residents also speak a language other than English with Italian being the most common language, followed by Greek, Vietnamese and Cantonese.²
- Maribyrnong municipality is home to more than 5,392 businesses employing over 35,000 people. The four key industries are education, health, retail and manufacturing. 18% of residents work in the municipality.¹
- Across the river, the City of Moonee Valley is home to 9,954 businesses, with 84% employing less than five people. The key industries are retail trade, public administration, safety, health care and social assistance.³ 20% of residents work in the municipality.²
- 29% of residents over 15 years of age in the municipalities of Maribyrnong and Moonee Valley have either a diploma, advanced diploma, degree or postgraduate qualification.²

Source – ¹Maribyrnong City Council Plan 2009-2013 ²ABS Census 2006
³ABS 8165.0 Counts of Australian businesses (including entries and exits)





THE NEIGHBOURHOOD

The local neighbourhood of Maribyrnong and adjacent communities in Moonee Valley are established communities with strong local identities offering a range of nearby facilities.



Reproduced with permission
of Adult Multicultural Services.



Close to schools and the Maribyrnong Community Centre, the site is also within easy reach of a range of community and cultural facilities which include:

- Pipemakers Park and Living Museum of the West
- Showgrounds and Flemington Racecourse
- Incinerator Arts Complex
- Medway and Riverside Golf Clubs
- Aberfieldie Athletics fields
- Maribyrnong Aquatic Centre

The Maribyrnong River is a prized local feature that is heavily used for walking and cycling, angling, bird and wildlife watching and water based activities.

By unlocking the potential of the former Maribyrnong Defence Site and providing improved access to the riverfront, greater links to surrounding neighbourhoods are also possible.

AN EXCITING OPPORTUNITY – building for the future

‘For the whole community.’

Ideally located to play a key role in the future of the west, Maribyrnong is the gateway to central Melbourne, Port of Melbourne and Docklands. Serviced by tram and bus routes, the Maribyrnong Defence Site offers significant urban regeneration opportunities.

The site is located approximately 10 kilometres from Melbourne’s CBD and within 7 kilometres of the Footscray Central Activity District and three Principal Activity Centres: Highpoint Activity Centre, Sunshine and Moonee Ponds.

VicUrban, the Victorian Government’s land development authority, sees this project as a significant opportunity to address the key goals of the Victorian Government’s Melbourne @ 5 million policy and the Victorian Intergrated Housing Strategy.

Melbourne @ 5 million requires solutions for accommodating more people in established parts of the city, so they can be close to existing jobs, transport, community services and amenities.

This project will be part of that solution, with opportunities for more people living, learning and working locally.

Initial thinking indicates 3,000 new dwellings could be constructed as part of the project, capable of housing around 6,000 people. The final number and form of homes will be determined through the master planning process, which will identify the

appropriate density and mix of housing needed to underpin the future delivery of a vibrant and diverse community. It will also be determined by the final area of the site deemed to be suitable for development.

VicUrban aims to design and develop the site in a way that delivers affordable living by also considering issues such as the cost of transport, access to jobs and services, energy and water use.

Initial estimates indicate that at least 20% of the housing delivered as part of this project will be affordable to low to moderate income households, with the master planning process to determine how best to introduce the right mix of housing product and tenure options to ensure the needs of different households are met.

Works to develop the site will begin once the Commonwealth Department of Defence has remediated the site for appropriate uses. The remediation process is expected to take until at least 2013.

While the remediation takes place, VicUrban will develop its masterplan based on this Vision and in consultation with the community and key stakeholders.

The whole project is expected to take around 10 to 15 years to reach completion, post remediation, depending on the market conditions at that time.

In planning the redevelopment of the former Defence site, VicUrban will seek to:

- Increase housing supply, choice and affordability
- Provide public access to the riverfront and new open space
- Restore and re-use significant heritage buildings on the site
- Deliver a range of community facilities
- Provide employment opportunities



A SHARED VISION FOR THE FUTURE – A new neighbourhood in the west

Together, VicUrban, the community, local Councils and key Government agencies have developed the following Shared Vision:

The Maribyrnong Defence Site will be a place which celebrates the riverfront location, recognises and celebrates the site's rich history and natural landscape, while adding a new dimension to Melbourne's west with diverse and welcoming neighbourhoods for people now and into the future.

Specifically, you wanted and we will seek to deliver the following shared goals:

- Celebrating the river and landscape
- Building on the histories of the site
- A new dimension for Maribyrnong – building on the strengths of the existing community
- A diverse and inclusive community
- An eye to the future

THEME 1

Celebrating the river and landscape

‘Mystery, discovery, tranquility.’



Celebrating the spectacular location of the site and delivering public access to the riverfront, will be fundamental to the creation of a great place to live, work and visit.

The site boasts a natural beauty and with approximately three kilometres of river frontage, presents many opportunities to connect with the water.

Spectacular views abound and the Maribyrnong River's banks and nearby surrounds lend themselves to creating significant open space and recreational opportunities.

Only glimpses of the site's trees and buildings can currently be seen from the river. The fact that the site has been closed to the public since early last century increases the mystery of the site's landscape and industrial heritage.

Of equal importance is the development of riverfront amenities which could include facilities that are sympathetic to this special location.

VicUrban will also seek to maintain and enhance the sustainability of the river.

Key principles:

- Providing public access to the riverfront with opportunities for people to meet and enjoy the unique environment
- Creating a continuation of the open space corridor for the region
- Ensuring diversity of open space opportunities and functions (including opportunities for relaxation, walking and cycling)

THEME 2

Building on the histories of the site

‘A place with a rich history.’



A strong focus on telling the stories of the site, including acknowledging its Indigenous history, will be fundamental to ensuring the place has meaning and is valued.

The re-use and adaption of significant historic features has the potential to create a new future – while celebrating the past. Opportunities include acknowledging the war effort and in particular Sandy, the only horse from the Light Horse Brigade to return from World War 1.

The site will have its own strong identity as a destination, attractive to both the local community and people from the broader region with gathering spaces for community activity and celebration of the site’s history.

Key principles:

- Celebrating Indigenous heritage
- Recognising munitions history, and the significant contribution of women’s work
- Celebrating racing and equine heritage
- Embracing heritage adaption, re-use and interpretation
- Creating a valued place

THEME 3

A new dimension for Maribyrnong – building on the strengths of the existing community

‘Linking the site to the wider area.’

‘Creating a heart in the suburb of Maribyrnong.’



Reproduced with permission of Adult Multicultural Services.



The scale and location of the Maribyrnong Defence Site provides the opportunity to enhance the already strong offerings of the west.

Unlocking the riverfront and providing access to the site for the surrounding communities via new open spaces and pedestrian and cycle links, will contribute to greater integration and community strength.

A vibrant main street catering for commercial and community activities has the potential to build on the growing energy of the west. Places designed to draw the community will breathe new life into the area, creating a new hub for Maribyrnong and its surrounds.

A strong emphasis will be placed on sustainable transport opportunities and reducing reliance on cars. Securing broad support for connections to other areas, particularly centres of work, will complement the push for public and private investment to help move people between key locations.

Key principles:

- Contributing to the new energy of the west
- Streets which are safe for walking and cycling
- Connections which are sympathetic with the surrounding neighbourhoods
- Reduce reliance on cars
- Creating a great main street, with a mix of community and commercial opportunities

THEME 4

A diverse and inclusive community

‘Attract local skills and keep people here.’

‘I can feel the mixture of old and young people.’



The community wants this site to reflect the diversity and enterprise of the west: to be a welcoming and inclusive place that attracts a mix of households, cultures, ages and incomes.

A prosperous place means creating employment, education and business opportunities as part of a thriving, resilient local economy.

A wide diversity of housing reflecting the diverse mix of the west, together with community facilities to meet local needs will underpin the creation of a place with a strong quality of community life.

Key principles:

- Providing a wide range of housing options
- Creating opportunities for jobs, education and business in the local area
- Developing a safe and welcoming environment
- Delivering community facilities that respond to the diversity of community needs

THEME 5

An eye to the future

‘A development and community which leads by example.’



There is broad support for ensuring that the Maribyrnong Defence Site becomes a benchmark in sustainable urban design and green living principles.

Incorporating these elements as part of a comprehensive sustainable design solution during the master planning phase will be key to providing an outcome that leads best practice and capitalises on the most up-to-date technology and work practices.

During the community and stakeholder consultation phase housing design, technology, energy and water use and waste treatment were mentioned as prime opportunities to demonstrate leadership through innovative solutions.

Through careful planning we can also promote healthy lifestyles that involve more walking and cycling and less reliance on the use of private cars. We will also seek to deliver opportunities that facilitate a more sustainable lifestyle with more people living, learning and working locally.

Key principles

- Investigating and investing in environmental innovation
- Reducing potable water consumption and carbon pollution
- Healthy lifestyles
- Sustainable lifestyles

THE NEXT PHASE

Finalising the Shared Vision is only the first phase of VicUrban’s commitment to consult with the community.

Community input will also be sought during the master planning and statutory planning phases which are expected to occur in the period 2010-2014.

VicUrban will seek community and stakeholder input via:

- Public information displays
- Feedback
- Workshops with local groups and businesses

To obtain updates and further information:

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Email maribyrnong.enquiries@vicurban.vic.gov.au
Website www.vicurban.com/maribyrnong
Write to VicUrban
 GPO Box 2428
 MELBOURNE VIC 3001

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ساعدونا على إقامة مكان عظيم
 للحصول على المساعدة في الترجمة، قوموا بتقديم
 رأيكم أو أحصلوا على مزيد من المعلومات عن خطط
 VicUrban للمستقبل موقع ماريبيرنونغ للدفاع، يرجى
 الاتصال على 9280 0773.

帮助我们做好用地规划
 针对VicUrban对Maribyrnong国防用地的未来规划，如果您需要翻译协助、提供反馈意见或了解更多信息，请致电9280 0773。

Βοηθήστε μας να κάνουμε ένα σπουδαίο τόπο
 Για να αποκτήσετε μεταφραστική βοήθεια, να σχολιάσετε ή για να αποκτήσετε περισσότερες πληροφορίες για τα ΣΧΕΔΙΑ της VicUrban για το μέλλον του Στρατοπέδου Maribyrnong παρακαλώ τηλεφωνήστε στο 9280 0773.

Aiutateci a costruire un posto meraviglioso
 Per la traduzione, per esprimere il vostro parere o per chiedere ulteriori informazioni sui PIANI di VicUrban per il futuro del terreno *Maribyrnong Defence Site* telefonate al 9280 0773.

Помогнете ни да направиме убаво место
 За да добиете помош со преведувањето, да дадете мислење или за да добиете натамошни информации за VicUrban’s PLANS за иднината на теренот за одбрана во Марибирнонг ве молиме јавете се на 9280 0773.

Nagu caawi sameynta meel wanaagsan
 Si aad u hesho caawimaada turjumaada qoraalka ah, bixi natiijo celin ama ka hel macluumaad dheeraad ah VicUrban’s PLANS ee Mustaqbalka Goobta Difaaca ee Maribyrnong fadlan taleefankan u soo dir 9280 0773.

Giúp chúng tôi xây dựng một nơi lý tưởng
 Muốn nhờ người thông dịch, muốn đóng góp ý kiến hay muốn biết thêm thông tin về CÁC KẾ HOẠCH của VicUrban cho tương lai Địa Điểm Quốc Phòng Maribyrnong, xin gọi số 9280 0773.

POCKET

