



Places Victoria



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# DOCKLANDS

COMMUNITY AND PLACE PLAN  
JULY 2012





Places Victoria



Produced by Places Victoria  
and City of Melbourne  
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# DOCKLANDS

COMMUNITY AND PLACE PLAN  
JULY 2012



# MINISTER'S FOREWORD



The Honourable Matthew Guy MLC  
Minister for Planning

**NOT SO LONG AGO, DOCKLANDS WAS A FORGOTTEN PART OF OUR CITY WITH DISUSED RAIL AND PORT INFRASTRUCTURE; A FORGOTTEN PART OF MELBOURNE. OVER THE PAST DECADE WE HAVE SEEN DOCKLANDS TRANSFORM FROM A DERELICT WASTELAND INTO THE THRIVING AREA WE KNOW TODAY.**

In the 1990s the challenge was how to stimulate private sector investment in building a new part of Melbourne; finally connecting its central business district with the water. The State Government saw Docklands as a project to drive economic vitality back into the State.

And drive economic vitality it has. With more than 50 per cent still to be developed, Docklands has already attracted more than \$8.5 billion worth of private investment to the area, and is expected to attract another \$9 billion by 2025. Docklands is now home to more than 7,000 residents, 29,000 workers, and a destination for millions of visitors annually.

The past 12 months has seen Docklands experience the strongest development in its 12-year history with more than \$2.4 billion worth of private development under construction across 16 projects including approximately 1,500 apartments.

Docklands has driven Melbourne's competitive advantage over other Australian cities by being able to offer high-profile businesses large tracts of land for development right on the doorstep of the CBD, attracting more than 40 major corporations to Docklands. This, in-turn, is supporting increasing street-level activity and retail opportunities.

With the foundations now laid in Docklands, the next ten years of development and beyond is about delivering the infrastructure needed for the evolving Docklands community.

This document outlines those key community infrastructure projects that will underpin Docklands' continued success well into the future to create a place for people.

# LORD MAYOR'S FOREWORD



The Right Honourable Robert Doyle  
Lord Mayor of Melbourne

**IN THE PAST 10 YEARS DOCKLANDS HAS BECOME A THRIVING COMMUNITY, WITH INCREASING NUMBERS OF PEOPLE CHOOSING THE WATERFRONT FOR THEIR HOMES OR BUSINESSES. WHILE THE FIRST DECADE OF DOCKLANDS FOCUSED ON DEVELOPMENT AND BUILDINGS, THE SECOND DECADE WILL CENTRE AROUND THE PEOPLE OF DOCKLANDS.**

We are pleased to bring Melbourne's unique sense of community to Docklands through imaginative, well-designed places for this ever-changing precinct.

While our financial investment is significant, equally important is our commitment to meaningful engagement and partnerships in Docklands. A fine example is the recent release of the Docklands Public Realm Plan, a blueprint for the development of local public space.

The City of Melbourne has consistently advocated for community facilities and imaginative public spaces for the growing Docklands population. Docklands extends our city to the waterfront and, together with our partners, we're working hard to blend its maritime character with improved spaces and new cultural attractions. In speaking with many in the community, we've identified several priorities: enhanced public spaces, including more outdoor seating and barbecues, smaller and sheltered spaces, waterside attractions and markets, a primary school and business networks.

Several exciting community projects are already being delivered in Docklands including the Library and Community Centre, and many pedestrian improvements. I encourage you to read this Plan and stay involved with all the exciting proposals planned for the Docklands community in the years to come.





# INTRODUCTION

## MELBOURNE DOCKLANDS - THE TRANSFORMATION

**THE AREA NOW KNOWN AS DOCKLANDS WAS ONCE A HUNTING AND MEETING PLACE FOR LOCAL ABORIGINAL PEOPLE BEFORE IT BECAME ONE OF VICTORIA'S FIRST AND BUSIEST PORTS. THE LAST 10 YEARS HAS SEEN DOCKLANDS TRANSFORM FROM A DISUSED AND DERELICT PART OF THE CITY INTO A NEW HARBOURSIDE DESTINATION AND KEY DRAWCARD FOR BUSINESS, RESIDENTS AND VISITORS.**

Following consultation with Melbourne's community and key stakeholders, the State Government made a commitment to redevelop Docklands in 1995.

Construction commenced in Docklands in 1997 with the building of a new stadium, which triggered the construction of other key infrastructure that would ultimately see Docklands become part of the central city. In 2000, construction of Docklands' first homes started in Yarra's Edge and NewQuay, making way for more than 7,000 residents who now call the area home.

To date Docklands has attracted more than \$8.5 billion worth of private investment, with many major corporations, including NAB, ANZ, AXA, Channel 7, Channel 9, the Australian Taxation Office, Myer, Melbourne Water and Fairfax relocating to Docklands, and bringing with them close to 29,000 workers each day. This is evidence of the strong Victorian economy and the Government's success in opening up prime real estate right on the city's doorstep.

Docklands has an established reputation for leadership in environmentally sustainable commercial buildings, water sensitive urban design and a substantial public art program.

Millions of visitors come to the area each year to see a game or event at Etihad Stadium, to share in the waterfront festivities, or to discover Docklands' many and varied restaurants, cafes and bars and retail stores.

While Docklands continues to transform into a modern residential, commercial and visitor destination, this 190 hectare site – the same size as the original central business district, including 44 hectares of water – plays an increasingly important role in the growth of Melbourne as a global city, helping secure it as the world's most liveable city in 2011.

## WORKING TOGETHER FOR DOCKLANDS



### **AS DOCKLANDS ENTERED ITS SECOND DECADE OF DEVELOPMENT, THE TIME WAS RIGHT TO ENGAGE WITH THE BROADER COMMUNITY AND KEY STAKEHOLDERS TO OBJECTIVELY EXAMINE ALL ASPECTS OF ONE OF AUSTRALIA'S LARGEST URBAN RENEWAL PROJECTS.**

In 2010, the City of Melbourne and Places Victoria (successor to VicUrban) embarked on a community engagement program to determine and test the community priorities for development during Docklands' second decade.

The community's input, together with in-depth planning and design studies, helped shape the shared vision for Docklands' future, to create a place for people; a place where liveability is a priority, made possible by quality community infrastructure, welcoming open spaces, interactive street frontages and a vibrant waterfront destination for recreation and leisure.

Drawing together ideas from the community, lessons from the first decade and future sustainability measures, this document sets out clear directions and actions for Docklands over the next 10 years and beyond. It also signals a longer-term evolution for growth in the coming

decades. As Docklands' population increases (to an expected 60,000+ workers and 20,000 residents by 2025), joint planning together with neighbouring future growth areas, such as Fishermans Bend, E-Gate and North Melbourne, will help to consolidate Docklands' future as a thriving community.

As Docklands continues to evolve, this Docklands Community and Place Plan will be a key reference document, informing the Urban Design Framework and the Melbourne Planning Scheme. It will ensure the shared vision, key directions and community priorities are embedded in the future planning for Docklands and integrated with the Future Melbourne Community Plan, the Council Plan and Annual Budget, and Places Victoria's Corporate Plan and Business Plan for Docklands.

This document outlines those projects that Places Victoria and the City of Melbourne are committed to delivering or partnering to deliver over the next 10 years and beyond, ensuring the delivery of priority community and place projects. Above all, this document aims to inspire partnerships with the community and attract new partnerships for key growth projects.





# ABOUT DOCKLANDS' COMMUNITY

**DOCKLANDS NOW BOASTS ONE OF THE FASTEST GROWING POPULATIONS OF RESIDENTS, WORKERS AND VISITORS IN VICTORIA. DESIGNED AS A PLACE FOR PEOPLE, THE COMMUNITY'S INVOLVEMENT IN ONGOING PLANNING AND DECISION-MAKING IS ESSENTIAL TO HELP SHAPE DOCKLANDS AND BRING LIFE TO THE AREA.**

Since the first residents moved into Docklands in 2001, the population has grown from approximately 650 residents to more than 7,000 today. There are now over 5,400 dwellings built or under construction in Docklands. By 2025 the number of residents is expected to grow to more than 20,000, attracted by the different range of housing options and accessible community facilities that will be on offer.

Many of Australia's leading corporations have set up head offices in Docklands, increasing the number of workers from 600 in 2002 to more than 29,000 today. By 2025, the number of workers travelling to Docklands each day is expected to increase to more than 60,000.

	2001	2006	2012	2025
Residents	658	3,936	7,000	20,000
Workers	600	6,000	29,000	60,000+

Source: Places Victoria

# STATE GOVERNMENT AND PLACES VICTORIA



Places Victoria

**THE STATE GOVERNMENT, UNDER THE MINISTER FOR PLANNING, IS THE RESPONSIBLE PLANNING AUTHORITY FOR DEVELOPMENTS IN DOCKLANDS OVER 25,000 SQM. PLACES VICTORIA, ON BEHALF OF STATE GOVERNMENT, MANAGES THE DELIVERY OF DEVELOPMENT IN DOCKLANDS.**

Places Victoria (successor to VicUrban) is the Victorian Government's land development agency, helping to meet the challenges of population growth and increased housing demand. Places Victoria facilitates large-scale urban renewal – for residential and mixed-use purposes – within established areas of Melbourne and strategic locations in regional Victoria.

Its activities promote housing affordability and diversity and best practice in urban and community design.

Places Victoria uses commercial skills to deliver housing choice to the market, increasingly in established areas, providing partnership opportunities for the private sector and encouraging the delivery of high quality, affordable and sustainable dwellings.

The name, Places Victoria, reflects the organisation's emphasis on creating communities right throughout Victoria with a particular emphasis on urban renewal.

# CITY OF MELBOURNE



CITY OF MELBOURNE

**IN 2007, DOCKLANDS WAS OFFICIALLY INTEGRATED INTO THE MUNICIPALITY OF THE CITY OF MELBOURNE, BECOMING THE CITY'S YOUNGEST NEIGHBOURHOOD. THE CITY OF MELBOURNE'S RESPONSIBILITY IS TO PLAN FOR THE CONTINUING GROWTH IN DOCKLANDS, WHILE DELIVERING QUALITY COMMUNITY SERVICES AND PROGRAMS TO ENSURE THE AREA'S PROSPERITY AND SUSTAINABILITY.**

In July 2010, the City of Melbourne became the responsible planning authority for developed areas in Docklands. The City of Melbourne will continue to acknowledge the important role that Docklands plays in the strategic development of the whole city through the Municipal Strategic Statement. The City of Melbourne focuses on generating long-term quality outcomes, promoting multi-centred, mixed-use compact city living. The City of Melbourne also focuses on providing well-designed public spaces and buildings that will thrive economically and improve the quality of life for residents and workers, while welcoming visitors.

The City of Melbourne supports diverse housing alternatives that meet the needs of Melbourne's existing and future population, using commercially viable models of development.

On 29 June 2012, the Minister for Planning announced that the City of Melbourne would become the responsible planning authority for developments in Docklands below 25,000 sqm.



**DOCKLANDS SHARED VISION**

**‘IN 2020, MELBOURNE DOCKLANDS WILL BE AN INTEGRAL PART OF A CREATIVE, WELL-CONNECTED 21ST CENTURY CITY. IT WILL CONTINUE TO BE A KEY DRIVER OF MELBOURNE’S ECONOMY AND OFFER A UNIQUE URBAN WATERFRONT, WHICH REFLECTS MELBOURNE’S ELEGANCE, DIVERSITY AND CULTURE.’**



# DELIVERING THE NEXT ERA OF DEVELOPMENT IN DOCKLANDS



**MORE THAN 3,700 PEOPLE WERE INVOLVED IN THE PREPARATION OF THE SECOND DECADE OF DOCKLANDS DRAFT SHARED VISION FOR DOCKLANDS, WHICH WAS LAUNCHED IN OCTOBER 2010. MORE THAN 2,000 PEOPLE SHARED THEIR VIEWS AND IDEAS ABOUT THEIR PRIORITIES FOR THE NEXT 10 YEARS OF URBAN RENEWAL AT DOCKLANDS.**

The Shared Vision that emerged after extensive engagement is supported by three key themes:

Theme 1:

**CAPTURING THE ESSENCE OF MELBOURNE**

Theme 2:

**EMBRACING MELBOURNE'S WATERFRONT**

Theme 3:

**CREATING A 21ST CENTURY CITY**

Under each key theme is a series of strategic directions, which have been tested and supported by the community, culminating in an agreed set of community priorities and projects that will ensure Docklands continues to evolve as a place where people want to live, visit and do business.

The City of Melbourne, State Government and Places Victoria, together with the public and private sector, will invest in and realise a wide range of projects as outlined in this document.

# STRATEGIC DIRECTIONS

THE NINE STRATEGIC DIRECTIONS OUTLINED BELOW (PAGES 24 TO 45) ARE GROUPED UNDER THE THREE THEMES: CAPTURING THE ESSENCE OF MELBOURNE; EMBRACING MELBOURNE'S WATERFRONT; AND CREATING A 21ST CENTURY CITY.

THERE IS A HIGH LEVEL OF INTERCONNECTEDNESS BETWEEN EACH OF THE STRATEGIC DIRECTIONS, REINFORCING THE COMMITMENT TO A HOLISTIC OUTCOME FOR DOCKLANDS.

## CAPTURING THE ESSENCE OF MELBOURNE

- 1 A PLACE FOR COMMUNITY AND EVERYDAY ACTIVITIES
- 2 CULTURAL VITALITY AND CREATIVITY
- 3 DIVERSE, COMFORTABLE AND ACTIVE PUBLIC SPACES





## EMBRACING MELBOURNE'S WATERFRONT

4 A WATERFRONT HERITAGE

5 HARBOUR DESTINATION

6 CONNECTED DOCKLANDS

## CREATING A 21<sup>ST</sup> CENTURY CITY

7 AN ECO DOCKLANDS

8 THRIVING BUSINESS COMMUNITY

9 DIVERSE RESIDENTIAL COMMUNITY

# COMMUNITY PRIORITIES

**FLOWING ON FROM THE STRATEGIC DIRECTIONS ARE MORE THAN 70 COMMUNITY PRIORITIES THAT WILL GUIDE DEVELOPMENT PROJECTS IN DOCKLANDS OVER THE NEXT 10 TO 15 YEARS, WITH AN EMPHASIS ON PROJECTS THAT ENHANCE PUBLIC PLACES AND ENABLE COMMUNITY ACTIVITIES IN DOCKLANDS. THESE COMMUNITY PRIORITIES WILL BE MONITORED AND UPDATED AS DOCKLANDS EVOLVES INTO A THRIVING COMMERCIAL, RESIDENTIAL AND VISITOR HUB.**

Community feedback strongly reinforces the importance of community services and facilities, and the delivery of more comfortable, functional and intimate public spaces and amenities. Of greatest importance to the community are priorities that encourage community interaction and everyday activities, while ensuring Docklands develops its own diverse and rich characteristics as a harbour-side destination.

The top six community priorities as identified by the community during consultation are:

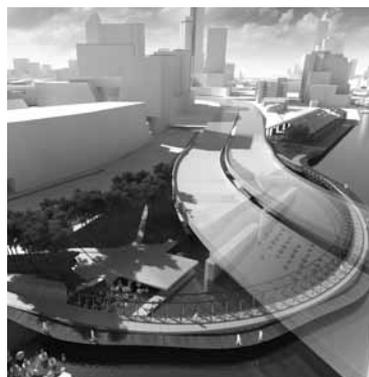
- enhanced public spaces throughout Docklands, including Docklands Park, by providing more outdoor seating, shelters, drinking fountains, barbeques, picnic tables, rest areas and viewing platforms
- the Docklands Library and Community Centre
- a public primary school in or very near Docklands, co-located with appropriate community services
- business networks in key local centres in Docklands to promote local businesses and enterprises
- smaller, sheltered and more intimate public spaces that encourage interaction, and
- waterside attractions including seafood, farmers' and night markets, and cultural destinations and attractions.



Running and Walking Tracks



Docklands Library and Community Centre (artists impression)



Jim Stynes Bridge - Pedestrian and Cyclist Underpass Link (artists impression)



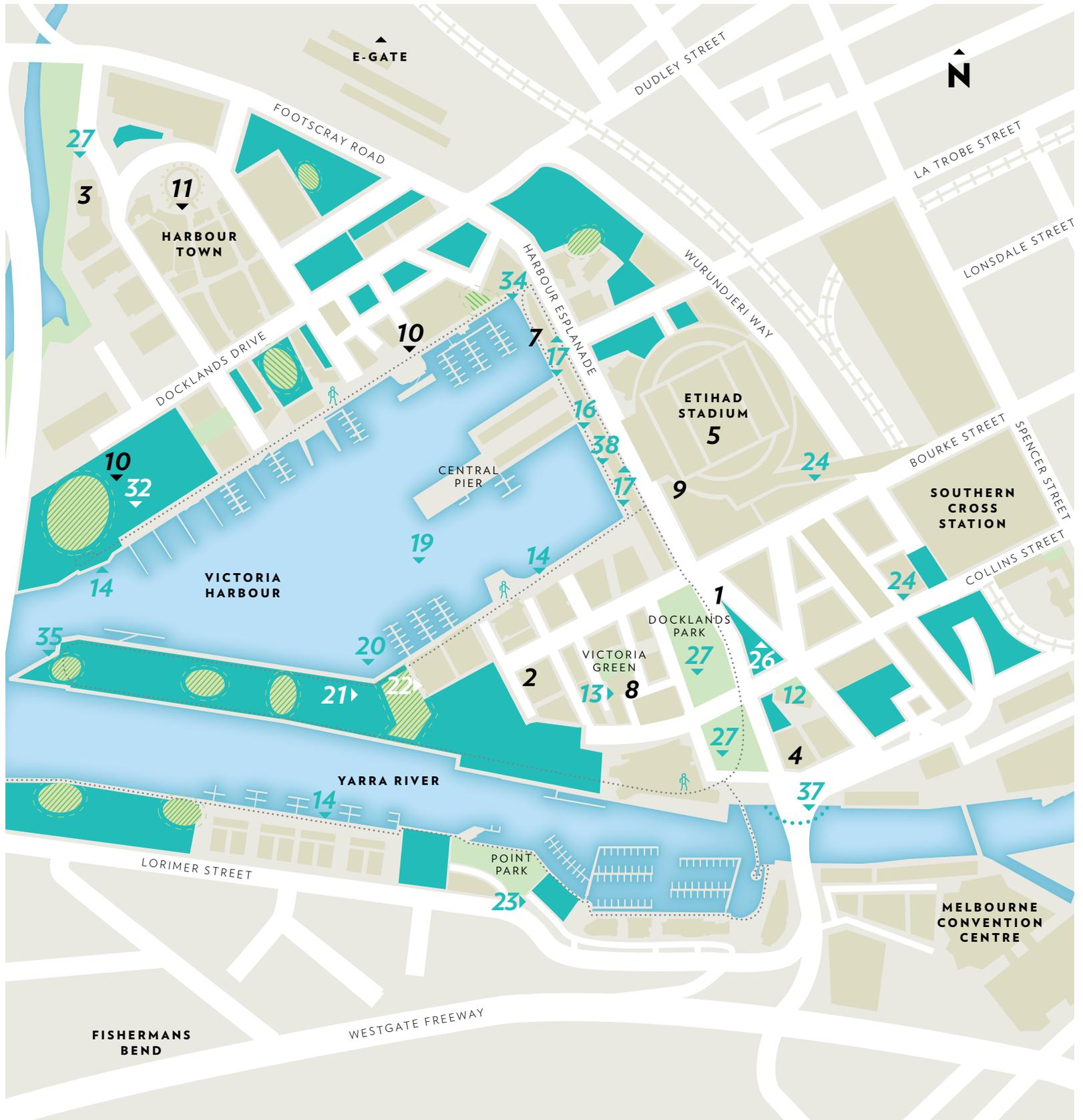
Community Garden at Victoria Harbour

The community's input, together with in-depth planning and design studies, have helped shape a range of community and place projects to be delivered in Docklands over the next 10 to 15 years. These projects, outlined on pages 21 and 22, (and in more detail within the *Docklands Community and Place Plan – A Guide* at [www.docklands.com](http://www.docklands.com)), are those projects that Places Victoria and the City of Melbourne are committed to delivering or partnering to deliver over the next 10 years and beyond, ensuring the delivery of priority community and place projects.

Several exciting community projects, which have been tested and supported through this consultation process, are already being delivered in Docklands including the Docklands Community Garden which opened recently. In the next two years, the City of Melbourne and Places Victoria, together with the private and public sector, will begin delivering a raft of community infrastructure projects which will create a sense of place in Docklands including multi-purpose ball courts, the Library and Community Centre, a boating hub, and pedestrian improvements.

As these projects are realised, new projects will be identified and developed by Places Victoria, the City of Melbourne, businesses and the community in response to changing community needs.

For a full list of the community infrastructure projects to be delivered in Docklands over the next 10 years and beyond, including funding partners and anticipated delivery periods, please refer to the *Docklands Community and Place Plan – A Guide* at [www.docklands.com](http://www.docklands.com)



# COMMUNITY AND PLACE PROJECTS FOR THE DOCKLANDS COMMUNITY

## SOME OF THE IMPORTANT COMMUNITY INFRASTRUCTURE PROJECTS TO BE DELIVERED OVER THE SHORT, MEDIUM AND LONG TERM FOR DOCKLANDS INCLUDE:



### KEY

- ✧ Not shown on map
-  Future green/open space (indicative size only)
-  Existing green/open space
-  Completed or under construction
-  Future development

*NOTE: Locations are indicative only. This guide will continue to evolve as development continues in Docklands over the next 10 to 15 years.*

*Docklands Community and Place Plan – A Guide*

### EXISTING

- 1 The Hub @ Docklands (temporary building)
- 2 The Harbour Family & Children's Centre
- 3 Medibank Icehouse
- 4 Kangan Institute
- 5 Etihad Stadium
- ✧ 6 Public Berths (various locations)
- 7 Sea Light Water Pavillion (temporary installation)
- 8 Community Garden at Victoria Harbour
- 9 Melbourne City Sports
- 10 Multi-Use Space (eg. markets and event spaces)
- 11 Southern Star Observation Wheel

### PROPOSED

- 12 Fox Classic Car Collection
- 13 Garden Shelter
- 14 Running and Walking Tracks
- ✧ 15 Facilities to Support Recreational Fishing
- 16 Temporary Markets
- 17 Harbour Esplanade Redevelopment
- ✧ 18 Water Based Artworks (installation)
- 19 Floating (barge) Stage for Events
- 20 Community Recreational Swimming Pool
- 21 Community Boating Hub at Victoria Harbour

- 22 Docklands Library and Community Centre
- 23 Neighbourhood Community Centre at Yarra's Edge
- 24 Pedestrian Routes
- ✧ 25 Spaces for Community and Creative Enterprises
- 26 Outdoor Multi-Purpose Courts
- 27 Park Improvements
- ✧ 28 Water Ferries
- ✧ 29 Improved Way-Finding Signage
- ✧ 30 Aboriginal Heritage Trail
- ✧ 31 Maritime Heritage Trail
- 32 Community and Sporting Facility in North-West Docklands
- ✧ 33 Potential School Site (subject to feasibility by DEECD)
- 34 Exhibition Venue
- 35 Public Viewing Platform at Victoria Harbour Control Tower
- ✧ 36 Place of Worship
- 37 The Jim Stynes Bridge – Pedestrian and Cyclist Underpass Link
- 38 The Glass House (temporary activation)

For a full list of the community infrastructure projects to be delivered in Docklands over the next 10 years and beyond, including funding partners and anticipated delivery periods, please refer to the *Docklands Community and Place Plan – A Guide* at [www.docklands.com](http://www.docklands.com)



# CAPTURING THE ESSENCE OF MELBOURNE

**1 A PLACE FOR COMMUNITY  
AND EVERYDAY ACTIVITIES**

**2 CULTURAL VITALITY  
AND CREATIVITY**

**3 DIVERSE, COMFORTABLE AND  
ACTIVE PUBLIC SPACES**

# CAPTURING THE ESSENCE OF MELBOURNE

## 01 | A PLACE FOR COMMUNITY AND EVERYDAY ACTIVITIES

AS DOCKLANDS' RESIDENTIAL AND WORKER POPULATION CONTINUES TO GROW AND EVOLVE, THE DELIVERY OF FLEXIBLE AND RESPONSIVE COMMUNITY FACILITIES AND SERVICES IS CRITICAL TO ENSURE AN INCLUSIVE AND HEALTHY LIFESTYLE FOR ALL AND TO CONTINUE TO ATTRACT AND SUPPORT MORE DIVERSE HOUSEHOLDS TO THE AREA.





## COMMUNITY PRIORITIES

- 01** Deliver a Docklands library and community centre for all ages
- 02** Partner to deliver a public primary school in or very near Docklands, co-located with appropriate community services
- 03** Deliver a civic hub at Victoria Harbour that provides social and recreational opportunities for the local community
- 04** Continue to facilitate the delivery of childcare services to support a growing residential and working community
- 05** Deliver maternal and child health services
- 06** Partner to deliver a neighbourhood community space in Yarra's Edge
- 07** Partner to deliver a place of worship in Docklands
- 08** Deliver an online venue information service that provides community groups and event organisers with easily accessible information regarding available venues and sites for hire
- 09** Partner to deliver outdoor and indoor high-quality community sports and recreation facilities, whilst exploring community use of existing buildings and facilities
- 10** Deliver a park in north-west Docklands, providing a range of active recreational activities
- 11** Deliver productive landscapes in appropriate locations
- 12** Facilitate the delivery of primary healthcare facilities and services in Docklands
- 13** Deliver free wireless internet within community facilities
- 14** Deliver larger event spaces (eg. Harbour Esplanade).



# CAPTURING THE ESSENCE OF MELBOURNE

## 02 | CULTURAL VITALITY AND CREATIVITY

**DOCKLANDS WILL OFFER ITS RESIDENT, WORKER AND VISITOR POPULATION A RANGE OF PLATFORMS AND FACILITIES TO PROMOTE CULTURAL VITALITY AND CREATIVITY INCLUDING OPPORTUNITIES FOR PERFORMANCE AND EXHIBITION; STUDIOS AND WORKPLACES FOR ARTISTS; AND FACILITIES WHERE COMMUNITY GROUPS CAN PARTICIPATE IN CULTURAL ACTIVITIES.**





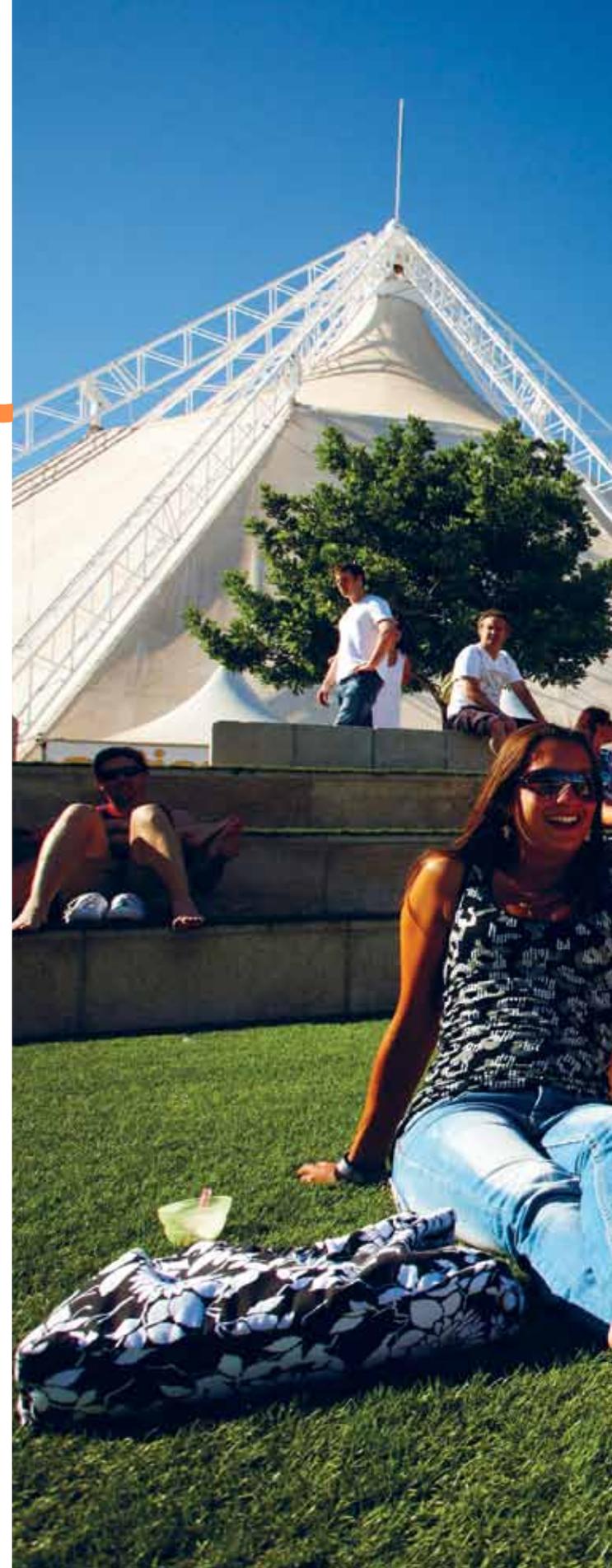
## COMMUNITY PRIORITIES

- 01** Partner to deliver open and enclosed activity and event spaces, including a theatrette or performance venue
- 02** Partner to deliver significant cultural destinations and attractions to Harbour Esplanade and Central Pier
- 03** Partner to deliver long-term tenancies for arts and cultural organisations
- 04** Partner to deliver short-term artist-run initiatives and other creative initiatives by Melbourne's creative communities
- 05** Deliver high quality cultural and arts programs in Docklands
- 06** Partner to deliver clusters of affordable studios, workplaces for artists and creative industries
- 07** Deliver the 'Pavilions Program', a Docklands Art Fund initiative, to encourage outdoor community activities
- 08** Partner to deliver a series of outstanding international public art events; an initiative of the Docklands Art Fund.

# CAPTURING THE ESSENCE OF MELBOURNE

## 03 | DIVERSE, COMFORTABLE AND ACTIVE PUBLIC SPACES

DOCKLANDS WILL PROVIDE A WELL-DISTRIBUTED AND WELL-LINKED NETWORK OF PARKS, SQUARES AND WATERFRONT SPACES TO SUPPORT A DIVERSE ARRAY OF EXPERIENCES AND USES, APPROPRIATE TO THE LOCAL CONTEXT AND TO THE WIDER NETWORK OF PUBLIC SPACES IN MELBOURNE. STREETS, LANEWAYS, INTIMATE SPACES AND PROMENADES WILL PLAY A SIGNIFICANT ROLE IN CAPTURING THE ESSENCE OF MELBOURNE IN DOCKLANDS.





## COMMUNITY PRIORITIES

- 01** Facilitate and deliver smaller, sheltered and more intimate public spaces that encourage interaction
- 02** Ensure new buildings, public open spaces and infrastructure enhance and complement the distinctive characteristics of Docklands
- 03** Partner to deliver play spaces in Docklands that cater for different age groups
- 04** Deliver a variety of jogging and walking routes across Docklands
- 05** Increase tree canopy cover as well as the quality and quantity of green spaces
- 06** Reduce the 'urban heat island effect' by developing public spaces that foster more comfortable thermal conditions
- 07** Deliver enhanced and safe public spaces throughout Docklands.

DOCKLANDS | By the water



# EMBRACING MELBOURNE'S WATERFRONT

4 A WATERFRONT HERITAGE

5 HARBOUR DESTINATION

6 CONNECTED DOCKLANDS

# EMBRACING MELBOURNE'S WATERFRONT

## 04 | A WATERFRONT HERITAGE

FROM A MEETING PLACE FOR ABORIGINAL COMMUNITIES, THROUGH TO A THRIVING PORT FOR EARLY SETTLERS, DOCKLANDS HAS MANY FASCINATING LAYERS OF HISTORY THAT GIVE IT A UNIQUE PLACE IN VICTORIA'S STORY. AS DOCKLANDS FLOURISHES INTO A BUSINESS, RESIDENTIAL AND VISITOR DESTINATION, IT'S IMPORTANT THAT ITS WATERFRONT HERITAGE IS PRESERVED, INTEGRATED, CELEBRATED AND MADE ACCESSIBLE TO THE BROADER COMMUNITY.





## COMMUNITY PRIORITIES

- 01** Continue to protect heritage listed buildings and facilitate appropriate adaptation to new uses, including community use and access where possible
- 02** Partner to deliver 'living heritage' programs and opportunities for community participation in heritage experiences
- 03** Partner to investigate the reintroduction of heritage buildings for new uses along Harbour Esplanade
- 04** Deliver a community boating hub in Docklands to accommodate longstanding community boating organisations
- 05** Deliver place names that celebrate the rich history of Docklands, (e.g. Batman's Hill)
- 06** Partner to document, deliver and promote information about Docklands' history and heritage
- 07** Continue to facilitate the delivery of public art that celebrates Docklands' history
- 08** Deliver the Docklands Aboriginal Heritage Trail, a Docklands Arts Fund initiative that celebrates Aboriginal and Torres Strait Islander heritage and other stories
- 09** Partner to deliver heritage trails throughout Docklands (eg. maritime)
- 10** Continue to accommodate recreation activities that have long occurred in the area, such as fishing
- 11** Facilitate the development of berths for heritage vessels, including the Alma Doepel, which offer community and educational programs and encourage potential links to Polly Woodside and Mission to Seafarers.



# EMBRACING MELBOURNE'S WATERFRONT

## 05 | HARBOUR DESTINATION

**SURROUNDED BY MORE THAN 40 HECTARES OF WATER AND LINKED TO PROMINENT WATERWAYS SUCH AS THE YARRA RIVER, MOONEE PONDS CREEK AND VICTORIA HARBOUR, THERE IS AN OPPORTUNITY FOR DOCKLANDS TO INCREASE ITS PROMINENCE AS A WATERSIDE DESTINATION, OFFERING RECREATIONAL AND EVENT OPPORTUNITIES THAT ATTRACT A WIDE CROSS-SECTION OF PEOPLE, EVERYDAY OF THE YEAR.**





## COMMUNITY PRIORITIES

- 01** Partner to develop Harbour Esplanade and Central Pier as a significant public destination of regional importance, with maritime attractions such as seafood markets, and public and commercial boating
- 02** Facilitate the delivery of regular attractions adjacent to the water, including farmers' markets and night markets
- 03** Partner to deliver a range of affordable and accessible recreational activities and community events on and near the water, including boat-for-hire operations
- 04** Facilitate the delivery of community recreational swimming opportunities in and near the harbour
- 05** Partner to deliver water-based events, street events and attractions
- 06** Ensure major Melbourne events and festivals are presented in Docklands
- 07** Partner to promote Docklands to domestic and international visitor markets
- 08** Deliver and promote information, products and publications about unique and everyday waterfront experiences
- 09** Deliver improved way-finding signage, visitor information and services
- 10** Facilitate the delivery of a marine precinct that includes space for commercial service providers, a regulatory centre and a facility for servicing and maintenance
- 11** Facilitate the diversification of commercial boating operations in Docklands.



# EMBRACING MELBOURNE'S WATERFRONT

## 06 | CONNECTED DOCKLANDS

IT IS ESSENTIAL TO ENSURE THAT DOCKLANDS CAN COPE WITH THE SUBSTANTIAL GROWTH THAT IS YET TO OCCUR IN THE AREA. IT IS ALSO VITAL FOR THERE TO BE BETTER INTEGRATION WITH THE CENTRAL CITY, AS WELL AS IMPROVED ACCESS, MOBILITY AND CONNECTIVITY TO AND FROM, AND AROUND DOCKLANDS. THIS REQUIRES THE EXPANSION OF TRANSPORT NETWORKS AND IMPLEMENTATION OF SUSTAINABLE TRAVEL PRACTICES.





## COMMUNITY PRIORITIES

- 01** Partner to deliver pedestrian connections over Victoria Harbour and the Yarra River to better connect the precincts
- 02** Facilitate the delivery of a range of transport options and improved access for Docklands, including better links to surrounding suburbs and new links to Fishermans Bend
- 03** Facilitate and promote the use of sustainable transport to, from, and within Docklands
- 04** Facilitate the delivery of increased tram and bus services between Docklands and surrounding suburbs
- 05** Partner to deliver better pedestrian facilities and improve areas in the public realm along pedestrian routes from the central city to Docklands' waterfront
- 06** Deliver continuous, safe and dedicated cycle paths throughout Docklands and to surrounding suburbs
- 07** Partner to deliver sustainable water transport options, such as water ferries and water taxis
- 08** Implement incentives to encourage more sustainable transport use in Docklands.

*For further information about planned projects and recommendations to enhance Docklands' transport network, please refer to Access Docklands, to be released in 2012.*

*Access Docklands is being prepared by Places Victoria and the City of Melbourne, in consultation with UrbanTrans. A number of agencies have also provided input into the project including the Victorian Department of Transport, VicRoads, the Victorian Department of Planning and Community Development, the Port of Melbourne and Bicycle Network Victoria.*



# CREATING A 21<sup>ST</sup> CENTURY CITY

7 AN ECO DOCKLANDS

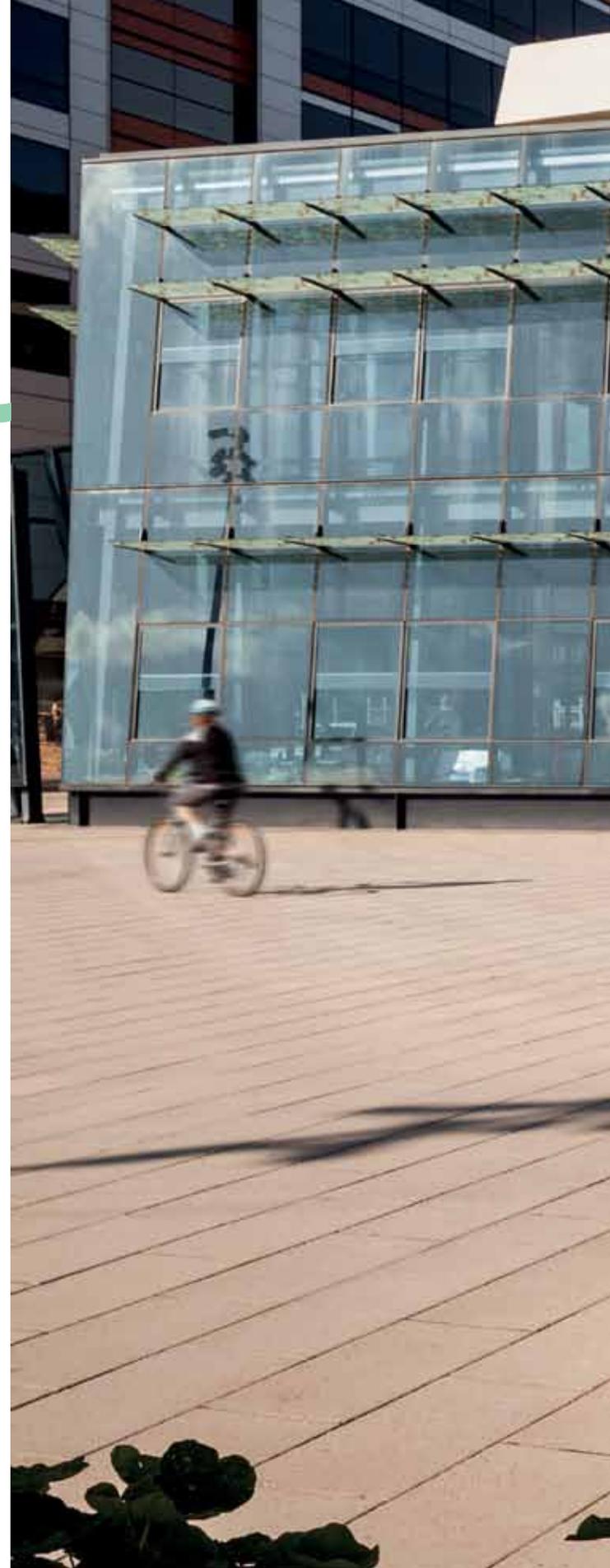
8 THRIVING BUSINESS COMMUNITY

9 DIVERSE RESIDENTIAL COMMUNITY

# CREATING A 21<sup>ST</sup> CENTURY CITY

## 07 | AN ECO DOCKLANDS

**SUSTAINABLE BUILDING DESIGN AND PRACTICES HAVE BEEN CENTRAL TO DOCKLANDS' DEVELOPMENT IN RECENT YEARS. DOCKLANDS IS CURRENTLY HOME TO THE LARGEST NUMBER OF GREEN STAR ACCREDITED OFFICE DEVELOPMENTS WITHIN AN AUSTRALIAN COMMERCIAL PRECINCT. OVER THE PAST 10 YEARS, DOCKLANDS HAS BUILT A REPUTATION FOR ITS ENVIRONMENTAL COMMITMENT AND IS WELL PLACED TO BECOME A WORLD LEADER IN SUSTAINABLE PRACTICES.**





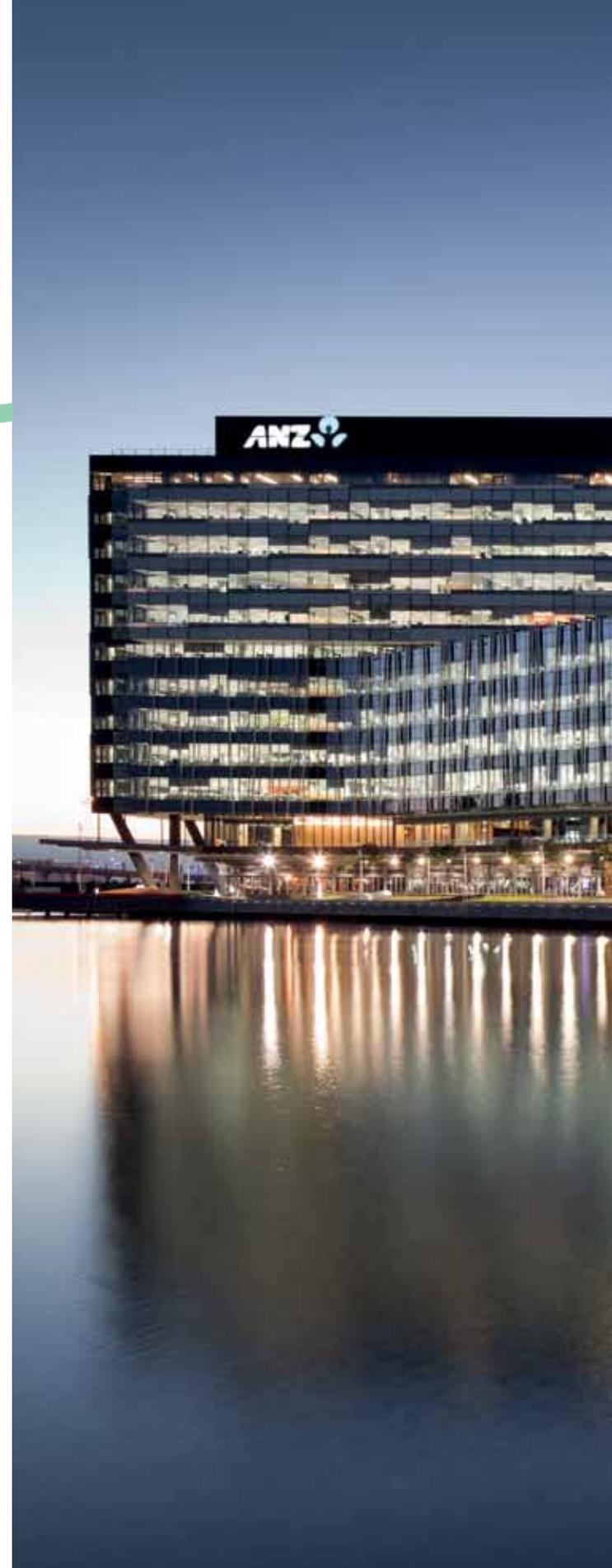
## COMMUNITY PRIORITIES

- 01** Maintain and exceed the current high standard of environmental sustainability in commercial buildings and the public realm, and achieve high standards in new and existing residential and public buildings
- 02** Partner to deliver a centre of excellence in Docklands, focused on knowledge about climate change and leadership in sustainable living and urban development
- 03** Partner to deliver precinct-wide energy, water and waste initiatives
- 04** Maximise the environmental benefits of greening the environment to enhance liveability of the public realm and improve health and wellbeing
- 05** Deliver sustainable landscapes with sensory appeal that produce a sustainable and comfortable micro climate
- 06** Deliver improved water quality in Victoria Harbour to enable more water-based recreation, with the possibility of swimming
- 07** Promote sustainable buildings, services and systems
- 08** Promote the benefits of compact city living.

# CREATING A 21<sup>ST</sup> CENTURY CITY

## 08 | THRIVING BUSINESS COMMUNITY

HAVING ALREADY ATTRACTED MANY PROMINENT BUSINESSES AND CORPORATIONS TO THE PRECINCT, DOCKLANDS IS FAST BECOMING A MAJOR COMMERCIAL HUB IN AUSTRALIA. AS DEVELOPMENT IN DOCKLANDS CONTINUES THROUGH ITS SECOND DECADE, THE LOCAL COMMUNITY WILL SEEK A GREATER DIVERSITY OF SERVICES AND SHOPPING TO MEET ITS EVERYDAY NEEDS. THERE WILL ALSO BE INCREASED OPPORTUNITIES FOR DISTINCTIVE RETAIL OUTLETS, RESTAURANTS AND FOOD BUSINESSES, AND OTHER VISITOR ATTRACTIONS.





## COMMUNITY PRIORITIES

- 01** Support business networks in key local centres in Docklands to promote local businesses and enterprises
- 02** Support community and creative enterprises and micro businesses in appropriate locations to provide a greater retail and service variety, and to activate the area and enhance streets and laneways
- 03** Facilitate the start-up or relocation to Docklands of small or specialty businesses and services
- 04** Partner to deliver 'pop-up' retail in appropriate locations.

# CREATING A 21<sup>ST</sup> CENTURY CITY

## 09 | DIVERSE RESIDENTIAL COMMUNITY

**HOME TO AN ESTIMATED 20,000 RESIDENTS BY 2025, DOCKLANDS WILL REDEFINE INNER CITY LIVING IN MELBOURNE. BY GENERATING MORE HOUSING OPTIONS TO ACCOMMODATE A DIVERSE RANGE OF HOUSEHOLDS AND INCOMES, DOCKLANDS WILL BE ACCESSIBLE FOR PEOPLE AT ALL STAGES OF LIFE, CREATING A STRONG, HARMONIOUS AND INCLUSIVE COMMUNITY.**





## COMMUNITY PRIORITIES

- 01** Partner with developers to deliver diverse housing and tenure options in Docklands including housing for low-to-moderate income households and housing for families
- 02** Partner to deliver affordable housing co-located with appropriate community facilities for specific target groups.

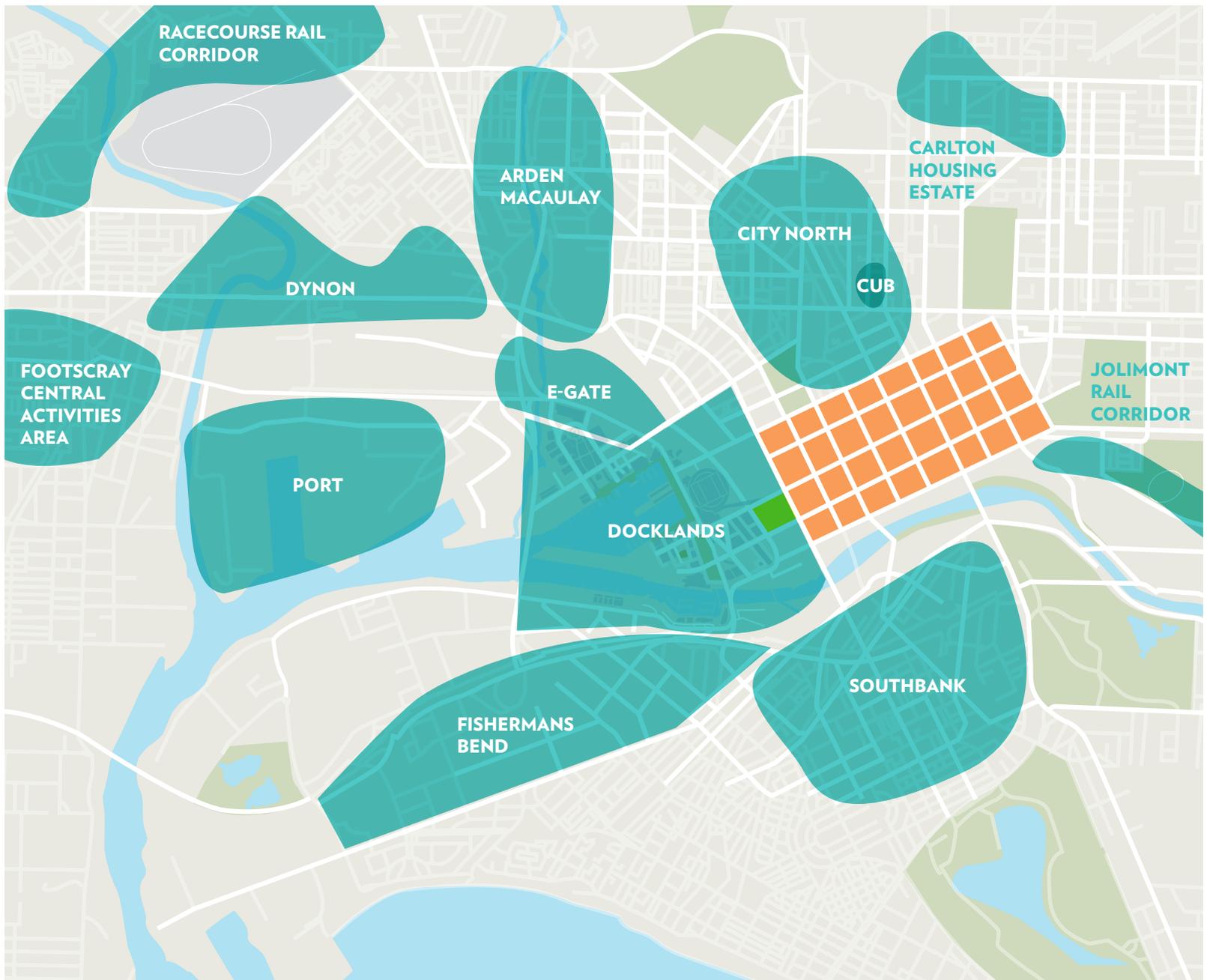


# DOCKLANDS INTO THE FUTURE

**THE DOCKLANDS COMMUNITY AND PLACE PLAN IS THE LATEST STEP IN THE ONGOING CONVERSATION ABOUT PLANNING FOR THE FUTURE DEVELOPMENT OF MELBOURNE DOCKLANDS. WITH THE HELP OF THE COMMUNITY'S VISION AND INPUT, IT SETS OUT CLEAR DIRECTIONS AND COMMUNITY PRIORITIES FOR DELIVERY OVER THE NEXT 10 YEARS AND BEYOND, WITH AN EMPHASIS ON DELIVERING COMMUNITY INFRASTRUCTURE PROJECTS THAT WILL INCREASE THE FOCUS OF DOCKLANDS AS A PLACE FOR PEOPLE.**

Docklands' strategic location will ensure it has an increasingly important role in Melbourne's future as it continues to evolve and establish links to surrounding areas such as E-Gate, Fishermans Bend, North Melbourne and Footscray. In the near future Docklands will be a central part of Melbourne.

Docklands is well placed to take advantage of the evolving vision for Melbourne's future, which will continue to grow and guide the thinking and delivery of this iconic place for the next 20 to 30 years.



Melbourne's growth areas – City West

**KEY**

- Growth areas
- Central CBD



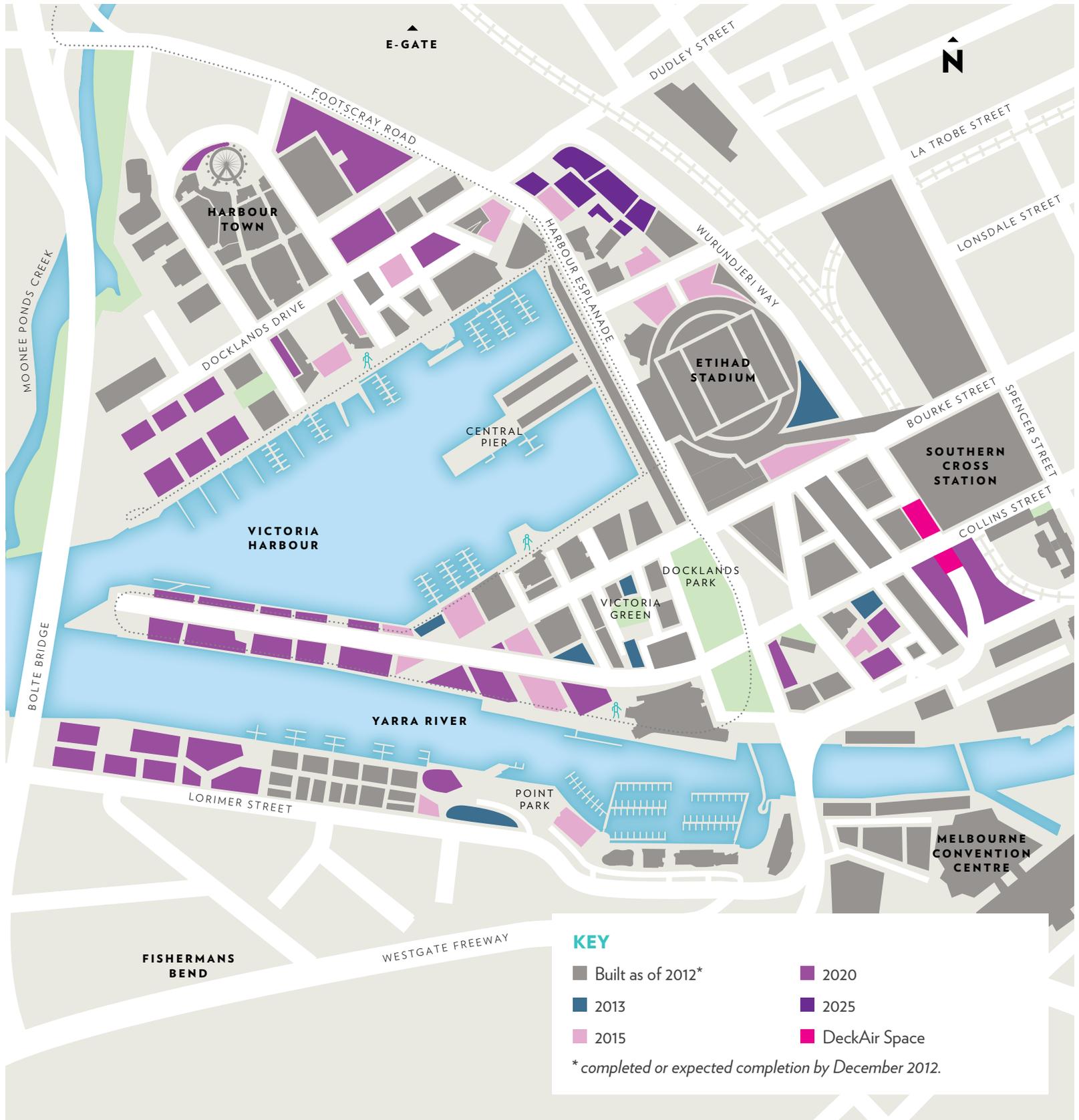
**ALONGSIDE THIS PLAN, FUTURE ANNOUNCEMENTS WILL BE MADE BY PLACES VICTORIA AND THE CITY OF MELBOURNE REGARDING TRANSPORT, RESIDENTIAL LIFESTYLE, COMMERCIAL AND RETAIL FOCUS AND CULTURAL INFRASTRUCTURE.**

To ensure future planning connects with the community's vision today, this Plan will become a reference document, informing the City of Melbourne and Places Victoria's business plans, as well as future strategic works such as the Urban Design Framework and Melbourne Planning Scheme.

Places Victoria and the City of Melbourne will seek the community's ongoing involvement and input at regular intervals to ensure relevant opportunities and challenges are cooperatively addressed together in the decade ahead. This will involve new governance arrangements to enable more effective communication between the agencies and the Docklands community.

To stay informed about the delivery of projects in Docklands go to [www.docklands.com](http://www.docklands.com)

*Docklands development roll-out plan, including proposed development as part of existing masterplans.*





CITY OF MELBOURNE

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