

# CHAPTER 04

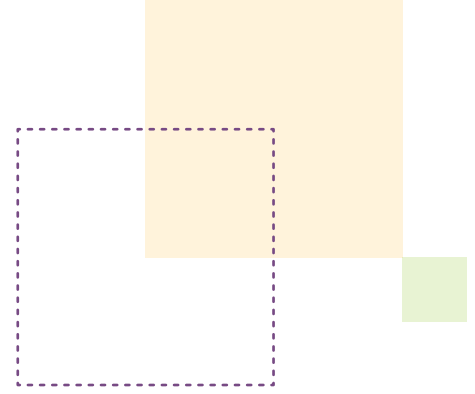
## PRODUCTIVITY



Plan Melbourne Outcome 1:  
Melbourne is a productive  
city that attracts investment,  
supports innovation and creates  
jobs

The Western Metro Region has a legacy of transport, logistics and manufacturing industries. It continues to be home to significant areas of unfragmented industrial land, including the Western Industrial Precinct which is one of the largest state-significant industrial precincts (SSIPs) in metropolitan Melbourne. The considerable amount of unfragmented industrial land in the region is an advantage.





Complementing industrial land and activity, are the Sunshine and Werribee National Employment and Innovation Clusters (NEICs), which include major education and health precincts, a network of activity centres and access to extensive air, road and rail infrastructure, reaching local, regional, interstate and international markets.

Key transport gateways in the Western Metro Region include the Melbourne Airport, Avalon Airport and Australia's busiest container port, the Port of Melbourne. Further investment in road and rail infrastructure such as the Melbourne Airport Rail, SRL, the proposed Outer Metropolitan Ring/E6 Transport Corridor (OMR), the proposed Western Interstate Freight Terminal (WIFT) and the potential Bay West container port will further enhance transport connections. While the region is well positioned to meet strong population growth, with access to a range of jobs, there is a need to support the transition of the local economy towards higher order, knowledge intensive jobs in line with global trends.

Plan Melbourne creates a city structure that strengthens Melbourne's competitiveness for jobs and investment. It identifies NEICs, SSIPs, a network of metropolitan and major activity centres, transport gateways and state-significant health and education precincts to ensure employment growth occurs outside the Central City and is linked by sustainable transport. The Western Metro Region is well placed to leverage its existing strengths to support economic growth and innovation.

## State of play

The Western Metro Region's employment and activity framework comprises:

- Western Industrial Precinct SSIP
- Sunshine and Werribee NEICs
- Footscray, Sunshine and Toolern (future) metropolitan activity centres
- Transport gateway at Essendon Airport, with important connections to Melbourne Airport and Avalon Airport, and the Port of Melbourne
- Proposed WIFT and proposed Bay West container port

- State-significant health and/or education precincts at Footscray Hospital (known as Western Hospital in Plan Melbourne), Victoria University (Footscray), Sunshine Hospital and Victorian University Precinct (St Albans), Werribee Health and Education Precinct, Melton Health and Victoria University (Sunshine)
- A network of 25 existing and five future major activity centres that are based around larger freestanding shopping centres and strip-based centres that vary in size, role and function
- Western Growth Corridor consisting of growth areas in Wyndham and Melton
- Significant waste and recovery facilities including the Melbourne Regional Landfill at Ravenhall, Western Treatment Plant, and the Werribee Refuse Disposal Facility
- Agricultural industries, waste management, resource extraction and tourism in the green wedge areas.

The Western Metro Region contributes \$38 billion to metropolitan Melbourne's economy, which is about 11 per cent of the total Gross Regional Product (GRP) across metropolitan Melbourne (DELWP, 2020a). The region's largest economic contributor is the business service sector with a total value-add estimated at \$13.3 billion. The manufacturing and industrial sector is the second largest contributor with an estimated contribution of \$11.1 billion (DELWP, 2020a). These industries account for almost 64 per cent of the region's total GRP (DELWP, 2020a).

In 2016, the region supported approximately 294,550 jobs or 13 per cent of all jobs in metropolitan Melbourne (DELWP, 2020a). Employment growth is expected in the healthcare and social assistance, transport, postal and warehousing, retail trade, education and training and manufacturing industries (**Figure 6**). An estimated 151,000 additional jobs will be located across the Western Metro Region by 2031 with over half of the new jobs located in the Melton and Wyndham LGAs.

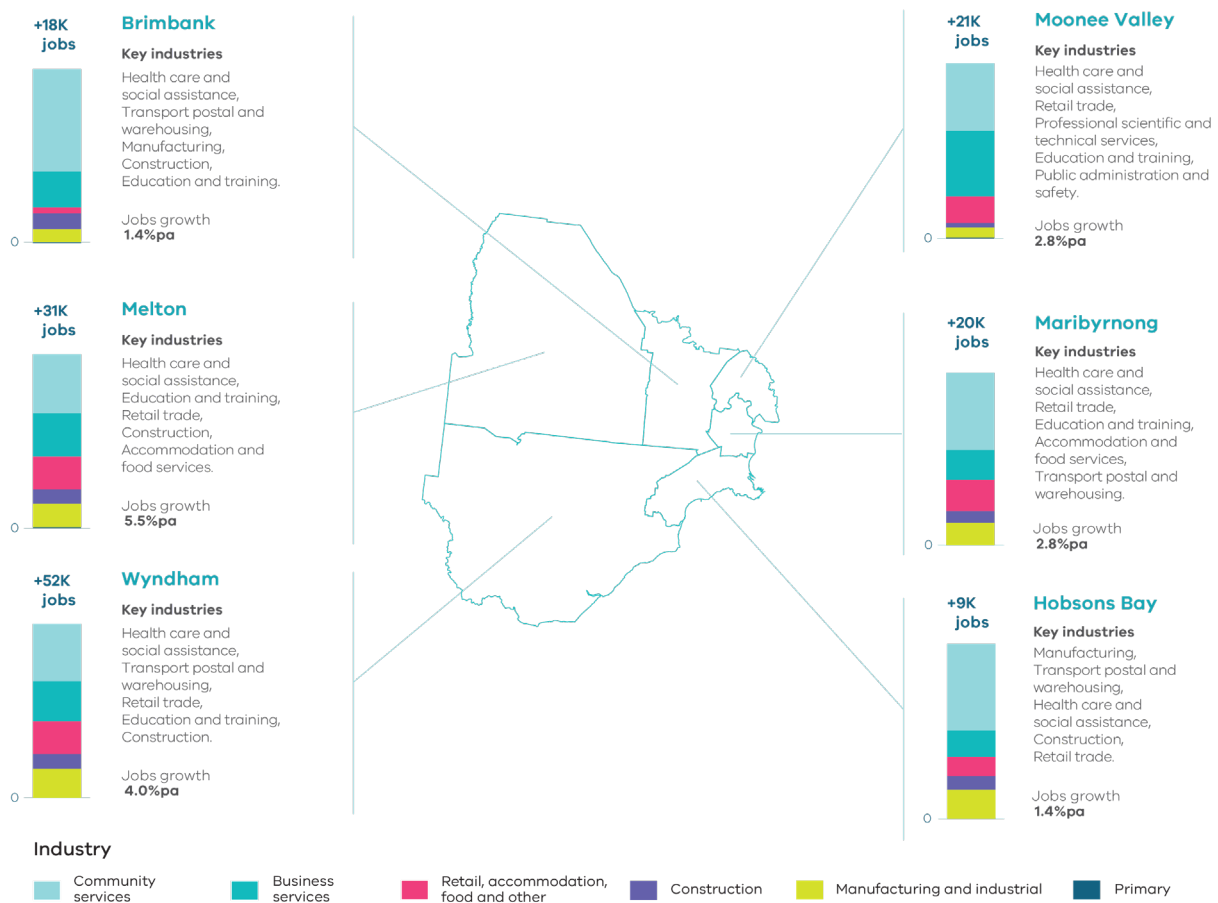
The Western Metro Region has a total of 8640 hectares of zoned land set aside for industrial uses, of which around 5820 hectares is currently occupied (DELWP, 2020a). An additional 2880 hectares of land has been identified for future industrial purposes that is not yet zoned. The Western Industrial Precinct has numerous established industrial sites including the Coode Island storage facilities and the Mobil Altona refinery.

Currently, a total of 949 hectares of land has been identified as zoned for commercial purposes across the Western Metro Region (DELWP, 2020a). An additional 559 hectares of future planned commercial land has been identified in other strategic plans, in the Melton and Wyndham growth

areas. The region has significant issues regarding contaminated land which may impact on the availability of some land for future development without remedial works being undertaken.

The region is strategically located as a hub for logistics with access to Melbourne Airport and Avalon Airport and the Port of Melbourne. Essendon Airport is located in the north-east of the region as well as the Royal Australian Air Force at Base Point Cook. The Western Metro Region also contains key interstate road connections and rail links to the regional centres of Geelong, Ballarat and Bendigo (Figure 7). Key road transport links include the Western Highway, Princes Highway and Freeway and the Western Ring Road.

**FIGURE 6. Projected employment growth for the Western Metro Region 2016 to 2031**



Source: Melbourne Industrial and Commercial Land Use Plan, DELWP, 2020

## Regional strengths

- The region benefits from strong industrial and commercial activity, with significant stocks of existing and future industrial land including in the Western SSIP and Sunshine and Werribee NEICs.
- Considerable opportunities exist to maximise the benefits of future transport infrastructure by supporting the growth of the Sunshine and Werribee NEICs, with a focus on knowledge-based businesses and leveraging the education, health, technology and research, retail and professional services industries.
- There is a range of state-significant infrastructure such as treatment plants, waste and resource recovery facilities, pipelines, prisons, petrochemical facilities and quarries which all contribute to the region's productivity.
- The region's diverse green wedges support agricultural production, a range of cultural and recreational assets and the visitor economy, including tourism and agribusiness.

## Regional challenges

- Pressure on industrial and employment land from other uses, including housing, must be managed.
- Knowledge-based jobs need to expand, while retaining and diversifying industrial land, including SSIPs.
- There is a need to facilitate employment in the region's metropolitan activity centres of Footscray, Sunshine and Toolern (future) and reinvest in established activity centres to provide a diversity of local job opportunities for significant population growth in the region.
- Access to extractive resources in the region needs to be maintained, within and outside the Urban Growth Boundary and close to areas of demand.

## Directions and strategies

The directions identified to achieve the 2050 vision for the Western Metro Region in terms of productivity and Outcome 1 of Plan Melbourne are:

<b>Direction 1</b>	Manage and plan for industrial precincts in the Western Metro Region to be continued generators of economic activity and employment
<b>Direction 2</b>	Facilitate the development of the Sunshine and Werribee NEICs as major economic contributors for the regional and national economy
<b>Direction 3</b>	Support the development of a strong network of activity centres to provide jobs closer to where people live
<b>Direction 4</b>	Ensure the Western Growth Corridor accommodates longer-term industrial and commercial development opportunities
<b>Direction 5</b>	Ensure protection of green wedges and support their role to provide agriculture, extractive resources, tourism and state infrastructure for the long-term benefit of all Victorians

Each direction is implemented through regionally-specific strategies identified in this LUIFP.











**Map 2** shows how productivity will be enhanced across the Western Metro Region by 2050 as a result of these directions and strategies, together with Plan Melbourne and other strategies and initiatives as outlined in **Appendix 01**.



















**MAP 2. Western Metro Region productivity 2050**

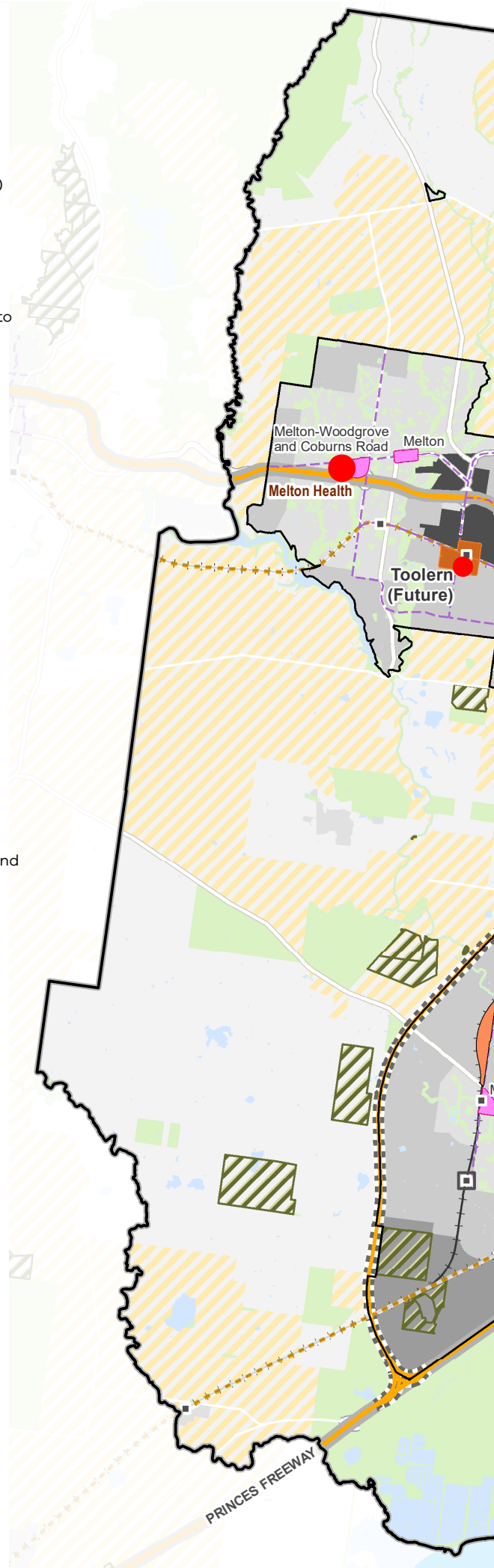
**Precincts and Activity Centres**

-  National employment & innovation cluster (NEIC)\*
-  Health & education precinct (state)
-  Health precinct (state)
-  Education precinct (state)
-  Health precinct (regional)
-  Education precinct (regional)
-  State-significant commercial land\*
-  State-significant commercial land -future\*
-  Regionally-significant commercial land\*
-  Regionally-significant commercial land - future\*
-  State-significant industrial precinct - existing
-  State-significant industrial precinct - future
-  Regionally-significant industrial precinct - existing
-  Regionally-significant industrial precinct - future
-  Extractive Industry (temporary land use)

**Transport**

-  Transport Gateway - Airport
-  Transport Gateway - Possible Seaport (Indicative)
-  Interstate Freight Terminal (Indicative)
-  Other Intermodal Freight Terminal - Existing and Potential
-  State-significant road corridor
-  Road network
-  Train station
-  Potential station
-  Rail network
-  Rail stabling facility

-  Strategic Cycling Corridor
- Principal Freight Network**
-  PFN road
-  PFN rail
- Suburban Rail Loop**
-  SRL West (Airport to Werribee)
-  SRL - interchange station
- Transport projects - committed**
-  Rail improvements - Sunbury to Cranbourne
-  Melbourne Airport Rail
-  West Gate Tunnel
- Transport projects - potential**
-  Outer Metropolitan Ring / E6 reservation
- Environment**
-  Wastewater treatment plant
-  Waterbody
- Land use/Administration**
-  Regional boundary
-  Green wedge land
-  Growth area
-  Urban area
-  Urban growth boundary
-  Principal Agricultural Zones
-  Public and Commonwealth Land



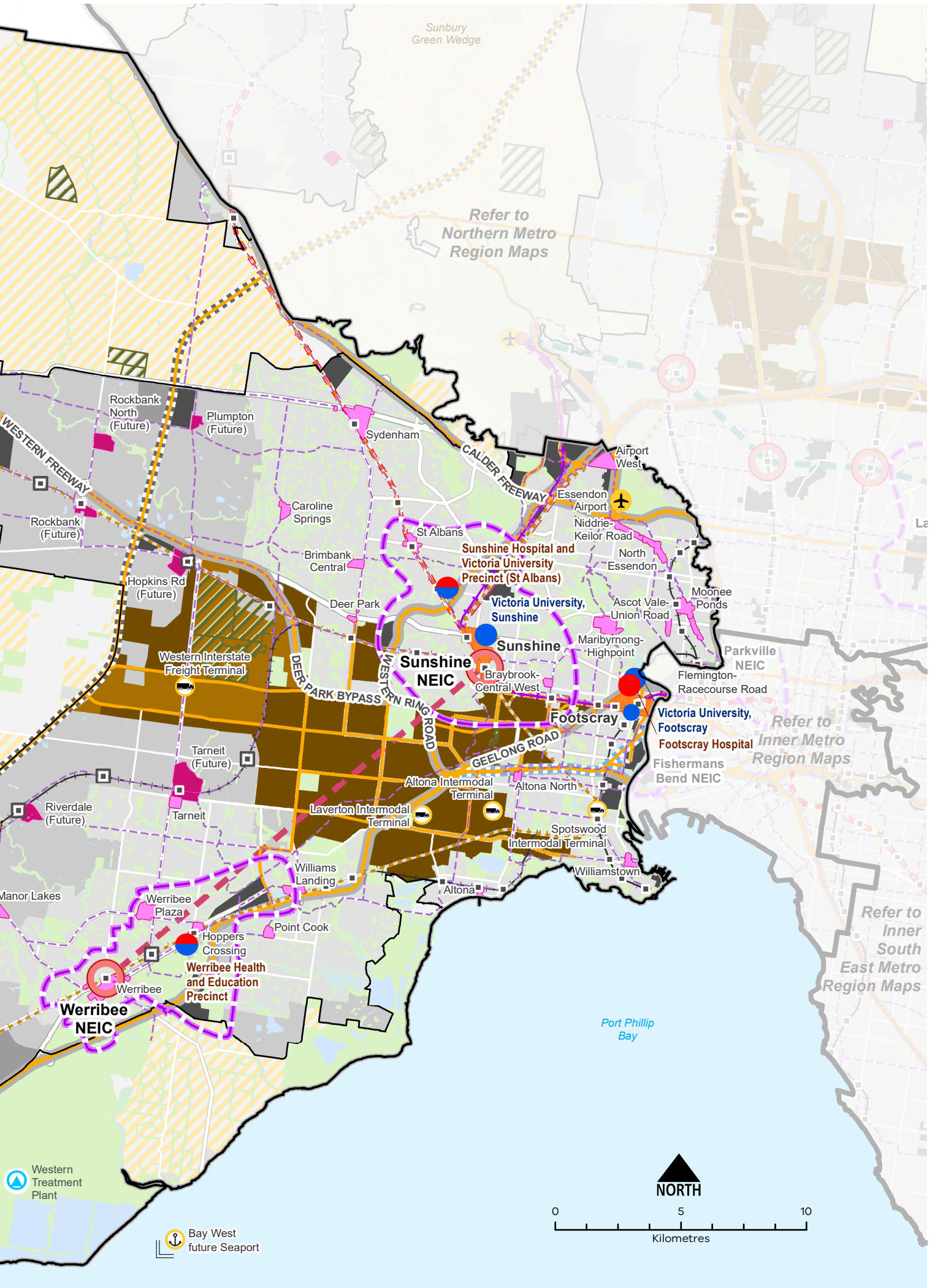
\*NEIC boundary is indicative only and subject to detailed planning.  
 \*These layers are based on the state- and regionally-significant commercial land identified in MICALUP, 2019. The activity centre boundaries identified in local council planning schemes may differ.

**Note:**  
 The Principal Freight Network reflects the version published in 2013 (Victoria the Freight State - the Victorian Freight and Logistics Plan, August 2013) in addition to Mordialloc Highway and West Gate Tunnel. East West Link has been removed. The Department of Transport is currently undertaking a review of the Principal Freight Network.

Regional health precinct also identified for the new Point Cook Community Hospital, location yet to be determined.



Location Map



## **DIRECTION 01.** **Manage and plan for industrial precincts in the Western Metro Region to be continued generators of economic activity and employment**

The Western Industrial Precinct is Melbourne's largest SSIP and a centre for logistics (Table 3). The purpose of the Western Industrial Precinct is to provide strategically located land for major industrial development linked to the Principal Freight Network (PFN) and transport gateways. It will be protected from incompatible land uses to allow for its future growth in freight, logistics and manufacturing investment. The precinct contains 7,200 hectares of existing and future land identified for industrial purposes.

Access and connectivity with major infrastructure will need to be maintained to preserve the future productivity of the area. Significant transport road corridors service the Western Industrial Precinct including the Western Ring Road, and Princes and Western highways.

Significant unfragmented industrial sites are a key advantage for the region, particularly for freight, logistics, warehousing, transport, manufacturing and other larger format industrial uses (Figure 8).

Demand for industrial land in the region has been strong for the freight and logistics sector which requires large parcels of land with ready access to rail and road networks. This sector accounted for approximately 15 per cent of workplaces in the Western Industrial Precinct in 2016-17, which was proportionately high compared to five per cent of workplaces across metropolitan Melbourne as a whole (DELWP, 2020a). Growth in these sectors is expected to continue to drive demand for

industrial land within the region, particularly given its relatively good level of access to major road and rail, the proposed development of the WIFT and easy access to the proposed second container port at Bay West.

The Western Industrial Precinct is spread across five LGAs (Maribyrnong, Hobsons Bay, Brimbank, Melton and Wyndham) and a coordinated approach needs to be adopted when planning for the precinct and addressing its significant challenges. Some of these challenges include managing land contamination, preventing encroachment from incompatible uses, planning for and managing impacts of existing and future transport infrastructure improvements, maintaining and enhancing connections to road and rail freight routes, and improving amenity and attracting investment. Planning to manage these challenges is particularly pertinent for Brooklyn and the nearby areas of Tottenham and West Footscray, which form a contiguous large industrial area that draws employees from across the region.

The portion of the Western Industrial Precinct that is located within Hobsons Bay LGA contains a large amount of SSIP land with longstanding restrictive planning controls in place that are intended to reduce the risks of public exposure to petrochemical industries. Appropriately managing land around hazardous facilities is of upmost importance and is supported by state planning policy. However, these existing planning controls which include employee density restrictions, should be reviewed and could be replaced by a more nuanced and hazard-specific planning response. Additionally, improvements to risk management and new technology highlight the need to review the existing controls, as they currently may inhibit innovation and constrain opportunities for new industries within the SSIP.

**TABLE 3. State-significant industrial precincts within the Western Metro Region**

EXISTING PRECINCTS	FUTURE/EMERGING PRECINCTS
<ul style="list-style-type: none"> <li>• Derrimut</li> <li>• Brooklyn</li> <li>• Altona and Altona North</li> </ul>	<ul style="list-style-type: none"> <li>• Truganina, Truganina North and Tarneit</li> </ul>

Source: Melbourne Industrial and Commercial Land Use Plan, DELWP, 2020.

**TABLE 4. Regionally-significant industrial precincts within the Western Metro Region**

EXISTING PRECINCTS	FUTURE/EMERGING PRECINCTS
<ul style="list-style-type: none"> <li>• Tullamarine, Keilor Park and Keilor East Industrial Precincts</li> <li>• Toolern Employment Precinct</li> <li>• Station Road Precinct and Orica Precinct</li> <li>• Yarraville Port and Mobil Terminal Precincts</li> <li>• Spotswood Precinct</li> <li>• Williamstown Marine Precinct</li> <li>• Hoppers Crossing Industrial Precinct</li> </ul>	<ul style="list-style-type: none"> <li>• Melton Highway Industrial Precinct</li> <li>• South West Quarries Industrial Node</li> </ul>

Source: Melbourne Industrial and Commercial Land Use Plan, DELWP, 2020.

Between 2000-01 and 2017-18 a total of 840 hectares of industrial land was rezoned across the region for non-industrial uses. More than half of this land was rezoned to allow for mixed-use or residential development. There is continued pressure to rezone older industrial areas into predominantly residential uses, particularly in Maribyrnong and Hobsons Bay LGAs. In addition to the SSIPs, regionally-significant industrial land is identified to reinforce existing and future planned industrial precincts and their continued use for industrial and related purposes (Table 4). Together with local significant industrial areas, these will continue to play an important role in encouraging the agglomeration of businesses and providing local employment opportunities within the region.

Industrial areas close to existing communities, transport and services provide the opportunity for flexible uses such as affordable workspaces for new and emerging industries. Industrial areas in Footscray, Tottenham and Brooklyn offer affordable workspace options for new industries, including creative industries and may develop as future enterprise precincts. The ongoing erosion of industrial land for residential uses needs to be managed to examine if these areas can continue to contribute to ongoing employment in the region and should be fully investigated prior to any rezoning. Industrial areas often contain zoning that can provide for a diversity of uses and is well suited as affordable workspaces for new and emerging industries in areas that are well connected to adjacent employment uses or transport connections.

The Western Metro Region has traditional industrial uses and major hazard facilities including petrochemical areas, pipelines, waste recovery sites and quarries. They make an ongoing contribution to the state, regional and metropolitan economy and need to be managed to ensure any amenity impacts, such as noise or odour emissions, are mitigated and located appropriately away from homes and other sensitive uses.

Where traditional industries have ceased to operate in the SSIP, land should be encouraged to transition to other employment generating industrial uses. These areas should continue to be protected from incompatible land uses and set up to allow continued growth in freight, logistics and manufacturing investment.

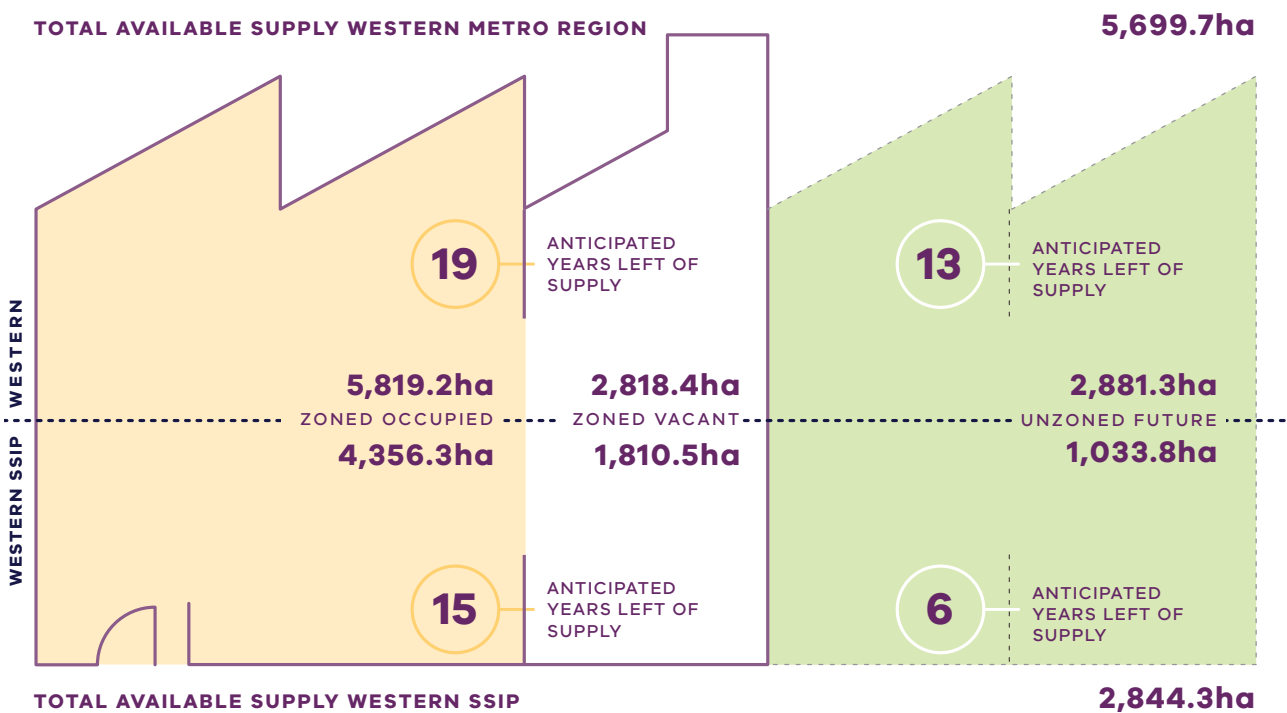
- STRATEGY 01.** Use a coordinated and consistent approach to planning for the Western Industrial Precinct to ensure it continues to provide important employment land for the region in the future.
- STRATEGY 02.** Ensure regionally-significant industrial land remains as key industrial areas or as locations that can provide for, or transition to, a broader range of employment opportunities.
- STRATEGY 03.** Identify industrial areas that could provide for other employment uses that support or are well connected to adjacent employment uses or transport connections
- STRATEGY 04.** Strengthen the national logistics role of the west of Melbourne, including the development of the Western Interstate Freight Terminal, subject to completion of a business case, and leverage both local and regional economic growth opportunities from this investment.
- STRATEGY 05.** Retain regionally-significant industrial land by managing encroachment by other uses that would cause fragmentation and may compromise the development and efficient operation of existing businesses.



**FIGURE 7. Western Metro Region key regional connections**



**FIGURE 8. Existing and future industrial floorspace requirements for the Western Metro Region**



Source: Department of Environment, Land, Water and Planning (2020) Melbourne Industrial and Commercial Land Use Plan, State of Victoria, Melbourne, Australia.

**DIRECTION 02.****Facilitate the development of the Sunshine and Werribee NEICs as major economic contributors for the regional and national economy supported by increased transport connectivity**

The Sunshine and Werribee NEICs are designated concentrations of employment that will continue to grow to make a major contribution to the national economy. Sunshine and Werribee NEICs foster knowledge-based industries and provide opportunities to concentrate businesses linked to co-located state-significant health and/or education precincts, as well as technology, research, retail and professional services.

The region's economy, while currently underrepresented in knowledge intensive jobs, is also evolving in line with global trends and innovative, creative and problem-solving enterprises and co-working spaces are emerging. The region will need to continue to evolve its employment diversity while also protecting its industrial skills, assets and legacy. The NEICs are ideal locations for knowledge-based business to leverage the education, health, technology and research, retail and professional services industries.

Both Sunshine and Werribee NEICs have strong transport connections to Geelong, peri-urban areas and regional Victoria including Ballarat and Bendigo. Growth in the health and education sectors of these NEICs presents a particularly strong opportunities for the regional economy. With several health and education facilities located within the NEICs (Table 5), they are well positioned and connected by transport infrastructure to serve regional catchments and to strengthen this link to regional Victoria over time.

Melbourne Airport Rail will connect Melbourne Airport to all metropolitan and regional rail lines through Sunshine. SRL will facilitate growth and increase interregional access with interchange stations at both Sunshine and Werribee. Increasing connectivity in the region and beyond will provide opportunities and incentives for new businesses and future industries to locate in the region and bring further economic development and growth.

**Sunshine NEIC**

The Sunshine NEIC (Figure 9), is a significant economic driver that will continue to emerge as a major provider of tertiary education, health-related training, healthcare services, medical research, education, transport, business and retail services. It currently supports approximately 14,600 jobs and will be planned for substantial growth in tertiary education, health-related training, research, healthcare, retail and professional services sectors to attract more skilled workers.

The Sunshine NEIC has excellent access to major road and metropolitan and regional rail networks. Connectivity will be further improved with the completion of the Metro Tunnel providing a direct link to the Melbourne CBD, and to other key health, research and education, development and employment precincts including Dandenong, Monash and Parkville. Through Melbourne Airport Rail, Sunshine will be the first metropolitan activity centre destination from the Melbourne Airport. This is a key strategic advantage for the Sunshine NEIC and there is an opportunity to leverage this connection by incorporating accommodation, hospitality and conference facilities within the NEIC.

Population growth and infrastructure investment in the Sunshine Metropolitan Activity Centre will support the centre's economic significance. It contains approximately 271,100 square metres of commercial floorspace along with a significant retail and office offering. It has been a significant contributor to job growth within the Sunshine NEIC. Key drivers for commercial floor space demand within the centre have included public sector employment with the location of VicRoads and Brimbank City Council offices, as well as professional services growth due to the emergence of a Justice and Legal Services cluster. With population growth fuelling growth in population servicing industries, Sunshine Metropolitan Activity Centre is likely to continue to play an important role as a regional services hub.

The Victorian Department of Transport is leading the whole-of-government delivery and coordination of Sunshine as a transport precinct

## Werribee NEIC

The Werribee NEIC (Figure 10), is a major employment and knowledge intensive cluster with various health and education institutions and a range of high-tech research companies in the food and agricultural industries. It currently provides around 8400 jobs but has potential for more than 50,000 jobs in health, education and high technology research. A total of 106 hectares of future commercial land is identified within the Werribee NEIC, which represents 19 per cent of the region's identified future commercial land (DELWP, 2020a). This underlines the importance of the NEIC in the provision of future jobs for the region. The NEIC can continue to build on its existing assets by maximising opportunities presented by the significant availability of land for future commercial and industrial purposes.

While Werribee NEIC currently has challenges regarding the adequacy of existing transport infrastructure, future transport infrastructure will have the ability to catalyse investment and should be a priority for the NEIC to fulfill its potential. This includes Geelong Fast Rail, which will efficiently connect the NEIC to Geelong and Melbourne's CBD, and includes stations at Werribee and Hoppers Crossing activity centres. Additionally, SRL will radially connect the Werribee NEIC directly to the Sunshine NEIC.

These important infrastructure investments present substantial opportunities for the development of the Werribee NEIC and land use planning needs to reevaluate the centre and ensure an integrated approach to transport is embedded within the design of the NEIC.

The Victorian Department of Jobs, Precincts and Regions is leading the strategic development of Werribee NEIC as a Business Precinct.

**STRATEGY 06.** Strengthen Sunshine and Werribee NEICs as health and education providers and activity clusters in the Western Metro Region.

**STRATEGY 07.** Facilitate land use and economic intensification of Sunshine and Werribee NEICs to leverage transport infrastructure investment and improved public transport connectivity, including Suburban Rail Loop and Geelong Fast Rail.

**STRATEGY 08.** Encourage tertiary education, health-related training, health care, and retail and professional service uses in the Sunshine NEIC.

**STRATEGY 09.** Develop Sunshine Metropolitan Activity Centre as a state-significant precinct and fully multifunctional centre and services hub, and support the emergence of a Justice and Legal Services precinct in the centre.

**STRATEGY 10.** Support accommodation, entertainment and conference facility uses in the Sunshine Metropolitan Activity Centre to capitalise on transport infrastructure investments, including Melbourne Airport Rail Link.

**STRATEGY 11.** Encourage high value manufacturing uses within the Sunshine NEIC's industrial precincts to provide a diversity of employment uses.

**STRATEGY 12.** Develop the Werribee NEIC by facilitating growth in the health, education and high-tech research sectors.

**TABLE 5.** State-significant health and/or education precincts in the Western Metro Region

HEALTH PRECINCT	EDUCATION PRECINCT	HEALTH AND EDUCATION PRECINCT
<ul style="list-style-type: none"> <li>Footscray Hospital (known as Western Hospital in Plan Melbourne)</li> <li>Melton Health</li> </ul>	<ul style="list-style-type: none"> <li>Victoria University (Footscray)</li> <li>Victoria University (Sunshine)</li> </ul>	<ul style="list-style-type: none"> <li>Sunshine Hospital and Victoria University Precinct (St Albans)</li> <li>Werribee Health and Education Precinct</li> </ul>

**FIGURE 9. Sunshine National Employment and Innovation Cluster**

**Key Directions for Sunshine NEIC**

Facilitate Sunshine NEIC's development as a major provider of tertiary education, health-related training, healthcare services, medical research, education, transport, business and retail services.

Encourage significant growth and land use change to leverage transport infrastructure investment and improved connectivity within and to the Sunshine NEIC.

Leverage significant investments in the passenger rail network, including Melbourne Airport Rail, Suburban Rail Loop and the Western Rail Plan, by supporting accommodation, entertainment and conference facility uses in the Sunshine Metropolitan Activity Centre.

Improve connectivity of the NEIC's major economic assets including the Sunshine Health, Wellbeing and Education Precinct, Sunshine Metropolitan Activity Centre, St Albans Major Activity Centre and the industrial precincts as well as broader strategic connections to Footscray Metropolitan Activity Centre and Maribyrnong - Highpoint Major Activity Centre.

Develop the Sunshine NEIC to provide major public service facilities for the growth areas of Melton, Sunbury, Wyndham and beyond to the western region of Victoria.



- 1** Co-locate investment in health and education with existing health facilities at the Sunshine Health, Wellbeing and Education Precinct and leverage the strategic advantage of available land supply.
- 2** Encourage high value manufacturing uses within the Sunshine NEIC's industrial precincts to provide a diversity of employment uses.
- 3** Facilitate the Sunshine Metropolitan Activity Centre's development as a fully multifunctional centre and services hub, leveraging off improved global and interstate connectivity from Melbourne Airport Rail. Improve local connectivity by reinforcing and improving Ballarat Road as an important east-west connection in the region.
- 4** Develop St Albans Major Activity Centre to provide a diversity of retail and commercial activities, including offices, community services and medical centres.

	Education facility, precinct		Major activity centre		Regionally-significant industrial precinct - existing		Suburban Rail Loop - interchange station		State-significant road corridor
	Health facility, precinct		State-significant commercial land		Local industrial precinct - existing		Suburban Rail Loop - West (Airport to Werribee)		Road network
	Industrial Node		Regionally-significant commercial land		Indicative NEIC boundary		Train station		Regional boundary
	Metropolitan activity centre		State-significant industrial precinct - existing		Strategic linkages		Rail network		

**Note:** Designation of this area as a NEIC does not change the status of parkland, open space or residentially zoned land  
**Note:** NEIC boundary is indicative only and subject to detailed planning  
**Note:** Map is indicative only

**FIGURE 10. Werribee National Employment and Innovation Cluster**

**Key Directions for Werribee NEIC**

Develop the Werribee NEIC as a major knowledge-intensive employment hub for the west and a leading destination for health, education and high-tech research jobs, particularly in the food and agricultural industries.

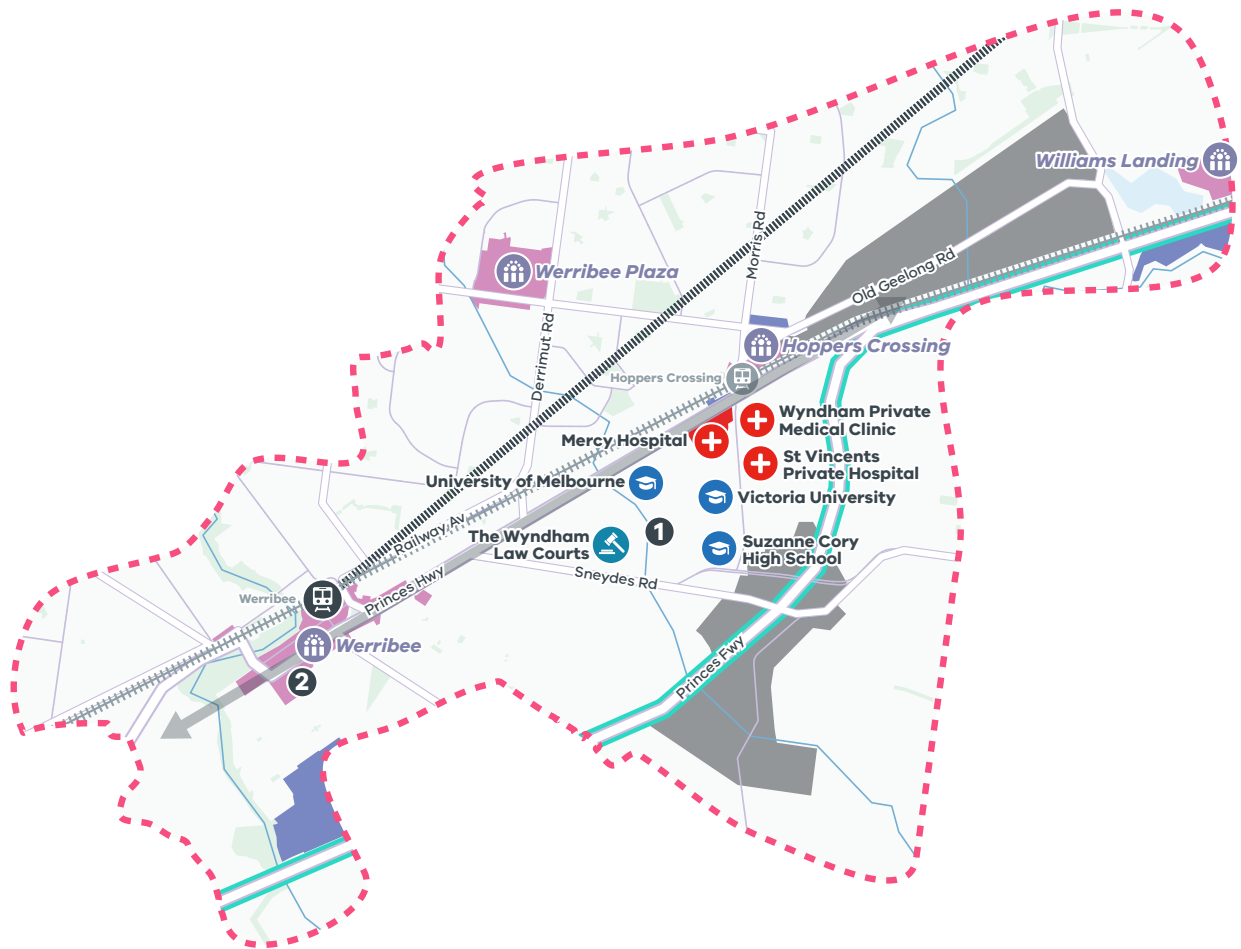
Leverage opportunities from the significant availability of land for future commercial and industrial purposes to build on existing assets within the NEIC.

Ensure an integrated approach to transport is embedded within the design of the NEIC.

Create strong transport links within the Werribee NEIC including between Werribee and Hoppers Crossing major activity centres and the East Werribee Employment Precinct.

Deliver transport infrastructure to improve connectivity and catalyse investment within the NEIC. This includes delivery of Geelong Fast Rail and SRL West to radially connect the Werribee NEIC directly to the Sunshine NEIC.

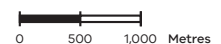
Develop the NEIC as an employment and health and education hub for Geelong, peri-urban areas and regional Victoria.



- 1** Within the East Werribee Employment Precinct, facilitate the development of commercial, health and education uses and high-tech research and development.
- 2** Intensify land use in the Werribee Major Activity Centre and encourage a diversity of land uses and attractions, including accommodation, office, retail, hospitality, transport, civic and community uses.

	Education facility, precinct		Regionally-significant commercial land		Strategic linkages		Rail network
	Health facility, precinct		Regionally-significant industrial precinct - existing		Suburban Rail Loop - interchange station		State-significant road corridor
	Justice facility, precinct		Local industrial precinct - existing		Suburban Rail Loop West - (Airport to Werribee)		Road network
	Major activity centre		Indicative NEIC boundary		Train station		Regional boundary

**Note:** Designation of this area as a NEIC does not change the status of parkland, open space or residentially zoned land  
**Note:** NEIC boundary is indicative only and subject to detailed planning  
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**DIRECTION 03.****Support the development of a strong network of activity centres to provide jobs closer to where people live**

There are two existing metropolitan activity centres located in the Western Metro Region at Footscray and Sunshine. Toolern is identified as a future metropolitan activity centre.

The Victorian Department of Jobs, Precincts and Regions is leading the strategic development of Footscray as a Business Precinct.

The region has a network of 25 major activity centres, including five future centres that support the metropolitan activity centres by providing a suburban focus for the region. This includes a mix of both larger freestanding shopping centres (for example, Airport West, Highpoint, Watergardens, Werribee Plaza and Woodgrove) as well as strip-based centres (for example, Altona, Ascot Vale-Union Road, Moonee Ponds, St Albans, Werribee and Williamstown). These activity centres have varying capacities and opportunities for growth which are detailed in **Table 7**. Activity centres in the Western Metro Region are more widely dispersed given the size of the urban area when compared to metropolitan Melbourne as a whole. Some major activity centres such as Brimbank Central, Caroline Springs, Deer Park and Werribee Plaza are not easily accessible by train or tram.

As the Western Metro Region is expected to experience an 18 per cent increase in population by 2031, future employment land is important to secure access to and supply local jobs. This scale of population growth will require activity centres to play an important role in the provision of jobs, services, retail, health and civic opportunities for the region's residents. A total of 53 per cent of residents in the Western Metro Region currently live and work within the region while 31 per cent of residents travel to the Inner Metro Region for work.

There are eight activity centres in the region that have more than 100,000 square metres of commercial floorspace. These larger centres account for half of the identified commercial floorspace in the region and make a significant contribution to providing the jobs, services and amenities.

Activity centres will play an important role in supplying future accessible commercial floorspace. Around 1.5 million square metres of commercial floorspace will be required across the region by 2031 (**Figure 11**). This future floorspace requirement is second behind only the Inner Metro Region, with around 40 per cent of the 1.5 million square metres expected to be in existing urban areas. Brimbank, Hobsons Bay, Maribyrnong and Moonee Valley LGAs in particular will need to identify and accommodate land for commercial uses within existing urban areas. This will provide local jobs and services particularly for new communities in the growth areas of Melton and Wyndham.

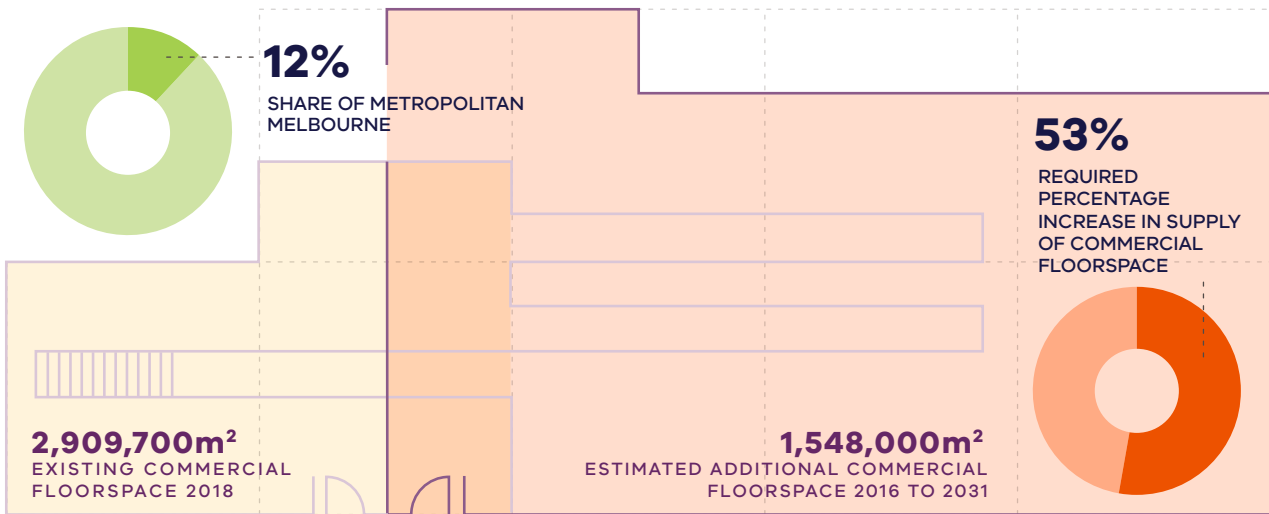
Activity centres also play an important role in the creation of 20-minute neighbourhoods, particularly in growth areas, through providing more local commercial and employment opportunities.

**STRATEGY 13.** Direct high-value jobs and higher-density development to activity centres, in particular the Footscray and Sunshine metropolitan activity centres as well as suitable major activity centres.

**STRATEGY 14.** Support the viability of existing activity centres by discouraging out-of-centre commercial development.

**STRATEGY 15.** Retain existing commercial zoned land and identify areas that can support future demand for commercial floorspace and new investment with a focus on metropolitan and major activity centres.

**FIGURE 11. Existing and future commercial floorspace requirements in the Western Metro Region**



Source: Department of Environment, Land, Water and Planning (2020) *Melbourne Industrial and Commercial Land Use Plan*, State of Victoria, Melbourne, Australia.



Photo credit: Tim Bell Studio

**DIRECTION 04.****Ensure the Western Growth Corridor accommodates longer-term industrial and commercial development opportunities**

There is a need to support the creation of jobs in the Western Growth Corridor and provide local jobs for people who live in the outer areas of the Western Metro Region. This could be achieved by:

- Encouraging investment in areas identified for industrial uses
- Protecting industrial and employment land for the longer term
- Improving transport access to employment for residents within the region
- Supporting the establishment of small and medium-sized businesses in the outer suburbs and growth areas
- Creating flexible spaces for business to grow.

The Western Metro Region's growth areas offer large areas of unfragmented land (identified as SSIP land) that could be used for land intensive uses such as freight, logistics, warehousing, transport, manufacturing and other larger format industrial uses. This supply of unfragmented land is important for the region, particularly as opportunities for new industrial land are constrained in existing locations.

Approximately 1848 hectares of key future industrial precincts are expected to develop in growth areas. Additionally, around 60 per cent of the Western Metro Region's required future commercial floorspace by 2031 is projected to be located in the growth area LGAs of Melton and Wyndham. Future major activity centres and local centres in growth areas will be the key to realising employment growth for the region. Several future and planned centres are located on rail corridors to improve connectivity across the region. A breakdown of the quantum of industrial and commercial land supply for the region is also detailed in the *Melbourne Industrial and Commercial Land Use Plan*.

There are notable employment precincts in the Western Growth Corridor, and planned upgrades to freeways and freight facilities, that will reinforce the region's importance to the industrial sectors in the future:

- Toolern Industrial Employment Precinct: Contains approximately 350 hectares of land for industrial purposes adjacent to the Melton Industrial Park to the north. The precinct has direct access to the PFN (road and rail) and will be serviced by the future Toolern Metropolitan Activity Centre to the south.

- Melton Highway Industrial Precinct: Contains approximately 330 hectares of land for future industrial purposes. The precinct will have direct access to Melton Highway and the OMR. As such, it will easily link to Melbourne's north and the proposed WIFT.
- South West Quarries Industrial Node: Contains approximately 1400 hectares of land for industrial purposes. The precinct will have direct access to the Princes Freeway and the proposed WIFT via the proposed OMR. This area will support the operation of adjacent quarry sites and needs to be carefully planned to ensure that sensitive land uses do not adversely impact their ability to operate now or into the future.
- Princes Highway Industrial Precinct: Precinct will help to contribute to the development of the emerging Werribee NEIC and broaden the employment base of the sub-region by providing suitable industrial land for larger footprint uses.

The future Toolern Metropolitan Activity Centre will reinforce its civic and service centre role for peri-urban communities and its role as a key centre and transport hub for the north-western portion of the Western Growth Corridor. The centre's connections to the growth corridor and regional areas, via the Western Freeway, Ballarat railway line and the bus network along Ferris Road, will support this role.

Toolern will include a major employment precinct and a mixed-use area that will play an important role in providing around 70,000 square metres of land for higher order employment, education and health facilities, including the new Melton Hospital. The activity centre will contain office space, a business park and industrial uses that require access to a large labour force servicing the needs of other nearby industrial and commercial businesses.

Currently unzoned areas identified for future industrial purposes could provide around 13 years of supply of zoned industrial land. This potential supply needs to be retained for employment uses and secured as future industrial land, particularly in Toolern, Plumpton, and south-west of Werribee. Similarly, the 559 hectares of commercial land that is strategically identified for commercial purposes within the growth areas of Melton and Wyndham also needs to be protected. It is important for these opportunities to be captured in the PSP planning process to ensure land is safeguarded to fulfil its strategic purpose.

Consideration should be given to the composition of future commercial areas. While single use (retail) large format shopping centres may meet current market demand, future potential for these centres to grow into higher-density mixed-use areas should be preserved. Planning must ensure they are not hemmed by residential development that may diminish their opportunity to grow and adapt.



Careful consideration will be required through the PSP process to ensure adequate provisions are made to accommodate medium- and longer-term commercial development. Approaches that support the delivery of 20-minute neighbourhoods should be used to offer a finer grain network of activity centres.

Map 4 shows an updated growth corridor plan for the Western Metro Region to guide the PSP process.

- STRATEGY 16.** Consider the future demand and need for commercial and employment land across the Western Growth Corridor and ensure that Precinct Structure Plans make sufficient provision to accommodate longer-term commercial and employment needs.
- STRATEGY 17.** Retain and preserve future industrial land identified in the Western Industrial Precinct and at Toolern, Plumpton and south of Werribee for industrial uses.
- STRATEGY 18.** Encourage commercial precincts in the Western Growth Corridor to diversity and incorporate higher-density and finer-grain development as they mature over time.
- STRATEGY 19.** Coordinate and manage the delivery of the Toolern Metropolitan Activity Centre between state and local governments to ensure Toolern develops into a state-significant location in the Western Metro Region.

#### **DIRECTION 05.**

### **Ensure protection of green wedges and support their role to provide agriculture, extractive resources, tourism and state infrastructure for the long-term benefit of all Victorians**

The Western Metro Region contains four green wedges, including Werribee South, Western Plains South, Western Plains North and part of the Sunbury Green Wedge. These green wedges play an important role in the regional and metropolitan economy. They support a wide range of non-urban land uses and need to be carefully planned for to ensure their ongoing productivity and preservation of significant environmental, landscape and cultural heritage values. The role and strategic opportunities for the green wedges in the region are detailed in Table 6.

The Werribee Food Bowl is an important contributor to food security and the region's economy and contains productive agricultural land that requires ongoing protection. There is an opportunity to continue to develop the agricultural sector and provide more regional job supply. Continued access to recycled water will be important to the success of agriculture in the region.

Significant tourism assets include the natural and distinctive landscapes within the region's green wedges, the Maribyrnong River corridor and the Werribee Park and Werribee Open Range Zoo. Effective management of natural assets will ensure their continued popularity does not erode in the long term.

The Melbourne Regional Landfill at Ravenhall is a protected state-significant waste and resource recovery hub that will help serve the city's waste infrastructure needs into the future. Other regionally-significant, productive facilities in the Western Metro Region include the Western Treatment Plant and the Werribee Refuse Disposal Facility that exist in, or close to, existing/planned urban areas. Separation of these facilities (along with existing petrochemical facilities) from sensitive uses, is critical to the ongoing productive operation of this infrastructure.

## Extractive Resources

Significant extractive resources also exist within the Western Metro Region. In 2018/19, Wyndham produced 12 per cent of all hard rock supply in Victoria and is forecast to demand the second highest amount of hard rock in Victoria from 2015 to 2050 (PwC, 2016).

Existing approved and operational quarries should be protected from encroachment by sensitive land uses. Designated industrial or commercial development activities located adjacent to existing quarry sites within/adjacent to the UGB would be rezoned to Urban Growth Zone. Any proposed uses or development in these precincts proximate to the title boundary of such quarries should be subject to appropriate risk assessments.

Extractive resources need to be secured close to where they are used to maintain cost competitiveness for construction, particularly as demand for these resources is expected to double by 2050 (PwC, 2016).

Maintaining cost competitiveness for construction and locating extractive industry close to demand centres, can help ensure that public infrastructure, housing and private sector development can be built more cost efficiently.

Extractive industry interest areas (EIAs) have a longstanding designation in the Western Metro Region (Figure 12). They were established to identify land located in reasonable proximity to major population centres that is likely to contain commercially viable stone resources, and where the extractive industry is more likely to be established.

Since the identification of EIAs, demand for resources has increased and other land use pressures have emerged resulting in diminished opportunities for extractive industries to establish in EIAs. The Victorian Government has established the concept of strategic extractive resource areas (SERAs), which will assist in providing greater planning certainty for the continued extraction of critical resources in identified strategic areas. They were established to provide stronger protection for strategic extractive resources.

Implementation of identified SERAs in Wyndham will help provide greater planning certainty for the continued extraction of critical resources. There is an opportunity to identify and implement further SERAs in the Western Metro Region for areas of strategic importance, particularly in Melton.

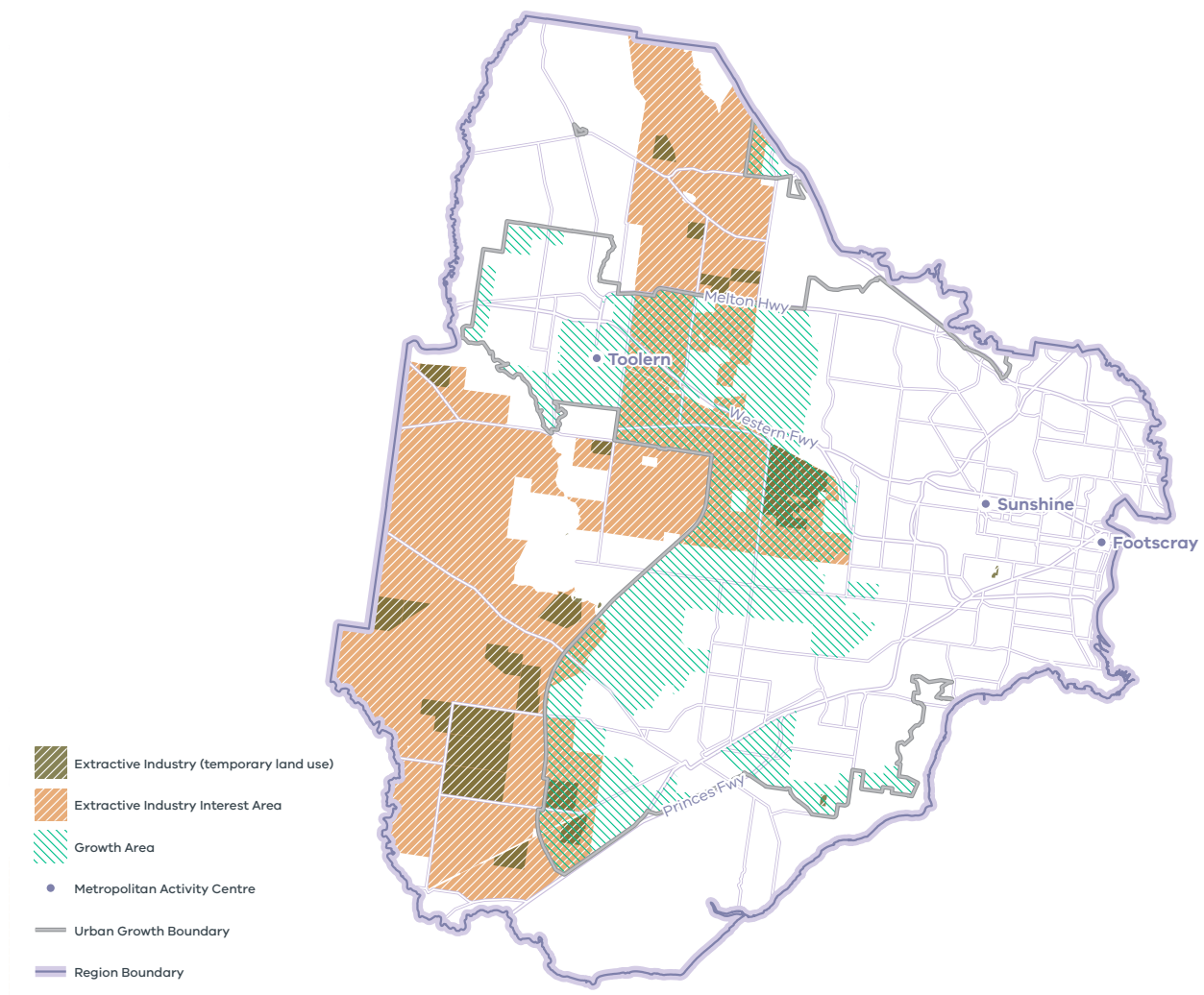
It is also important that post-quarrying land uses provide beneficial outcomes for local communities and the region. Post-quarrying land uses can improve the amenity and lifestyle of locations. They can make a valuable contribution towards enhancing networks of open space as well as providing important habitats for threatened species. Innovative end land uses options and progressive rehabilitation should be encouraged and developed in consultation with local communities.

**STRATEGY 20.** Protect the operation of state-significant infrastructure assets such as freight and transport corridors, waste management facilities and resource extraction.

**STRATEGY 21.** Ensure the ongoing operation, expansion, or development of new state-significant infrastructure assets avoids or minimises impacts on other green wedge priorities such as agriculture and biodiversity conservation, cultural heritage, landscape and environmental values.

**STRATEGY 22.** Protect and optimise the productive potential of agricultural land for agricultural purposes to encourage jobs in the agricultural sector in the Western Metro Region.

**STRATEGY 23.** Identify and manage long-term strategic extractive resources in the Western Metro Region.

**FIGURE 12. Extractive Industry Interest Areas in the Western Metro Region**

**Note:** EIAs were established in the 1990s by the Geological Survey of Victoria following an assessment of land where extractive industry operations were more likely to be established, both for reasons of resource availability and where there are potentially fewer land use planning constraints. EIAs serve as a geographic indicator in the planning scheme for the purpose of referral of planning permit applications only. EIAs do not imply that a quarry can be established 'as-of-right' in these areas, nor do they preclude extractive industry from being established outside EIAs. In growth areas, the EIAs provide a guide to ensure the location of earth resources and the need for extractive resources to support the long-term growth of Melbourne is strategically considered in the development of PSPs. The EIAs require ongoing review and refinement as demand for resources increases and other land use pressures emerge.

**TABLE 6. Green wedges: current role and strategic opportunities**

GREEN WEDGE	CURRENT ROLE	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<p><b>Werribee South Green Wedge</b></p>	<ul style="list-style-type: none"> <li>• Landscape and open space</li> <li>• Environment and biodiversity</li> <li>• Water supply and catchments</li> <li>• Agriculture</li> <li>• Tourism</li> <li>• State-significant infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Protect the Point Cook Coastal Park from the impacts of increasing population, and specifically the increased stormwater runoff, in Point Cook. The area will require buffering from residential uses</li> <li>• Provision of a reliable quantity and quality of water to the Werribee Irrigation District to increase productivity and resilience of the district. Increase the health of waterways, sanctuaries, wetlands and coastal parks by managing stormwater runoff from urban areas and reducing overgrazing and poor cultivation of crops that leads to erosion and water pollution</li> <li>• Protect agricultural activity in existing agricultural areas even where this may result in a loss of amenity to surrounding non-agricultural land users</li> <li>• Continue to use farming areas to form part of a long-term green wedge that contain native grasslands that are suitable for future restoration of native vegetation</li> <li>• Provide tourism and recreation that incorporates environmental gains through the rejuvenation and rehabilitation of natural assets including coastal and waterway environs</li> <li>• Areas on the coastline such as the Werribee South coastline should continue to be provided with public access</li> <li>• Limit further residential development but continue to allow the provision of additional infrastructure</li> </ul>
<p><b>Western Plains North Green Wedge</b></p>	<ul style="list-style-type: none"> <li>• Landscape and open space</li> <li>• Environment and biodiversity</li> <li>• Water supply and catchments</li> <li>• Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the effective use of agricultural land including:               <ul style="list-style-type: none"> <li>- encouraging protection of areas with secure water resources for agricultural uses</li> <li>- diversifying farming and agricultural operations to include tourism, recreation and entertainment activities associated with the rural environment</li> <li>- providing equine related uses which benefit from the areas existing reputation and location</li> </ul> </li> <li>• Appropriately manage land to ensure agricultural uses remain viable in the area long term</li> <li>• Maximise the use of Class B recycled water from the Sunbury Wastewater Treatment for agricultural and other uses</li> <li>• Increase passive and low impact tourism opportunities. An increasing urban population in proximity to the green wedge can allow for increased rural and environmental recreation and leisure activities including walking tracks and equestrian trails</li> <li>• Ensure fill occurs at legal sites to allow for environmental and amenity concerns to be appropriately addressed</li> <li>• Ensure inappropriate uses are not located in the green wedge due to the area’s proximity to Melbourne</li> <li>• Preserve the Western Grasslands Reserve as a highly valuable ecosystem</li> </ul>

GREEN WEDGE	CURRENT ROLE	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<p><b>Western Plains South Green Wedge</b></p>	<ul style="list-style-type: none"> <li>• Landscape and open space</li> <li>• Environment and biodiversity</li> <li>• Water supply and catchments</li> <li>• Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>• Promote agricultural uses in areas where they are viable and either currently have, or could have in the future, access to water</li> <li>• Where agricultural land use is constrained, consider alternative land uses such as low impact tourism that respond to environmental and landscape values and that do not compromise the operation or productivity of adjacent agricultural land</li> <li>• Ensure fill occurs at legal sites to allow for environmental and amenity concerns to be appropriately addressed</li> </ul>

**ACTIONS – Productivity**

**ACTION 1.** Implement a program of State Government-led collaborative planning projects to ensure priority metropolitan and major activity centres and urban renewal areas maximise their respective strategic opportunities. Priority will be given to those which deliver significant jobs and housing; leverage investment in state infrastructure; and play an important role in the growth corridor and/or region. State-led planning for these state and regionally-significant places will contribute to creating liveable communities and achieving more dwellings and jobs in established areas and identify implementation and coordination actions that support growth and economic investment.

**ACTION 2.** Prepare a report that sets out a spatial framework for employment precincts and activity centres across the Western Growth Corridor. It will consider the future demand for and need for commercial and employment land across the growth areas and ensure that Precinct Structure Plans make adequate and sufficient provision to accommodate longer-term commercial and employment needs.

**ACTION 3.** Coordinate the whole of government delivery of the Sunshine NEIC to catalyse economic activity and maximise the value of infrastructure investment in the area.

**ACTION 4.** Separate to the SERA Pilot Project, identify and implement a SERA in the Western Metro Region in partnership with local government.

**TABLE 7. Metropolitan and major activity centres: existing attributes and strategic opportunities**

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Metropolitan Activity Centres</b>		
<b>Footscray (Maribyrnong)</b>		
<ul style="list-style-type: none"> <li>Hybrid centre anchored by Barkly/Hopkins Street, Nicholson Street, Paisley Street and Leeds Street; bordered by the Maribyrnong River to the east and Geelong Road to the west</li> <li>Plays a major service delivery role with mixed-use function including retail, residential, educational, medical and community services and Footscray Market</li> <li>State significant health precinct at Footscray Hospital (Western Health)</li> <li>State-significant education precinct at Victoria University</li> <li>Train (Footscray Station) and tram services</li> </ul>	<ul style="list-style-type: none"> <li>Heritage significance</li> <li>Proximity to Kinnear Ropeworks and Joseph Road Precinct urban renewal areas and future Dynon Road industrial corridor</li> <li>State and regionally-significant industrial areas (Western SSIP, Yarraville Port Precinct, Mobile Oil Terminal Precinct)</li> <li>Major recreation facility at Whitten Oval to the west and regionally-significant recreation facility at Henry Turner South Reserve to the north</li> <li>Proximity to future West Gate Tunnel</li> <li>Future Melbourne Airport Rail and Metro Tunnel train services; associated improvements to Footscray Station</li> <li>Flooding risks in parts of the activity centre</li> </ul>	<ul style="list-style-type: none"> <li>Reinforce role as principal mixed-use residential, retail, commercial and community services centre</li> <li>Support higher-density housing development beyond centre core; better utilise the mixed-use potential of the area around the Maribyrnong River</li> <li>Develop the Victoria University campus and Footscray as a 'university neighbourhood'</li> <li>Capitalise on proximity/connectivity to surrounding industrial areas and Melbourne CBD to support development as a key employment hub</li> <li>Maximise integration and transit-oriented development opportunities with future Melbourne Airport Rail and Metro Tunnel</li> </ul>
<b>Sunshine (Brimbank)</b>		
<ul style="list-style-type: none"> <li>Hybrid centre anchored by Hampshire Road and Devonshire Road</li> <li>Plays a major service delivery role with mixed-use functions including retail, office, residential, educational, medical, industrial and regional community services</li> <li>City West Plaza, Sunshine Marketplace and Sunshine Plaza shopping centres</li> <li>Part of the Sunshine NEIC</li> <li>State-significant education precinct at Victoria University</li> <li>Train (Sunshine and Albion stations) and SmartBus services, and gateway to the Regional Rail Link to Western Growth Corridor, Avalon Airport and Geelong</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to state-significant industrial precinct to the south (Western SSIP)</li> <li>Future Melbourne Airport Rail and Metro Tunnel train services</li> <li>Future SRL West (Airport to Werribee) interchange station</li> <li>Flood risk to the north of the activity centre</li> <li>Urban renewal opportunities including the Albion Quarter</li> </ul>	<ul style="list-style-type: none"> <li>Evolve into a fully multi-functional activity centre, core destination and services hub for retail, commercial, office, civic, social, residential, leisure and community facilities</li> <li>Capitalise on proximity/connectivity to surrounding industrial areas and Sunshine NEIC; and continue development as a key employment hub</li> <li>Maximise integration and transit-oriented development opportunities with future Melbourne Airport Rail, Metro Tunnel and SRL</li> <li>Develop Victoria University Sunshine Skills Hub</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Toolern (also known as Cobblebank) (Melton) (Future)</b>		
<ul style="list-style-type: none"> <li>• Future metropolitan activity centre in the centre of the Toolern PSP area, with Ferris Road as the gateway and spine of the centre</li> <li>• Forms part of Western Growth Corridor</li> <li>• Future state-significant commercial land in the activity centre</li> <li>• Regionally-significant industrial land located north known as Cobblebank Employment and Mixed Use area (CEMU)</li> <li>• Bounded to the west by Toolern Creek</li> <li>• Regional train (Cobblebank Station) service</li> </ul>	<ul style="list-style-type: none"> <li>• Projected to serve a population of 55,000 people within the larger Toolern PSP area</li> <li>• Integration of new Melton Hospital</li> <li>• Proximity to the OMR</li> <li>• Area subject to environmental audit overlay to the north-west</li> </ul>	<ul style="list-style-type: none"> <li>• Establish role as primary activity centre and transport hub for Toolern and wider community including the peri-urban areas</li> <li>• Promote a range of regional and local employment, civic, retail, education, medical, residential, recreational and entertainment uses and a mixture of shops, offices and dwellings</li> <li>• Improve the quantum and quality of local employment opportunities in the region by supporting investment and job creation</li> <li>• Provide a range of housing at average density of at least 15 dwellings per hectare, with higher-density housing generally located in the activity centre</li> <li>• Develop transit-oriented urban structure, with a road network that supports local bus routes within 400 metres of most homes, provides direct connections to key destinations in Melton Township and higher-order public transport connections at Melton Station and Cobblebank Station and bus interchange</li> <li>• Provide network of landscaped open spaces to contribute to amenity</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Major Activity Centres</b>		
<b>Altona (Hobsons Bay)</b>		
<ul style="list-style-type: none"> <li>Strip-based centre focused on Pier Street, terminating at Altona Pier/Beach</li> <li>Mixed-use functions including supermarket, retail, office, residential, medical, light industrial, community services and civic functions</li> <li>Train (Altona Station) and SmartBus services</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to Western Industrial Precinct to the north</li> <li>Significant flood and coastal inundation risk</li> </ul>	<ul style="list-style-type: none"> <li>Continue to provide a beachside destination for Western Metro Region residents and visitors</li> <li>Expand mixed-use residential, retail, commercial and community services</li> <li>Improve access to public transportation services for local community, commuters and tourists</li> </ul>
<b>Altona North (Hobsons Bay)</b>		
<ul style="list-style-type: none"> <li>Hybrid centre comprising strip-based centre and freestanding Altona Gate Shopping Centre on west side of Millers Road south of West Gate Freeway, and also includes three additional strip-based and large format retail clusters further south on Millers Road</li> <li>Mixed-use functions including supermarket, retail, office, residential, medical, light industrial and community services</li> <li>PPTN interchange at Altona Gate Shopping Centre with SmartBus services</li> </ul>	<ul style="list-style-type: none"> <li>Immediate access to West Gate Freeway to the north</li> <li>Proximity to West Gate Tunnel project</li> <li>Proximity to Western Industrial Precinct</li> <li>'Precinct 15' strategic redevelopment site to the east via Blackshaws Road</li> <li>Flood risk to Millers Road south of Blackshaws Road</li> </ul>	<ul style="list-style-type: none"> <li>Improve pedestrian movement and accessibility</li> <li>Encourage development in residential areas surrounding the Altona Gate Shopping Centre</li> </ul>
<b>Airport West (Moonee Valley)</b>		
<ul style="list-style-type: none"> <li>Freestanding shopping centre (Westfield Airport West) bordered by mixture of residential and industrial land to the south</li> <li>Supermarket, retail, industrial and commercial services</li> <li>PPTN interchange with tram and SmartBus services</li> </ul>	<ul style="list-style-type: none"> <li>Essendon Fields/Essendon Airport to the east and Melbourne International Airport to the north-west</li> <li>Regionally-significant industrial precincts to the south and west</li> </ul>	<ul style="list-style-type: none"> <li>Encourage development in residential areas to the south of Westfield Airport West Shopping Centre</li> <li>Expand appropriate leisure, recreational and entertainment uses near and within the Westfield Airport West Shopping Centre</li> </ul>



EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Ascot Vale-Union Road (Moonee Valley)</b>		
<ul style="list-style-type: none"> <li>Strip-based centre based on Union Road</li> <li>A mix of retailing, accommodation, business, medical and hospitality services</li> <li>Train (Ascot Vale Station) and tram services</li> </ul>	<ul style="list-style-type: none"> <li>Proximity to Melbourne Showgrounds Village to the south</li> <li>Heritage significance</li> <li>Flood risk along southern end of Union Road</li> </ul>	<ul style="list-style-type: none"> <li>Develop a thriving retail and business sector with employment-generating uses</li> <li>Encourage residential development that is sympathetic to heritage character</li> <li>Improve connectivity between Union Road and the Melbourne Showgrounds Village</li> </ul>
<b>Brimbank Central (Brimbank)</b>		
<ul style="list-style-type: none"> <li>Freestanding shopping centre (Brimbank Central) at the intersection of Station Road and Neale Road</li> <li>A mix of supermarket, retail, food and community services including Deer Park Library</li> <li>Bus services (stops on Station Road and Neale Road)</li> </ul>	<ul style="list-style-type: none"> <li>Includes Deer Park Library as a separate stand-alone building from the larger shopping centre</li> <li>Improved public transport integration</li> </ul>	<ul style="list-style-type: none"> <li>Offer a broad range of non-retail commercial activities, providing services and employment opportunities for the local community, including small commercial offices and service businesses</li> <li>Improve public transport connectivity, and cycling and pedestrian accessibility</li> <li>Encourage residential development in areas surrounding the shopping centre</li> <li>Expand medical, entertainment and leisure facilities</li> <li>Increase local community services and facilities</li> </ul>
<b>Braybrook Central West (Maribyrnong)</b>		
<ul style="list-style-type: none"> <li>Freestanding shopping centre bordered by Sunshine Road, Ashley Street and Barkly Street</li> <li>Employment and business-based function with retail uses</li> <li>State-significant industrial land (Braybrook Industrial Precinct and Business Park) used for logistics, storage and distribution businesses</li> <li>Train (Tottenham Station) and major interstate rail freight services</li> </ul>	<ul style="list-style-type: none"> <li>Braybrook as an urban renewal area</li> </ul>	<ul style="list-style-type: none"> <li>Transform into mixed-use retail, commercial, residential and community services centre</li> <li>Facilitate transition from manufacturing to services-based industries</li> <li>Investigate potential for intensification of retail, industrial and commercial uses</li> <li>Support growth in creative industries through provision of affordable workspaces</li> <li>Increase housing intensification</li> <li>Focus on community and amenity</li> <li>Improve access from Tottenham Station to Braybrook Central West and with adjoining residential areas</li> <li>Improve pedestrian access within the centre and to neighbouring residential areas</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Caroline Springs (Brimbank)</b>		
<ul style="list-style-type: none"> <li>• Freestanding shopping centre on Lake Street</li> <li>• Supermarket, retail, convenience, medical and accommodation services</li> <li>• Caroline Lake with surrounding open space at the core of the activity centre</li> <li>• Train (Caroline Springs Station), 3.5km to the south, and PPTN interchange bus services</li> </ul>	<ul style="list-style-type: none"> <li>• Links to future activity centres in the growth area to the west and Watergardens – Sydenham Major Activity Centre to the north-east</li> <li>• Improved public transport integration</li> </ul>	<ul style="list-style-type: none"> <li>• Offer a broad range of non-retail commercial activities, providing services and employment opportunities for the local community, including small commercial offices and professional services</li> </ul>
<b>Deer Park (Brimbank)</b>		
<ul style="list-style-type: none"> <li>• Strip-based centre at the intersection of Station Road and Ballarat Road</li> <li>• Supermarket and specialty retail services</li> <li>• Train (Deer Park Station) service</li> </ul>	<ul style="list-style-type: none"> <li>• State and regionally-significant industrial areas to the south and west</li> <li>• Major Hazard Facility to the south-east</li> <li>• Metropolitan Ring Road to the east</li> <li>• Level crossing removal at Station Road/Mt Derrimut Road (Deer Park Station)</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage residential development in surrounding areas</li> <li>• Encourage non-retail commercial activities, speciality shops, medical, leisure and entertainment facilities</li> </ul>
<b>Flemington-Racecourse Road (Moonee Valley)</b>		
<ul style="list-style-type: none"> <li>• Strip-based centre on Racecourse Road between Ascot Vale Road and Wellington Street</li> <li>• Regional community and tourism assets at Flemington Racecourse and Flemington Community Hub</li> <li>• Train (Flemington, Newmarket, Kensington and Macaulay stations) and tram services</li> </ul>	<ul style="list-style-type: none"> <li>• Proximity to Arden and Macaulay major urban renewal areas</li> <li>• Precincts and buildings with heritage significance</li> </ul>	<ul style="list-style-type: none"> <li>• Provide more retail uses and increased levels of higher-density development</li> <li>• Leverage proximity to Arden and Macaulay major urban renewal areas</li> <li>• Maintain a 'main street' feel</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Hoppers Crossing (Wyndham)</b>		
<ul style="list-style-type: none"> <li>• Freestanding shopping centre at the intersection between Heaths Road and Morris Road</li> <li>• Large format retail and light industrial uses</li> <li>• Regionally-significant industrial land at Old Geelong Road Precinct to the north-east</li> <li>• State-significant health and education precinct at Werribee Health and Education Precinct</li> <li>• Train (Hoppers Crossing Station) service</li> </ul>	<ul style="list-style-type: none"> <li>• Level crossing removal at Old Geelong Road</li> </ul>	<ul style="list-style-type: none"> <li>• Support role as the gateway to the Werribee NEIC</li> <li>• Increase retail opportunities</li> <li>• Facilitate more intensive development to the east and west, associated with level crossing removal</li> <li>• Encourage higher-density development</li> </ul>
<b>Maribyrnong - Highpoint (Maribyrnong)</b>		
<ul style="list-style-type: none"> <li>• Freestanding shopping centre based along Raleigh Road, Wests Road and Van Ness Avenue</li> <li>• Retail including bulky goods, with offices, entertainment, services and residential development</li> <li>• Cultural and tourism facility at Jack's Magazine, and regional recreation facility Maribyrnong Aquatic Centre</li> <li>• Bus and tram services</li> <li>• PPTN interchange located at Highpoint Shopping Centre</li> </ul>	<ul style="list-style-type: none"> <li>• Urban renewal areas include former Maribyrnong Defence Site and Detention Centre, and former Victoria University Student Village, Maidstone</li> <li>• Urban renewal areas require substantial public transport intervention to alleviate existing road network bottlenecks</li> <li>• Heritage significance</li> </ul>	<ul style="list-style-type: none"> <li>• Realise potential for broad range of uses, and transform into a mixed-use retail, commercial, residential and community services centre</li> <li>• Increase housing intensification, with capacity for medium- and higher-density housing development</li> <li>• Improve public transport services between Footscray and Maribyrnong-Highpoint using opportunities such as tram prioritisation</li> <li>• Support community services and recreation facilities</li> </ul>
<b>Melton (Melton)</b>		
<ul style="list-style-type: none"> <li>• Strip-based centre on High Street</li> <li>• A regional commercial role with retail and services such as health, community, civic and wholesaling</li> <li>• Train (Melton Station) service</li> </ul>	<ul style="list-style-type: none"> <li>• Regionally-significant industrial precinct to the east</li> <li>• Heritage significance</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to provide a diversity of uses, public spaces and community facilities</li> <li>• Encourage medium- and higher-density residential development</li> <li>• Develop better connection to Melton Station</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Melton – Woodgrove and Coburns Road (Melton)</b>		
<ul style="list-style-type: none"> <li>• Two separate freestanding shopping centres at Woodgrove Shopping Centre and Coburns Central Shopping Centre, between High Street and the Western Freeway to the south, and Coburns Road to the east</li> <li>• Regional retail function</li> <li>• State-significant health precinct at Melton Health</li> <li>• Bus services</li> </ul>	<ul style="list-style-type: none"> <li>• Connection to Melton Town Centre and Melton Station</li> <li>• Flooding risk in parts of the activity centre</li> </ul>	<ul style="list-style-type: none"> <li>• Continue role as a retail centre and health precinct</li> <li>• Encourage greater provision of community facilities</li> <li>• Increase mixed-use development to build on existing retail role</li> </ul>
<b>Manor Lakes (Wyndham)</b>		
<ul style="list-style-type: none"> <li>• Freestanding shopping centre between Armstrong Road, Ballan Road and Manor Lakes Boulevard</li> <li>• Manor Lakes Central Shopping Centre and community services</li> <li>• Train (Wyndham Vale Station) service</li> </ul>	<ul style="list-style-type: none"> <li>• Heritage dry stone walls on Ballan Road</li> </ul>	<ul style="list-style-type: none"> <li>• Consolidate local retail and commercial role to serve areas west of the Werribee River</li> <li>• Accommodate a strong mix of community facilities and services</li> <li>• Leverage the activity centre’s key location adjacent to an existing railway station to deliver a high-intensity mixed-use town centre</li> </ul>
<b>Moonee Ponds (Moonee Valley)</b>		
<ul style="list-style-type: none"> <li>• Hybrid centre to the east of the railway line and main activity centre to the west of Mount Alexander and Ascot Vale Road</li> <li>• A regional retail centre and the major site for professional and financial services in Melbourne’s north-west region</li> <li>• Higher-density residential development in activity centre core</li> <li>• Civic centre with council and other administration offices</li> <li>• Major recreation facility at Moonee Valley Racecourse</li> <li>• Train (Moonee Ponds Station), tram and bus services</li> </ul>	<ul style="list-style-type: none"> <li>• Heritage significance</li> <li>• Moonee Valley Racecourse Precinct Urban Renewal Area</li> </ul>	<ul style="list-style-type: none"> <li>• Strengthen role as professional services node in the inner north-west and regional role in diverse and comprehensive retail, community and cultural services</li> <li>• Encourage a diverse range of medium- to higher-density and affordable housing</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Hopkins Road (also known as Mt Atkinson) (Melton) (Future)</b>		
<ul style="list-style-type: none"> <li>• Future major activity centre south of the Western Freeway and west of Hopkins Road</li> <li>• Approved PSP which provides a diversity of housing, commercial and industrial land</li> </ul>	<ul style="list-style-type: none"> <li>• Proposed railway station</li> <li>• Proposed Truganina Terminal Station</li> <li>• Future regionally-significant commercial land</li> <li>• Western SSIP to the east</li> <li>• Outer Metropolitan Ring reservation to the west</li> <li>• Key landscape characteristics of Mt Atkinson</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage a variety of employment, infrastructure and community facilities</li> <li>• Maximise opportunities for industrial land to support employment activity</li> <li>• Provide diverse housing opportunities</li> </ul>
<b>Niddrie – Keilor Road (Moonee Valley)</b>		
<ul style="list-style-type: none"> <li>• Strip-based centre on Keilor Road south of the Calder and Tullamarine freeways</li> <li>• Complements the North Essendon Major Activity Centre</li> <li>• A mix of land uses, entertainment and some commercial activity</li> <li>• Tram and SmartBus services</li> </ul>	<ul style="list-style-type: none"> <li>• Regionally-significant industrial land, Airport West industrial precinct, located to the north</li> <li>• Transport gateway with Essendon Airport located to the north separated by the Tullamarine and Calder freeways</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage a strong mixed-use centre for local and regional catchments</li> <li>• Maximise opportunities for local employment, day and night-time activity and active ground floor frontages</li> <li>• Continue to provide a bulky goods and trade supplies area</li> </ul>
<b>North Essendon (Moonee Valley)</b>		
<ul style="list-style-type: none"> <li>• Strip-based centre on Mt Alexander Road south of Tullamarine Freeway</li> <li>• Complements the Niddrie-Keilor Road Major Activity Centre</li> <li>• Retail and specialty shopping</li> <li>• Regional recreation facility at Windy Hill football ground</li> <li>• Train (Essendon and Glenbervie stations) tram and SmartBus services</li> </ul>	<ul style="list-style-type: none"> <li>• Redevelopment opportunities along Mt Alexander Road</li> <li>• Heritage significance of date palm avenue along Mt Alexander Road</li> </ul>	<ul style="list-style-type: none"> <li>• Develop as a local centre that provides a range of retail, commercial, and leisure services and facilities</li> <li>• Promote as a gateway to Melbourne's inner-northern suburbs</li> <li>• Encourage a variety of housing types and densities</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Plumpton (Melton) (Future)</b>		
<ul style="list-style-type: none"> <li>• Future major activity centre between Plumpton Road, Melton Highway and Beattys Road</li> <li>• Pastoral and agricultural land uses</li> <li>• Approved PSP</li> </ul>	<ul style="list-style-type: none"> <li>• Future regionally-significant commercial land</li> <li>• Future regionally-significant Melton Highway Industrial Precinct located to the west</li> <li>• Future public transport connections as the activity centre is not on a rail line</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage local and regional employment precincts in business/professional and industrial services</li> <li>• Accommodate residential growth and social infrastructure</li> </ul>
<b>Point Cook (Wyndham)</b>		
<ul style="list-style-type: none"> <li>• Hybrid centre north of Dunnings Road and east of Boardwalk Boulevard with street-based spine along Main Street</li> <li>• Primary sub-regional shopping centre with retail, office and community services</li> </ul>	<ul style="list-style-type: none"> <li>• Linkages to Werribee NEIC and East Werribee Employment Precinct</li> </ul>	<ul style="list-style-type: none"> <li>• Grow local employment through retail and offices</li> </ul>
<b>Riverdale (Wyndham) (Future)</b>		
<ul style="list-style-type: none"> <li>• Future major activity centre around Sayers Road</li> <li>• Approved PSP</li> </ul>	<ul style="list-style-type: none"> <li>• Future Wyndham City Stadium, Tarneit</li> <li>• Proximity to Werribee River</li> <li>• Adjacent to the Regional Rail Link alignment and future Sayers Road Station</li> </ul>	<ul style="list-style-type: none"> <li>• Service the local catchment providing local shopping, business, medical, leisure, recreation and community needs while allowing opportunities for local specialisation</li> <li>• Accommodate major community facilities for Tarneit West and the wider surrounding region</li> <li>• Encourage a variety of medium- and higher-density housing</li> <li>• Integrate the proposed train station into the activity centre</li> </ul>
<b>Rockbank (Melton) (Future)</b>		
<ul style="list-style-type: none"> <li>• Future major activity centre on Leakes Road, south of the Western Freeway</li> <li>• Approved PSP</li> <li>• Community facilities including school and recreation reserve</li> <li>• Train (Rockbank Station) service</li> </ul>	<ul style="list-style-type: none"> <li>• Future regionally-significant commercial land</li> <li>• Heritage significance of dry-stone walls</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a sub-regional function</li> <li>• Encourage higher-density residential options that connect to the train station</li> <li>• Provide key social infrastructure, local shopping centres, schools and public transport to support the growing residential population</li> <li>• Develop a transport precinct around Rockbank Station</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Rockbank North (Melton) (Future)</b>		
<ul style="list-style-type: none"> <li>• Future major activity centre east of Leakes Road and north of the Western Freeway</li> <li>• Approved PSP</li> </ul>	<ul style="list-style-type: none"> <li>• Future regionally-significant commercial land</li> </ul>	<ul style="list-style-type: none"> <li>• Develop as a regional focal point for higher-order employment, retail, health and education services with a principal catchment focused north of the Western Freeway</li> <li>• Encourage a range of housing opportunities including medium- and higher-density housing</li> </ul>
<b>St Albans (Brimbank)</b>		
<ul style="list-style-type: none"> <li>• Strip-based centre around Alfrieda Street and St Albans Road</li> <li>• A sub-regional function including education (Victoria University campus), community and industrial uses to the south</li> <li>• Part of the Sunshine NEIC</li> <li>• Fresh food, multicultural market-style centre</li> <li>• Train (St Albans Station) and bus services</li> </ul>	<ul style="list-style-type: none"> <li>• Potential redevelopment of Victoria University</li> <li>• Sunshine Health and Wellbeing Education Precinct to the south</li> </ul>	<ul style="list-style-type: none"> <li>• Provide a broad range of retail and commercial activities, providing services and employment opportunities for the local community, including commercial offices, service business and service industry</li> <li>• Accommodate medium- and higher-density residential uses, local community services, medical centres, and commercial activities</li> <li>• Develop better integration between Victoria University and the activity centre</li> <li>• Maximise transport interchange incorporating a redeveloped railway station and bus interchange</li> </ul>
<b>Sydenham (Brimbank)</b>		
<ul style="list-style-type: none"> <li>• Freestanding shopping centre at Watergardens, the largest retail centre in the Brimbank LGA, south of Melton Highway and west of Kings Road</li> <li>• Large format retail</li> <li>• Civic and community services and facilities around Sydenham Library</li> <li>• Train (Watergardens Station) and bus services</li> </ul>	<ul style="list-style-type: none"> <li>• Rail line and Melton Highway are barriers to movement to and from the activity centre</li> <li>• Substantial mixed-use development potential on surrounding land parcels which form part of Watergardens</li> <li>• Environmental significance associated with Taylors Creek</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage mixed-use development including retail, non-retail commercial activities, medical services, community services and leisure and entertainment activities, and grow as an employment centre</li> <li>• Encourage medium- and higher-density residential development</li> <li>• Maximise transport linkages to the existing station</li> <li>• Improve connections to surrounding areas</li> </ul>

EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Tarneit (Wyndham)</b>		
<ul style="list-style-type: none"> <li>Hybrid centre mostly north of Leakes Road, south of Dohertys Road and east of Derrimut Road</li> <li>Tarneit Central Shopping Centre</li> <li>Adjacent to the Regional Rail Link</li> <li>Train (Tarneit Station) service</li> </ul>	<ul style="list-style-type: none"> <li>Future regionally-significant commercial land</li> <li>Adjacent to Skeleton Creek</li> </ul>	<ul style="list-style-type: none"> <li>Encourage role as a key retail and commercial activity centre to serve the northern areas of Wyndham</li> <li>Encourage commercial office, non-retail, retail employment activities more comprehensive and specialist education, health and community facilities</li> <li>Leverage key location adjacent to an existing railway station to deliver a high-intensity mixed-use street-based town centre</li> </ul>
<b>Werribee (Wyndham)</b>		
<ul style="list-style-type: none"> <li>Established strip-based centre around Watton Street</li> <li>Retail and commercial spaces, and a mix of business and services for the entire Wyndham region</li> <li>Civic functions including council offices</li> <li>In the Werribee NEIC and near the East Werribee Employment Precinct</li> <li>Werribee River and Werribee Regional Park</li> <li>Train (Werribee Station) service</li> </ul>	<ul style="list-style-type: none"> <li>Future SRL West (Airport to Werribee) interchange station</li> <li>Level crossing removals at Werribee Street and Cherry Street</li> <li>Geelong Fast Rail</li> <li>Heritage significance in Watton Street as well as Werribee Racecourse</li> <li>Environmental significance associated with Werribee River</li> </ul>	<ul style="list-style-type: none"> <li>Encourage role as a major employment centre with further expansion and broader role as the Werribee NEIC develops</li> <li>Encourage diverse and higher-density housing</li> <li>Promote as major mixed-use hub including retail, commercial, office and residential</li> </ul>
<b>Werribee Plaza (Wyndham)</b>		
<ul style="list-style-type: none"> <li>Freestanding shopping centre at the intersection of Derrimut Road and Heaths Road</li> <li>Large concentration of retail</li> <li>Regional recreation facility at AquaPulse</li> <li>PPTN interchange and bus services</li> </ul>	<ul style="list-style-type: none"> <li>Flood risk along drainage easement to southwest</li> </ul>	<ul style="list-style-type: none"> <li>Promote opportunities to intensify and future develop existing land</li> <li>Increase mixed-use, non-retail commercial and office functions</li> <li>Provide social and community infrastructure</li> </ul>



EXISTING ATTRIBUTES	WHAT NEEDS TO BE CONSIDERED	FUTURE ROLE/STRATEGIC OPPORTUNITIES
<b>Williams Landing (Wyndham)</b>		
<ul style="list-style-type: none"> <li>Hybrid centre with freestanding shopping centre near train station and strip-based retail along Palmers Road and Overton Road</li> <li>Commercial offices, retail and transit-oriented development around train station</li> <li>Regionally-significant industrial land</li> <li>Conservation reserves to the west</li> <li>Train (Williams Landing Station) service</li> </ul>	<ul style="list-style-type: none"> <li>Linkages to Werribee NEIC, East Werribee Employment Precinct and Point Cook</li> <li>Linkages to existing health and education precinct at Werribee and proposed health precinct at Point Cook</li> </ul>	<ul style="list-style-type: none"> <li>Develop mixed use with retail, restricted retail, commercial and residential</li> <li>Accommodate a substantial commercial office component as part of a transit-oriented development leveraging Williams Landing Station</li> <li>Deliver high-order business services and professional service sector employment opportunities</li> <li>Accommodate bulky goods retail</li> </ul>
<b>Williamstown (Hobsons Bay)</b>		
<ul style="list-style-type: none"> <li>Strip-based centre focused on Ferguson Street and Douglas Parade and extending to Nelson Place</li> <li>Hospitality, retail and tourism role including Nelson Place and waterfront</li> <li>Regionally-significant industrial land known as Williamstown Marine Precinct</li> <li>Regional recreation facility at Williamstown Sailing Club</li> <li>Train (Williamstown and North Williamstown stations) service and Williamstown ferry to Melbourne CBD</li> </ul>	<ul style="list-style-type: none"> <li>Level crossing removal at Ferguson Street</li> <li>Proximity to Major Hazard Facilities (Gellibrand Pier)</li> <li>Port-related activities (part of Port of Melbourne) close to the activity centre (Gellibrand and Breakwater Piers)</li> <li>Urban renewal areas at Nelson Place/Waterline Place Village</li> <li>Heritage significance</li> </ul>	<ul style="list-style-type: none"> <li>Retain activity centre's character and existing hospitality uses</li> <li>Encourage purpose-built offices to accommodate businesses currently occupying retail premises</li> <li>Provide a mix of uses including retail, office, commercial, tourism and residential</li> </ul>



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