Wirraway

Proposed Precinct Character: Wirraway

The Vision for Wirraway

1. The Fishermans Bend Vision proposes different precincts of which each are to be distinctive and unique neighbourhoods. The vision for Wirraway in 2050 is as follows:

Wirraway is a family friendly neighbourhood. Small parks, plazas and playgrounds throughout the neighbourhood are linked by leafy streets lined with different types of shops, businesses and homes.

Wirraway provides a choice of diverse housing, including small to medium scale apartment buildings. There are also some higher-rise developments with views to surrounding suburbs and the Bay.

Residential developments provide intimate-scaled green spaces where people can meet, gather and relax. The contemporary architecture in Wirraway sensitively references the area’s cultural and industrial heritage.

JL Murphy Reserve is a major green space in Fishermans Bend. It is a focus for recreation, active throughout the day and evening, with organised sports and leisure activities.

The Reserve incorporates best practice stormwater management, which contribute to Fishermans Bend’s status as a model for water sustainability. Local schools use JL Murphy Reserve during the day for outdoor activities, sharing the space with the broader community.

Wirraway is known for its thriving arts scene. Small galleries, art and design centres and cultural facilities attract visitors from all

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1 Fishermans Bend Vision September 2016, Strategic Direction 5, p. 12.
over Melbourne, as well as tourists from further afield. The arts culture of Wirraway is a key element of Fishermans Bend’s success as a place for innovation and creativity.

Service industries, as well as research and development hubs build off connections to the Employment Precinct. There is a real diversity of workers here.

The heart of Wirraway is located near the intersection of two important public transport routes on Plummer and Salmon Streets. It includes many small businesses, speciality retail, restaurants and cafés, co-located with a variety of community facilities, providing an attractive and engaging experience along Plummer Street Boulevard. Regular trams along the Boulevard ensure that Wirraway is well connected to the city and beyond.

This local centre has higher densities than some other parts of Wirraway, with slender commercial buildings punctuating the generally lower rise skyline. Buildings step down towards Williamstown Road to respect Garden City’s low scale built form.

Wirraway and the Port of Melbourne coexist comfortably, with popular cycle and walking routes providing an accessible landscaped buffer. People can easily walk and ride to Sandridge Beach, Westgate Park and back through Fishermans Bend towards the city.

This is a place for people of all ages – from young people who have great access to schools and other community facilities, adults who work and meet in well designed public spaces and buildings, and older people who can carry out active lives with great recreational and cultural facilities.

Wirraway is a place for everyone.²

² Ibid., pp. 28 and 30.
OVERARCHING GUIDANCE IN THE MUNICIPAL STRATEGIC STATEMENT

2. The proposed MSS contains strategic direction for each Fishermans Bend precinct. This direction guides preferred character through building typology and gradation in height, enhancement of laneways, encouragement of mixed use and active frontages in core areas.

3. Relevantly to Wirraway, statements of direction include:

(a) *Fishermans Bend Urban Renewal Area* will transition from an industrial area to a genuine mixed use environment with a residential and commercial focus.\(^3\)

(b) *Protect public open space from overshadowing by private development*.\(^4\)

(c) *The Fishermans Bend Urban Renewal Area is an area that will transition towards a higher density built form that will vary across each precinct to include a range of building typologies, including infill, row, shoptop, courtyard, perimeter block and podium-tower development*.\(^5\)

(d) *Ensure higher built form areas within the Fishermans Bend Urban Renewal Area transition effectively to low-rise areas immediately surrounding the urban renewal areas*.\(^6\)

(e) *Protect and enhance the built form, character and function of laneways and the laneway system as a significant element of the City’s built form*.\(^7\)

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\(^3\) Clause 21.04-3 ‘Office and Mixed Activity Areas: Key Issues’, *Port Phillip Planning Scheme (Document 66c)*, p. 10.


\(^7\) Ibid., p. 5.
(f) Ensure new development reinforces or reinstates and extends the fine grain pattern of streets and lanes.\(^8\)

(g) Achieve a graduation in building scale and massing between areas of medium and higher density development within activity centres to the traditional low-rise, fine grain scale of established residential areas.\(^9\)

(h) Ensure that new development at increased densities provides a transition in scale to any adjoining lower-rise development.\(^10\)

(i) Ensure new development provides opportunities for higher density development, a varied urban form and good pedestrian amenity.\(^11\)

(j) Ensure new development considers the potential impacts on the environmental performance and amenity of adjoining properties by way of overshadowing, privacy, or visual bulk.\(^12\)

(k) Ensure that the development achieves design excellence through best practice urban design, landscape architecture and architecture.\(^13\)

(l) Ensure development contributes to the preferred future character and creation of distinct neighbourhood precincts.\(^14\)

(m) Deliver diversity of built form typologies, including low, medium and high rise buildings at a range of densities to provide housing diversity to support the creation of a diverse and inclusive community.\(^15\)

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\(^8\) Ibid., p.5.
\(^9\) Ibid., p.6.
\(^10\) Ibid., p.6.
\(^11\) Ibid., p.7.
\(^12\) Ibid., p.7.
\(^13\) Ibid., p.7.
\(^14\) Ibid., p.7.
\(^15\) Ibid., p.7.
(n) Ensure new development does not unreasonably affect the amenity of adjoining properties by way of overshadowing, privacy, or visual bulk.\(^{16}\)

(a) Ensure new development considers the potential impacts on the environmental performance and amenity of adjoining properties by way of overshadowing, privacy, or visual bulk.\(^{17}\)

(b) Encourage active street frontages at ground floor level in retail and mixed use areas.\(^{18}\)

(c) Encourage opportunity for social interaction at interfaces between the public and private realms, and spaces and facilities within multi-storey residential developments.\(^{19}\)

(d) Ensure a variety of built form typologies are delivered, including low, medium and high rise buildings at a range of densities.\(^{20}\)

(e) Promote a genuine mix of uses in the area that provides for residential, commercial, retail, industrial and community facilities and uses.\(^{21}\)

(f) Encourage the highest concentration and mix of uses in the defined activity core areas, located on public transport nodes and routes.\(^{22}\)

(g) Encourage high quality urban form that improves both the private and public realms.\(^{23}\)


\(^{17}\) Ibid., p.8.

\(^{18}\) Ibid., p. 8.

\(^{19}\) Ibid., p. 8.


\(^{21}\) Clause 21.06-8 'Local Strategies', Port Phillip Planning Scheme (Document 66c), p. 32.

\(^{22}\) Ibid., p. 33.

\(^{23}\) Ibid.
Wirraway

4. Clause 21.06-8 contains a character statement for Wirraway and key character, built form and preferred use outcomes. Wirraway is described as:

The heart of Wirraway is the intersection of Plummer Street and Salmon Street which is the focus of activity with an active and engaging pedestrian experience along Plummer Street Boulevard. Key public transport spine and interchange node created along Plummer Street with the extension of the Southern Tram Route, bus routes and potential for the underground metro rail station located at the junction with Salmon Street. These provide direct connections to Sandridge, the CBD, Docklands and the Fishermans Bend Employment Precinct (NEIC). JL Murphy Reserve is a focus for active recreation with organised sports during the day and night. New Open Space is created at Prohasky Reserve, and in Wirraway North and Wirraway East, linked by green linear parkway and a network of smaller open spaces. A network of new streets and laneways transform existing industrial scale blocks into a walkable neighbourhood. High quality walking and cycling links provide easy access to, from and within the neighbourhood.

New and upgraded bridges over the Freeway at Rocklea Drive, Salmon Street, Thackray Street and Graham Street provide public transport, bike and pedestrian access to the Fishermans Bend Employment Precinct (NEIC). The largest Arts and Cultural Hub in Fishermans Bend is delivered as part of mixed use development, located in the proximity to the Southern Tram Route along Plummer Street. An Education and Community Hub (secondary) and an Education and Community Hub (primary) are delivered as part of mixed use development. These are located in the ‘investigation areas’ in close proximity to open space and the tram route. A Health and Well-Being Hub is delivered as part of mixed use development,
located within the ‘investigation area’ located centrally in the precinct. A Sports and Recreation Hub is delivered as part of mixed use development, located within the ‘investigation area’ adjoining Williamstown Road.

5. Key outcomes for Wirraway are:
   (a) The preferred location for new industrial, advanced manufacturing, research and development uses that reduce amenity impacts.
   (b) In the core area centred around the corner of Salmon and Plummer Streets, mid-rise buildings of 12-24 storeys.
   (c) Outside the core area, a mix of low to mid-rise (6 storeys) development including infill, row, courtyard and perimeter block development.
   (d) Around the perimeter of Wirraway North open space, development with a mandatory maximum height of 4 storeys.
   (e) At Williamstown Road/Garden City interface:
       (i) mandatory maximum height of 4 storeys; and
       (ii) landscaped setbacks or landscaped courtyards orientated to the street.
   (f) Buildings which avoid overshadowing parkland and the southern side of Plummer Street.24

Wirraway Sub-Precincts

6. Clause 21.06-8 includes a map of sub-precincts within Fishermans Bend which delineates areas within Wirraway as follows:

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7. The following outlines the preferred character elements which each sub-precinct of Wirraway. They are sourced from Table 3 in clause 21.06-8\textsuperscript{25} and the DDO.

*Area W1*

8. The preferred character elements of W1 are:

(a) Generally mid-rise developments with potential for commercial uses, including campus style developments and smaller scale commercial spaces that support creative industries.

(b) Provision of private and communal open spaces within developments with good access to sunlight to provide high levels of amenity for residents and workers.

(c) Discretionary building height of 23m.

(d) A proposed neighbourhood park on the north west corner of Salmon and Woolboard Streets.

\textsuperscript{25} Ibid., pp. 38 and 39.
Area W1: precedent examples

Image 1: Trafalgar Place in Elephant & Castle (building typology, communal open space)²⁶

²⁶ https://www.dezeen.com/2016/08/18/drmm-architects-trafalgar-place-heygate-estate-regeneration-south-london-housing-brick/
Area W2

9. The preferred character elements of W2 are:

(a) Slender towers located to minimise overshadowing impacts on Plummer Street.

(b) Provision of private and communal open space within developments with good access to sunlight to provide high levels of amenity for residents and workers.

(c) Activation of Plummer Street through a diversity of fine-grain street frontages nominally 4-10 metres wide.

(d) Activation of new north-south connections that connect to Plummer Street through a diversity of fine-grain frontages, nominally 4-8 metres wide.

(e) Lower street wall heights along the north side of Plummer Street to maximise the amount of sunlight penetrating between tower elements to reach the southern side of the street.

(f) A mixture of discretionary and mandatory building heights of:

   (i) 15.4m adjacent to JL Murphy Reserve;

   (ii) 23m;

   (iii) 35.8m;

https://www.google.com.au/search?q=100+west+walnut+pasadena&source=lnms&tbm=isch&sa=X&ved=2ahUKEwjLnL338_LaAhUFU7wKbKqTAVUQ_AUoBHoECAAQBg&biw=1707&bih=844&dpr=1.13#imgrc=SGCykzX9xqAfM:
(iv) 42.2m; and
(v) 80.6m.

Area W2: precedent examples
Images 3 & 4: MAB Lot 5 – Multiple Architects, New Quay (building typology, active frontages)\textsuperscript{28}

Image 5: Penway Place – Multiple Architects, Penrith (building typology)\textsuperscript{29}

Area W3

10. The preferred character elements of W3 are:

   (a) Generally a low-mid rise scale of development with opportunities for additional upper levels that are visually recessive from the

\textsuperscript{28} http://www.sixdegrees.com.au/mab-escala

\textsuperscript{29} https://theurbandeveloper.com/articles/toga-group-lodges-proposal-for-gateway-penrith-precinct
streets and JL Murphy Reserve and do not result in podium-tower levels.

(b) A variety of street wall heights between 4 and 8 storeys to contribute to architectural diversity within the street and provide opportunities for portions of the street to receive greater levels of sunlight access throughout the day.

(c) Maximum preferred and mandatory building height of 15.4m.

**Area W3: precedent examples**

*Image 6: Collingwood Warehouse – Claire Cousins, Collingwood (building typology)*[^30]

Image 7: Gertrude Street Apartments, Fitzroy (building typology)\(^{31}\)

The preferred character elements of W₄ are:

(a) Generally a mid-rise scale of development with opportunities for additional upper levels that are visually recessive from the streets and JL Murphy Reserve and do not result in podium-tower forms.

(b) Provision of private and communal open space within developments with good access to sunlight to provide high levels of amenity for residents and workers.

(c) Discretionary building height of 23m.

*Area W₄: precedent examples*

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Image 10: Peel Street Apartments, Fitzroy (street wall height, active interface)\textsuperscript{33}

Image 11: Foveaux Apartments, Surry Hills (building typology, active interface)\textsuperscript{34}

\textsuperscript{33} http://www.jcba.com.au/projects/peel-st

\textsuperscript{34} http://www.sjb.com.au/projects/81-foveaux-street
12. The Fishermans Bend Population and Demographic Paper September 2016 (‘the Paper’) prepared by the Department provides data on the expected demography over each of the four CCZ precincts in 2031 and 2051.

13. In addition to raw data, the Paper provides a narrative account of the expected evolution of the population over time. In respect of Wirraway, the Study states:

   The Wirraway Precinct reaches an indicative population of approximately 2,390 by 2031 under the Fishermans Bend Taskforce growth scenario. Wirraway development is expected to increase slowly from 2020 to reach its maximum of 250 additional households per annum by 2040 (see growth chart below). By 2051, there are 5,581 households and a total of 14,400 people in the precinct.

35 https://architectureau.com/articles/malvern-hill-apartments/
The initial population of Wirraway is expected to be similar in age structure to inner city precincts such as Southbank and Docklands - i.e. small households, predominantly couples without children and lone persons in smaller dwellings. This pattern is expected to change quickly, however, as construction of lower density buildings and dwellings with more bedrooms encourages the settlement and retention of families in the precinct.

The indicative population chart below shows that by 2031 the proportion of children is already higher than in other precincts, leading to the lowest median age of any of the precincts (under 36 years). By 2051 the profile of Wirraway is more typical of regenerating inner suburban areas, with half of the households being families with children, and almost 20 per cent of the population aged 14 years and under.

Private transport usage will be marginally higher than elsewhere in Fishermans Bend due to Wirraway’s relative isolation from early infrastructure delivery. Its development pattern reflects this with a much slower seed period followed by a significant peak post-2040 when major infrastructure is delivered.

Public transport still represents the highest proportion of journeys to work, with a sizeable proportion of cycling also enabled by cycling infrastructure along the Plummer Street spine.36

14. The Paper contrasts the household composition in Wirraway to Sandridge, observing that:

Wirraway, at the other extreme, allows for far fewer households, but a much more family-friendly character. The household distribution

seen here is similar to that in Kew East, Hampton and Pascoe Vale South.\textsuperscript{37}

15. These expectations regarding the composition of households in Wirraway and the role of Wirraway is reflected in the proposed clause 22.xx which:

(a) Establishes a dwelling density of 139 dwellings per hectare in core areas and 131 dwellings per hectare in non-core areas\textsuperscript{38} which is the lowest density core and non-core areas of all precincts.

(b) Establishes a comparatively high target for the provision of three-bedroom apartments at 30\%.\textsuperscript{39}

\textbf{EMPLOYMENT IN WIRRWAY}

16. The Employment Growth Profile for Wirraway anticipates:

The employment ratio of 0.7 jobs per household in Wirraway is reflective of the civic and family focus of the precinct. While there will be supporting employment in the neighbourhood centres in Wirraway, the primary focus of the precinct will be to deliver medium density housing for families. Arts and culture will be supported in the precinct as well as smaller business and industry, however the higher density commercial development which is fostered in the other precincts is not expected to be reflected in Wirraway.\textsuperscript{40}

17. The target of 4,000 jobs in Wirraway is considered reasonable – in that it is achievable but not over optimistic:

\textsuperscript{37} Ibid., p. 3.

\textsuperscript{38} Clause 22.xx, \textit{Port Phillip Planning Scheme} (Document 66d), p.2 and Table 2.

\textsuperscript{39} Ibid., p.3.

\textsuperscript{40} Department of Environment, Land, Water and Planning, \textit{Fishermans Bend: Population and Demographics}, September 2016, p. 25.
(a) Population and retail floor space projections are rise slowly comparative to other precincts.\textsuperscript{41}

(b) Wirraway will not support substantial retail floor space until approximately 2040.\textsuperscript{42}

(c) Wirraway is not expected to support a large retail offer. The Retail Report observes that one of Montague, Lorimer and Wirraway will provide a Sub-Regional Centre, but that it is most likely to be Montague.\textsuperscript{43}

(d) Residents of the eastern portion of Wirraway will have good access to significant retail located in Sandridge, so it is reasonable to expect that retail clusters in Lorimer are likely to be situated in the central and western parts of the precinct.\textsuperscript{44}

COMMUNITY INFRASTRUCTURE IN WIRRRAWAY

18. In terms of open space:

(a) The key areas of existing public open space in Lorimer are JL Murphy Reserve and Howe Reserve. The Community Infrastructure Plan describes JL Murphy Reserve as a focus for recreation, active throughout the day and evening, with organised sports and leisure activities.\textsuperscript{45}

(b) In addition to the existing public open space, the principal areas of open space proposed in Wirraway are:

- Wirraway North open space;

\textsuperscript{41} Essential Economics, Fishermans Bend Urban Renewal Area: Retail Assessment, pp.45-46.

\textsuperscript{42} Ibid., p. 46.

\textsuperscript{43} Ibid., p. 38.

\textsuperscript{44} Ibid.

\textsuperscript{45} Department of Environment, Land, Water and Planning, Fishermans Bend Community Infrastructure Plan, p.58.
• Wirraway East Open space;
• Prohasky North open space; and
• Prohasky South open spaces. 46
(c) Wirraway also contains the Melbourne Grammar sports grounds, an area of private open space. The Community Infrastructure Plan canvasses the potential partnership with Melbourne Grammar School for shared-use of this facility.47

19. In terms of other community infrastructure:

(a) The existing Graham Street Council depot is identified as a potential site for an integrated community facility and secondary school. 48

(b) Areas have been identified for:
• an arts and cultural hub;
• a health and wellbeing hub;
• a sport and recreational hub;
• an education and community hub (primary school); and
• an education and community hub (secondary school). 49

20. The existing infrastructure in Wirraway combined with the anticipated slower start to development means that proposed community infrastructure will generally be delivered in the medium to long term:

(a) An Education and Community Hub (secondary school) is expected to be provided in 2022 – 2026;50

46 Ibid.
47 Ibid.
48 Ibid.
49 Draft Framework, p.53.
50 Department of Environment, Land, Water and Planning, Fishermans Bend Community Infrastructure Plan, p. 60.
(b) An Education and Community Hub and a Health and Wellbeing Hub are expected to be provided in 2032 – 2036;51

(c) An Art and Cultural Hub and a Sport and Recreation Hub are expected to be provided in 2036 – 2051.52

51 Ibid.
52 Ibid.