renewal and regeneration
to promote a walkable footscray

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Manager City Design and Place Making

Rail~volution, Salt Lake City, Utah, September 09, 2005
Where is Footscray?
the City of Maribyrnong

state of Victoria
metro Melbourne
metropolis of 3m +
the City of Maribyrnong
Our community
60,000 residents, 

35% from CALD backgrounds, 

over 130 different cultures
Where is Footscray?
Where is Footscray?
Footscray

THE CITY IN CONTEXT

STRATEGIC POSITIONING

CIVIC IMPROVEMENTS

SUPPORTING PROGRAMS

LESSONS FROM PRACTICE
Footscray
Footscray

THE CITY IN CONTEXT

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Footscray
Footscray
Footscray
Footscray
A comprehensive approach by Local Government to facilitate + promote walkability
owned strategy + policy

targeted civic improvements

supporting programs
Strategic positioning …
Transit City
State Government Policy

The City in Context
Strategic Positioning
Civic Improvements
Supporting Programs
Lessons from Practice

Figure 37. Sustainable neighbourhood structure
- Compact – with walkable distance between housing and centre
- Mix of uses clustered in centre including schools, health and community facilities
- Interconnected pedestrian-friendly layout
- Mix of housing types to meet a range of needs and aspirations
- Higher density development within centre
- Design to foster interaction and build in safety
- Public transport focus
- Links and connections to adjoining neighbourhoods
- Open space to meet a variety of needs and links to open space networks
- Environmentally friendly development

Centre
- Higher density development in and around centre
- Open space
(re)Visioning Footscray
(re)Visioning Footscray
Transit City Strategic Masterplan

- Improved traffic management
- Consolidated retail precinct
- Integrated landscape strategy
- Improved pedestrian links
Footscray Urban Design Framework
Footscray Skyline Study

Overall view looking East: LEFT
Gateway corner Irving and Hopkins: TOP
Barkly Street looking East: BOTTOM
Footscray Skyline Study

Overall view looking East : LEFT
Gateway corner Irving and Hopkins : TOP
Barkly Street looking East : BOTTOM
Footscray Skyline Study

Overall view looking East
Station Precinct
Redevelopment Report

Option 1: Low Rise
• 3 – 6 storeys

Option 2: High Rise
• 3 – 8 storeys
Priority Development Zone

A new zone to implement strategic findings.
Provide process efficiencies and certainty for precinct’s development.
Policy Audit

Melbourne 2030
Planning for sustainable growth
October 2001

Maribyrnong Planning Scheme
Civic improvements …
Maddern Square

Creating a pedestrian priority street + a new meeting space.
Maddern Square

Creating a pedestrian priority street + a new meeting space.
Maddern Square

Exploring development opportunities + feasibilities.
Maddern Square
Nicholson Street Mall
Nicholson Street Mall

THE CITY IN CONTEXT

STRATEGIC POSITIONING

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LESSONS FROM PRACTICE
Supporting programs ...
Green Travel Plans

+ Travel Smart

reduce car dependency

sustainable travel alternatives

cycling

walking

public transport
Walking Bus
Finding Footscray

Footscray Found

Progressive dinner, 2005.
Lessons from practice …

working with the community

the need for a comprehensive approach

local government cannot deliver it all

incremental change for cumulative difference
Further information:

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