

**BETTER  
PLACES**

Spotswood &  
South Kingsville

SPOTSWOOD + SOUTH KINGSVILLE  
**PLACE GUIDE**

This project is delivered by

**HOBSONS**  
BAY CITY  
COUNCIL



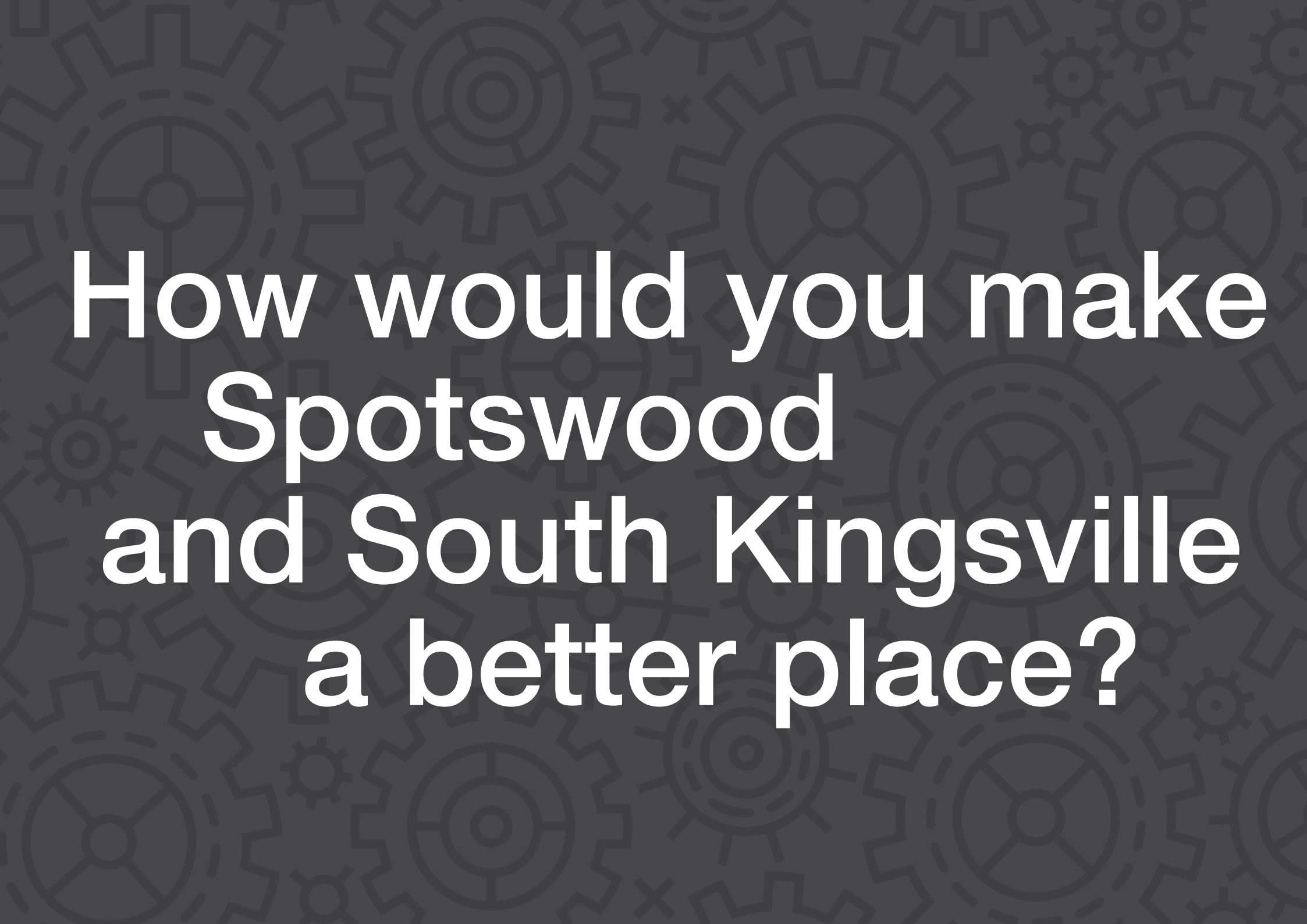
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For tens of thousands of years, Aboriginal and Torres Strait Islander peoples have cared for Country. This includes areas within what we now call Spotswood and South Kingsville in the City of Hobsons Bay.

The Bunurong Peoples of the Kulin nation have played an important role in the management of land, water, and the natural landscape in these areas, sustaining healthy communities and wisely managing the resources of these lands. This custodianship and care continues today.

We acknowledge that this plan covers an area that sits within the traditional land of the Kulin Nation. We recognise the First Peoples' relationship to this land and offer our respect to their elders, past and present. We welcome the participation of Aboriginal and Torres peoples as we shape a future in which the community thrives.

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The background of the slide is a dark gray color with a repeating pattern of various mechanical gears and parts in a lighter gray tone. The gears are of different sizes and orientations, creating a complex, industrial-looking texture.

How would you make  
Spotswood  
and South Kingsville  
a better place?

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# PART 1

**OVERVIEW**

(Image Credit: Hansen Partnership)

# 1.1 BETTER PLACES

## A NEW APPROACH TO CHANGE





What are the things that make a place a great place to live?.....

And how would you go about making the place you call home an even better place live into the future?.....

Creating great places to live is a complex process. Its about more than just buildings and the way things look. Its about the people, the spaces in between buildings, and all the little things that add up to give life and a sense of community to a place.

Creating great places is also a collaborative process. It requires a vision that captures the imagination and shared identity of the people who live there and gives them a sense of ownership and opportunities to be actively involved.

To create a great place you have to think about the place as a whole, understanding and enhancing the things that make it special and knowing the elements needed to make the place better into the future.

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Better Places is ultimately about providing a more holistic and integrated approach to thinking about and designing for change.....

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The Better Places program has recently been developed by Hobsons Bay City Council to provide a more holistic and integrated approach to thinking about and designing for change into the future. Better Places is focused on taking a more placed based approach - thinking in terms of overall 'places' rather than individual 'pieces' - and providing a new model for the way that Council designs and delivers projects. Better Places also aims to more actively involve the community in the process of shaping the place they live in, helping to create a vision that not only reflects their values, ideas and priorities, but also provides practical ideas and clear steps towards turning the vision into real improvements into the future.

(Image Credit: Metalbous)



# 1.2 THE PLACE GUIDE

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## A SHARED VISION FOR THE FUTURE OF SPOTSWOOD AND SOUTH KINGSVILLE

Better Places Spotswood and South Kingsville is being undertaken as part of the Better Places program. The Spotswood and South Kingsville Place Guide provides a summary of the visioning process undertaken, the community input and key findings and sets out the projects and improvements that will be undertaken into the future.

The Place Guide is broken into 6 parts that are intended to clearly describe the steps and process undertaken to evolve from the initial consultation and visioning through to the end outcomes.

The Place Guide will be the guiding framework around which future projects will evolve and be delivered.

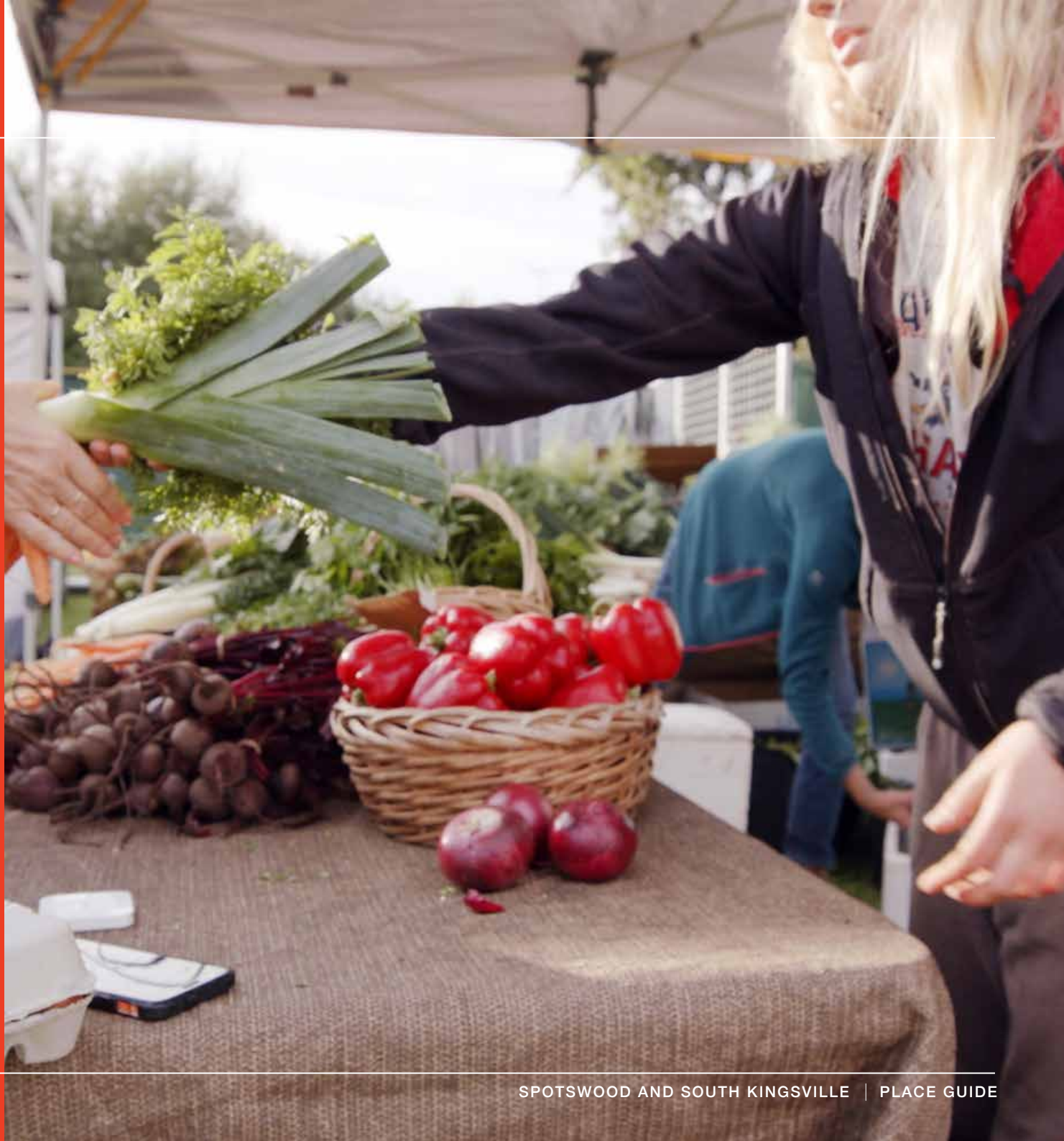


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a vision that captures the imagination  
and shared identity of the  
community...

and gives people a sense that they are  
actively involved in shaping the future  
of the place they live in

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# PART

# 2

**THE SPOTSWOOD  
AND SOUTH  
KINGSVILLE STORY**

# 2.1 YESTERDAY, TODAY AND TOMORROW

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## 2.1.1 EARLY HISTORY

The area now covered by Hobsons Bay is at the eastern edge of a basalt plain that stretches across most of Western Victoria to the Yarra River and Port Phillip. The Spotswood and South Kingsville area is bounded by the Yarra River to the east and Stony Creek to the north. The area had stony ground and a ‘she-oak forest’ skirting the coastline.

The Aboriginal people who lived in what we now know as the City of Hobsons Bay are known as the Yalukit-willam, a name meaning ‘river camp’ or ‘river dwellers’.

The Yalukit-willam of the Bunurong are associated with the coastal land that extends from the Werribee River, across to Williamstown, Port Melbourne, St. Kilda, and Prahran. The Bunurong People were the custodians of what is now Port Phillip Bay. They traded with and welcomed people from other parts of the Kulin Nation. The rivers, creeks and waterways (marshlands) flowing through Hobsons Bay nourish not only the Bay but were important as food and communication channels for the First Peoples.

Neighbouring groups to the Yalukit-willam included the Wadawurrung, west of the Werribee River and the Wurundjeri to the north. One Wurundjeri clan, the Wurundjeriwillam, were direct neighbours to the Yalukitwillam and shared custodial obligations and rights.

The Kulin people, even those who lived great distances from one another, understood each other’s dialects and had an agreement about intermarriage. One of the bonds maintaining this agreement was “moiety affiliation”: The Kulin divided their world into two halves or “moieties”, with one half of the people known as waa (crow) and the other, bunjil (eaglehawk). Individuals were identified with one or other of these moieties and could marry only someone from the other moiety.

Belonging to this land were clans, comprising one or two extended families who hunted and gathered together. These families moved through the landscape using their knowledge of the environment and the seasons. The clans were sometimes distinguished by the names of their leading men. Two such leaders of the Yalukit-willam were Benbow and Derrimut.

The Bunurong people are the original custodians of the land now known as Hobsons Bay that includes Spotswood and South Kingsville. Bunurong Traditional Owners have strong connection to land, sea and country, and continue to have a shared living culture with the environment today.

*Parts have been extracted from the Yalukit Willam – First People of Hobsons Bay*  
[https://www.hobsonsabay.vic.gov.au/.../yalukit\\_willam\\_booklet.pdf](https://www.hobsonsabay.vic.gov.au/.../yalukit_willam_booklet.pdf)

*Council acknowledges that the spelling of Aboriginal words varies as more research occurs. The spelling of Aboriginal words used in this document relates to the 2nd edition published in 2011.*

### 2.1.2 RECENT HISTORY

The Spotswood and South Kingsville we see today were mostly farmland from the early 1800s. Development in the suburbs began around the mid 1800s where bluestone played an important role in the areas' livelihood and was quarried along the Stony Creek.

The construction of the railway line between Melbourne and Williamstown created the impetus for industry to establish in the late 1870's. In 1886, the excavation of the Coode canal made the Yarra River more attractive for industry. As such, the Melbourne Glass Bottleworks (now O-I Glass), relocated from its South Melbourne premises to the banks of the Yarra River at Spotswood in 1890, eventually constructing its own pier on the water. With the two freight routes of river and rail, Spotswood developed into a thriving industrial precinct by the end of the 19th century.

The construction of the Spotswood Sewage Pumping Station in 1897 further added to the industrial role and identity. Petroleum industry also established in Spotswood in the early 20th century. Over time, with the construction of war service homes after first and second world wars, more residential areas began to develop supported by attractive employment options at the established factories and tank farms nearby.

A third piece of infrastructure, the West Gate Bridge, was completed in 1978. It significantly increased accessibility between the CBD and its industrial suburbs to the west, as well as to the Port of Geelong. To this day, it remains an important freight route and vital link to the industries established at Spotswood. The West Gate Freeway is being upgraded (the West Gate Tunnel project) to ensure its continued vitality as a key access node for the west.

The West Gate Bridge under construction in 1969  
(Image Credit: The Age)

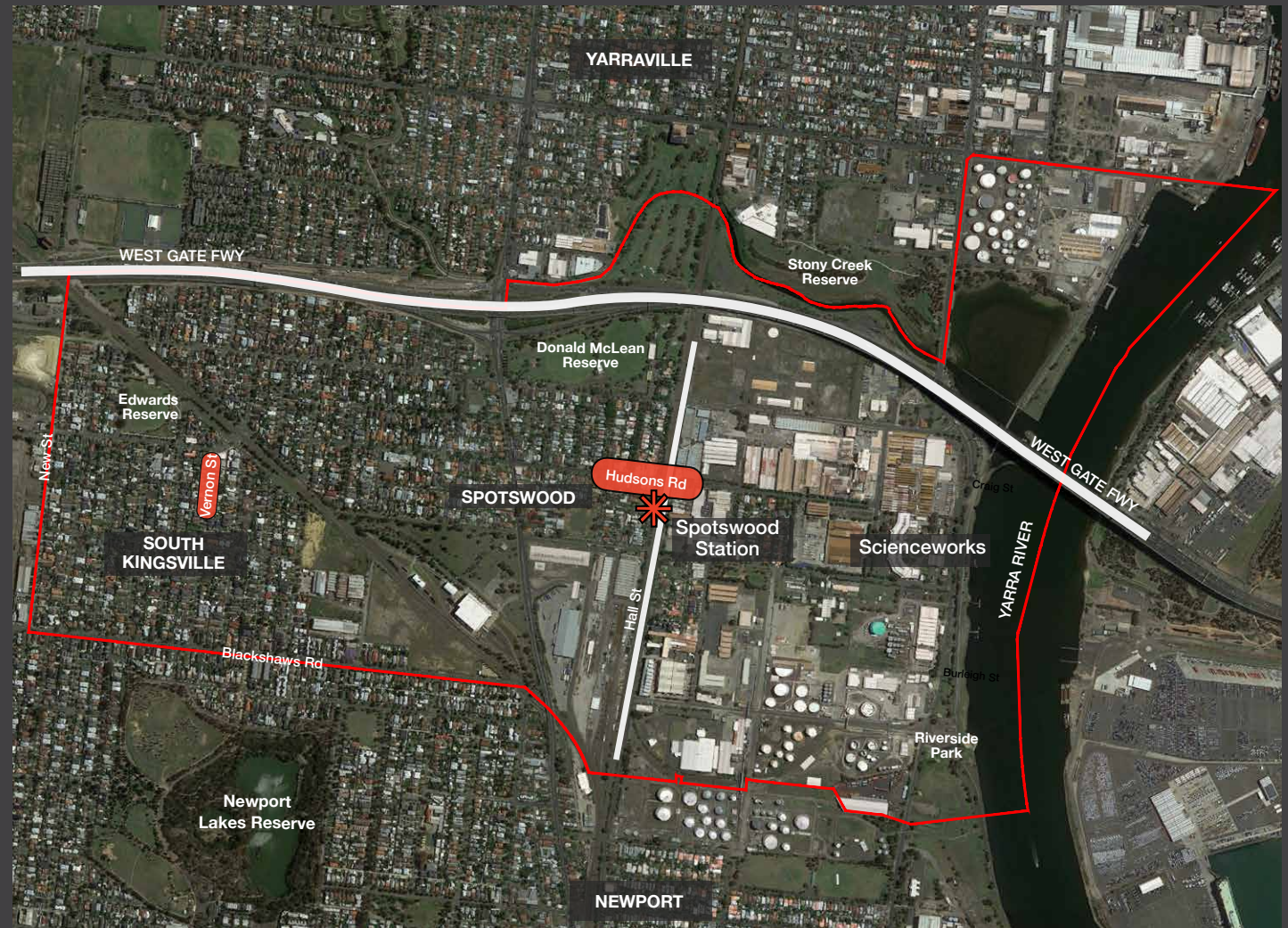


### 2.1.3 LOCAL CONTEXT

Spotswood and South Kingsville are located approximately 10km from the CBD. The areas are bound by the West Gate Freeway to the north, New Street to the west, Yarra River to the east and High Street and Blackshaws Road to the south.

The industrial area of Spotswood, to the east of Hall Street, accommodates state significant petroleum industries, a significant glass factory, Museum Victoria's Scienceworks, several niche/boutique industrial uses, and a small area of dwellings. The remainder of the area west of Hall Street consists mainly of residential uses focused around the Hudsons Road Village and the areas' largest piece of open space, Donald McLean Reserve. South Kingsville has a predominantly residential character and centres around the Vernon Street village centre and Edwards Reserve.

The suburbs are undergoing change and urban renewal, with increased residential and commercial developments around McLister Street, Blackshaws Road and Melbourne Road.



#### 2.1.4 DEMOGRAPHICS AND SOCIO-ECONOMIC

Resident population in Spotswood and South Kingsville is expected to double from 4,556 in 2016 to 8,460 in 2036. The average Household size is also expected to increase to 2.41 by 2026 then decline to 2.38 by 2036.

Family households, young and middle-aged adults and young children make up the main household type and age groups in the area. Half of the households are families with or without children and followed by lone person households at 26%. It is projected that these will continue to be the main household types over the next 15 years. The area also has an aging population with residents aged 50 and over accounting for 26% of the total population in 2016.

The area has the highest working population in Hobsons Bay (70% in labour force). Residents are mostly employed in the professional, scientific and technical services (11%), education and training (9.3%) and health care and social assistance (9.2%) industries. Most

residents are employed as professionals (30%), managers (18%) and technicians and trades workers (12%). 31% of households earned \$2,500 or more per week in 2016. 15% earned less than \$650 per week.

Private car is the main method of travel for local residents (61%), followed by 20% by train and only 5% by bike/walking.





Edwards Reserve,  
South Kingsville

### 2.1.5 OPEN SPACE

Spotswood and South Kingsville encompasses a number of open spaces: Donald McLean Reserve, Mary Street Reserve, Craig Street Reserve, Smith Reserve, AGM Park, Memorial Park, Veterans Reserve, Riverside Park, Edwards Reserve and The Avenue Reserve. Playgrounds and sports fields are concentrated around the residential areas of Spotswood and South Kingsville. While Craig Street Reserve caters for the residential pocket between Raleigh and Bernard Streets, all other reserves cater for the north-east residential precinct.

Spotswood and South Kingsville have the lowest overall provision of open space for Hobsons Bay (less than 3% of the areas is classed as formal and passive open spaces) and demand for open space will face increasing pressure from development which is anticipated to see the population almost double in 20 years. The areas also have the second lowest open space per capita ratio at 22.91m<sup>2</sup> per person.

There are many gap areas where residents and workers do not have access to open space within walking distance, particularly the area

between the Newport-Sunshine freight train line and the Williamstown suburban train lines and within industrial areas. Connectivity within the precinct is inhibited by a range of road and rail barriers.

### 2.1.6 HOUSING

Spotswood and South Kingsville currently have close to 2,100 dwellings. It is expected to increase by 1,600 by 2036 to accommodate the projected population growth. Most of the anticipated housing growth in the suburbs is expected to be located within the key developments sites. These sites are primarily redundant industrial land, suitable for alternative uses, including residential. Townhouses and apartments would be the main housing stocks in these sites.

Local housing tenure trends are also changing. There has been a reduction in the number of households living in dwellings that are fully owned, and an increase in households living in rental dwellings and dwellings that are mortgaged.



## 2.1.7 PLANNING CONTEXT

Spotswood and South Kingsville are divided into two distinctive areas. West of Hall Street is predominantly residential zoned land with two neighbourhood activity centres on Hudsons Road and Vernon Street (zoned commercial). There are 4 key development sites in this area known as Precinct 16 West (proposed to be rezoned from industrial to residential), Precinct 16 East (residential zone), Precinct 17 (mixed use zone) and McLister Street development (public use zone).

The precinct to the East of Hall Street has two small pockets of residential, but is predominantly industrial uses. The industrial area is key employment land and classified as regional significance by the State. The area also has petrol-chemical facilities and is subject to an overlay that protects port operation, hence restricting future residential development.

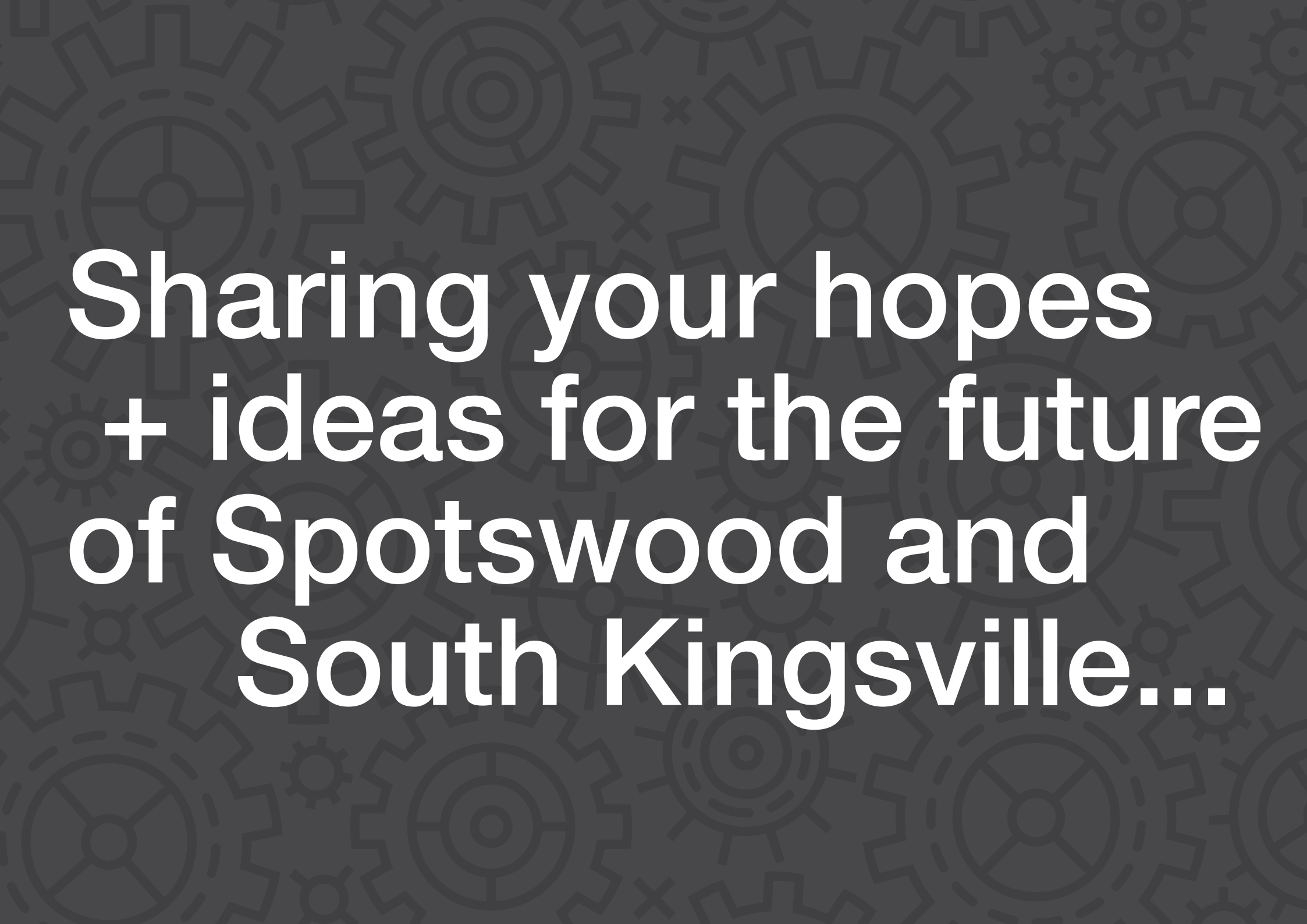
Planning overlays apply to different areas throughout Spotswood and South Kingsville including Heritage Overlays (to protect buildings or items of heritage value), Environmental Audit Overlays (ensuring land is suitable for sensitive uses) and Special Building Overlays (to ensure any development or works manage floodwaters, minimises flood damage and protect water quality).





# PART 3

**CONNECTING WITH  
THE COMMUNITY**



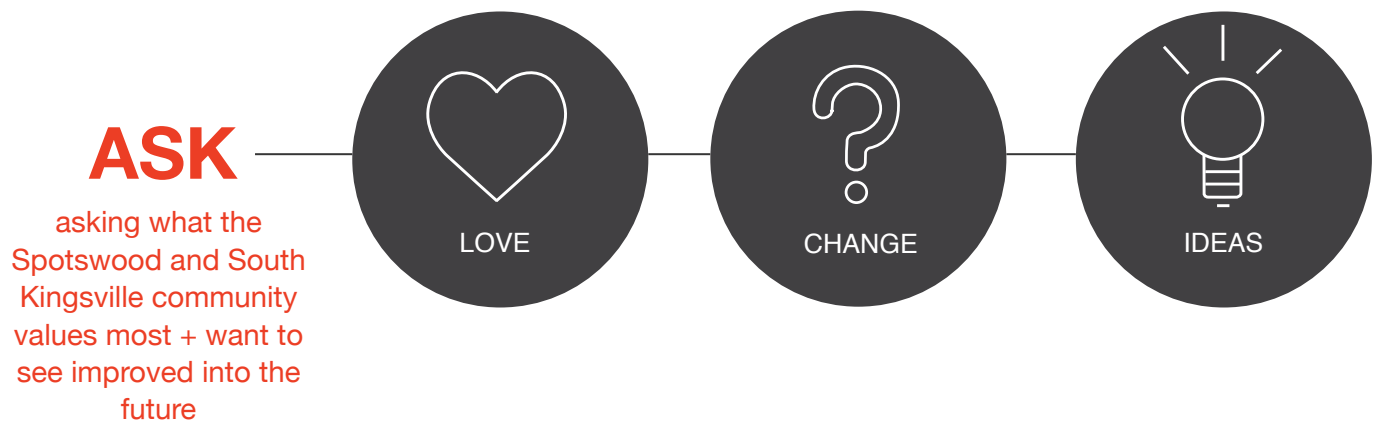
Sharing your hopes  
+ ideas for the future  
of Spotswood and  
South Kingsville...

# STARTING THE CONVERSATION

...asking the community to share their views on what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Spotswood and South Kingsville into the future.

The Better Places Spotswood and South Kingsville project launched with a public engagement process that ran throughout November and December of 2020. The focus of the initial engagement was to start the conversation - to 'ASK' the local community to share their ideas, concerns and aspirations for the future of Spotswood and South Kingsville based around 3 simple questions:

- What do you **LOVE** most about Spotswood and South Kingsville?
- What would you like to see **CHANGE**?
- What are your big **IDEAS** for its future?

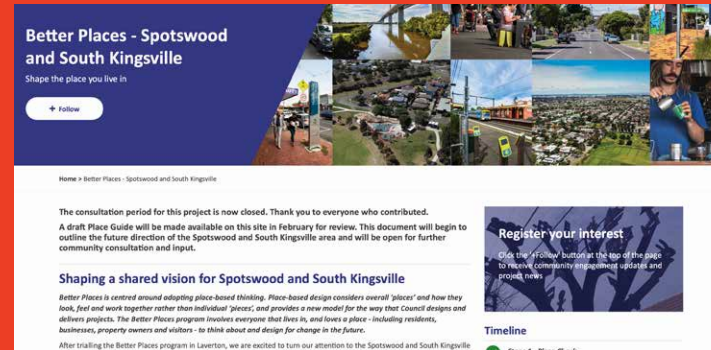


Whilst the consultation process was undertaken within the context and restrictions associated with Covid 19, input was gathered through various channels, each targeting a slightly different sample of people and aiming to capture the widest possible number and range of responses.

**Engagement was undertaken through 4 key channels:**

## Participate Web Page

A dedicated web page was developed that allowed community members to see what information had been gathered to date across seven key categories and provided the opportunity for them to share their views based around the key themes of LOVE, CHANGE and IDEAS.



## External Focus Group

A series of eight workshops were conducted on an invite only basis with interested organisations. These workshops were grouped into one particular area of interest to streamline the discussion. The workshop themes were:

**Workshop #1** - Key Stakeholders/ State Government

**Workshop #2** - Look & Feel

**Workshop #3** - Industry

**Workshop #4** - Shops & Services

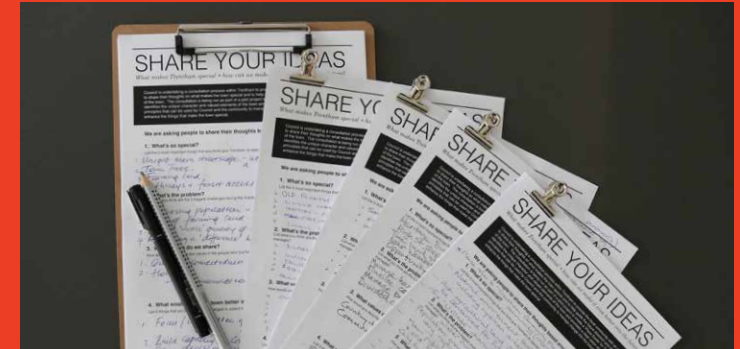
**Workshop #5** - Transport & Connectivity

**Workshop #6** - Public Places & Spaces

**Workshop #7** - Housing & Job Opportunities

## Returnable Flyer Mailout

A returnable flyer was sent to all Spotswood and South Kingsville residents that included a map of the area on one side and several input fields on the other. The flyer was a questionnaire form intended to provide the same opportunity for input as the Participate page and could be returned to HBCC free of charge.



## Internal Council Workshop

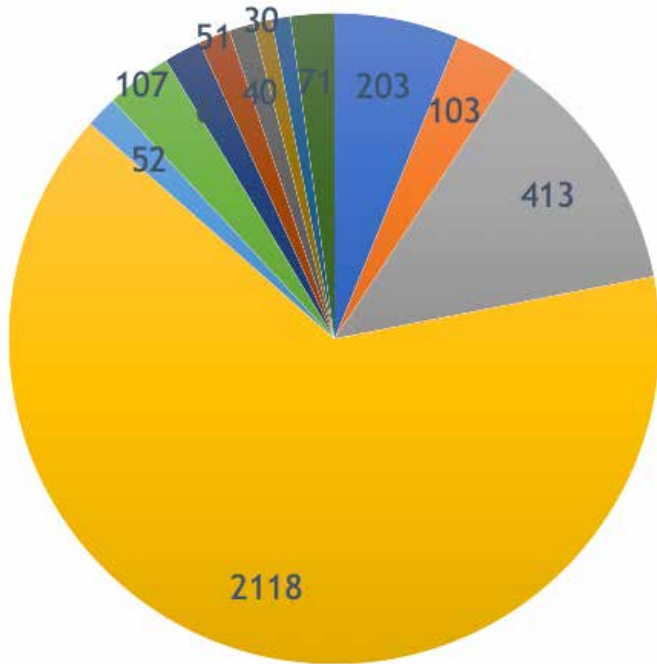
A series of workshops were held with Hobsons Bay Council staff directly involved with the Spotswood and South Kingsville community to gather their thoughts and ideas based on their understanding of the community and its needs.



# THE KEY QUESTIONS + FINDINGS

Through the initial engagement process over 3,280 responses were collected. Whilst this process only represented the first step in the consultation, and the start of a much broader conversation, it showed high level of interest and engagement from the community.

## Where Input Came From:



Over 75% of the total responses came directly from the community through the Returnable Flyer Mailout and the Participate Web Page.....

- Internal Workshop #1
- Internal Workshop #2
- Participate
- Returned Flyer
- Workshop #1 - Key Stakeholders/ State Gov
- Workshop #2 - Look & Feel
- Workshop #3 - Industry
- Workshop #4 - Shops & Services
- Workshop #5 - Transport & Connectivity
- Workshop #6 - Public Places & Spaces
- Workshop #7 - Housing & Job Opportunities
- Workshop#8 - Community Facilities and Services

## Consultation Numbers:

3200+

### RESPONSES

over 3200+ responses received through engagement

850+

### IDEAS

over 850+ ideas shared by the community

To assist with interpreting the information gathered throughout the initial consultation, all of the comments and ideas received were grouped into 6 key categories, each containing a variety of sub elements.

All input was waited equally.

Every comment or idea was coded by theme and subcategory.

The following pages provide a summary of the key findings of the initial consultation. The results are organised under the 6 key categories and are presented based around the 3 simple questions related to Love, Change and Ideas.

### 6 Key Categories and Sub Elements:

<b>Public Places &amp; Spaces</b>	<b>Community Facilities &amp; Services</b>
Parks & Ovals	Festivals & Events
Beaches	Council Services
Paths & Tracks	Health & Fitness
Playgrounds	Halls & Centres
Other social gathering places	Family & Community Services
<b>Transport &amp; Connectivity</b>	<b>Housing &amp; Job Opportunities</b>
Access to Public Transport	Affordable Housing
Geographic Location	Variety of Housing
Public Roads	Employment Opportunities
Active Transport	
<b>Shops &amp; Services</b>	<b>Look &amp; Feel</b>
Variety of Options	Sense of Community
Markets & Pop-ups	Trees & Greenery
Cafes & Restaurants	Historic Connection
Retail Activity	Civic Pride
Art and Culture	Diversity
	Pollution



### What We Heard:

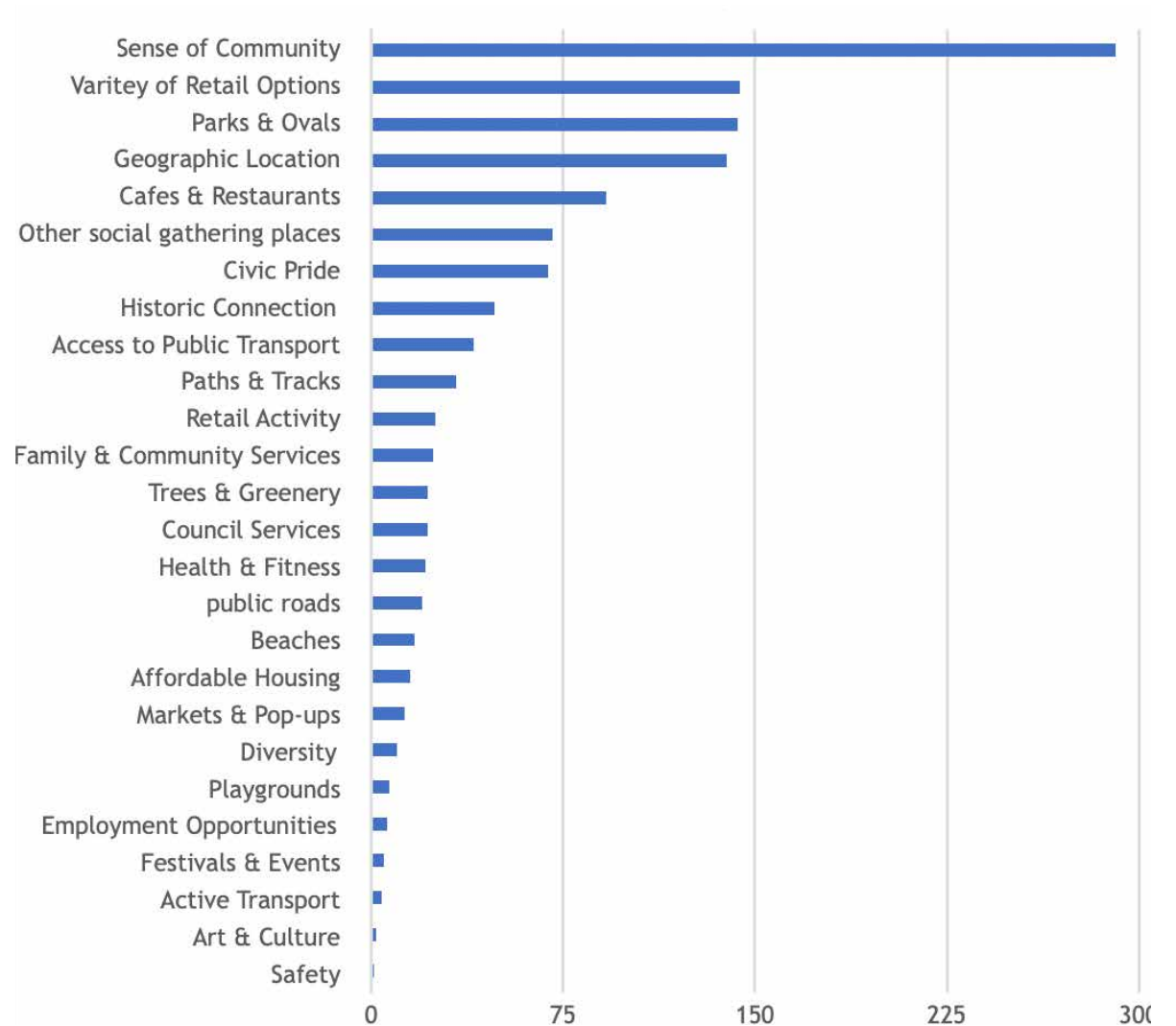
From all the comments and suggestions gathered, 1284 related to things that people Loved about the area.

From the 1284 responses the top 5 categories accounted for 809 of the total responses:

- Sense of Community
- Variety of Retail Options
- Parks and Ovals
- Geographic Location
- Cafes and Restaurants

This short list of categories helps to identify the attributes that must be maintained or enhanced into the future.

### Summary of Responses:







What do you **LOVE** most about Spotswood and South Kingsville? .....

**Here's What People Said:**

**What do you LOVE most about Spotswood and South Kingsville?** The Westgate Punt / Future SUP connection between Federation Trail / The Coastal Trail and Spotswood specifically / Opportunity to establish an active transport focus for Spotswood / The eclectic mix of residential, industry, open space, small businesses and activity centre in close proximity to river with key transport networks / Having a railway station and being close to services / Boulevard on Hudsons Road east of railway line / Tree lined streets / The Yarra River / The open space along the Yarra River, and interface with industrial and commercial / The bus service is good and accessible / Reasonable park space / Stony Creek Reserve / Close to parks / Glass factory is putting in some pocket parks and mural along the way to Scienceworks / The connection to Stony Creek, mangroves and bird life / Sports complex is loved, cricket and football club are successful clubs that bring people to the area / Love location of Edwards Reserve, well used / Dance schools / Newport Lakes / Spotswood Primary School / Eating at Hudsons Road Shops / Hanging out with the kids at Mary Street Reserve or Newport Lakes / Exploring around Stony Creek Reserve and mangroves / Scienceworks / close access to DW McLean Reserve, golf course and tennis courts / Being close to the water is great / The brewery, pub and cafes, and local supermarket caters for most of our needs / Playgrounds / Quiet streets ideal for leisurely walks / Vernon St shops / Edwards Park / strong sense of community commitment to maintaining park and recreation areas / access to freeway / it has a community, village feel / Feel and vibe is cool / It's unique / Increase in families moving into the area / Safe and friendly neighborhood / It's starting to turn into a cultural hub with great markets and upcoming Grazelands / The marvelous West Gate Bridge / good primary schools / Emma Mclean kinder, such an amazing community asset / mix of industry and the safe precinct / It's homely / It's a working class suburb that has blossomed over the years / the family vibe / really appreciate the efficient recycling and rubbish collection / Significant housing offering in a great location / Heritage houses hidden within industrial precincts / Slow food market / Small business diversity / outdoor dining infrastructure / the new developments



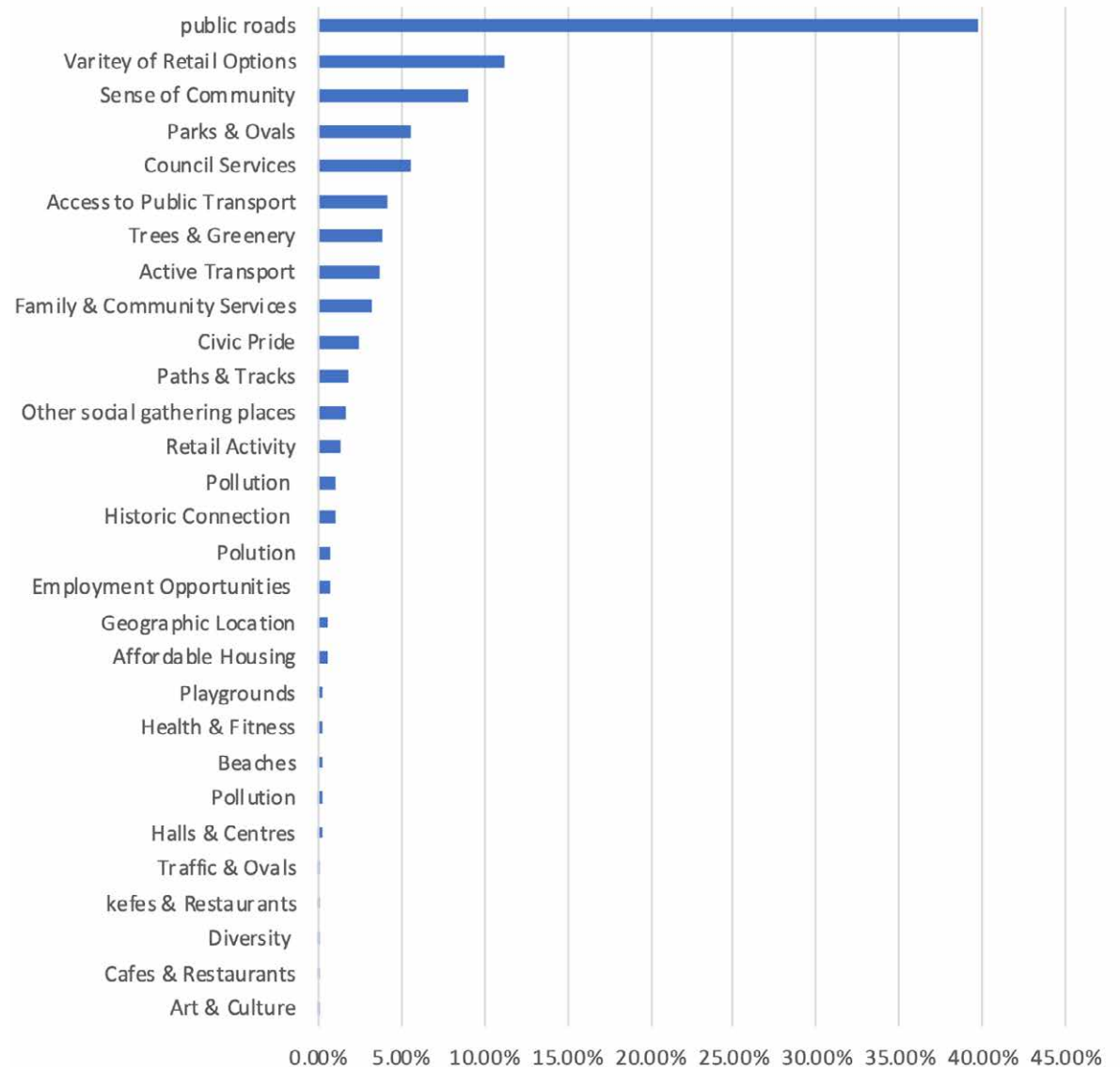
### What We Heard:

There were exactly 1,000 comments related to change, with most responses focused on the top 3 issues but with public roads being the clear priority.

When developing a new Vision for Spotswood and South Kingsville, the top categories for change need to be addressed. Of the 29 categories of responses to what needs to change, **83% of them relate to the top 8 categories:**

- Public Roads
- Variety of Retail Options
- Sense of Community
- Parks and Ovals
- Council Services
- Access to Public Transport
- Trees and Greenery
- Active Transport

### Summary of Responses:





What would you like to see **CHANGE** in Spotswood and South Kingsville? .....

**Here's What People Said:**

**What would you like to see change?** Railway Station - need to improve access, amenities and function / add a bus route connecting to the train station / Improve signage and accessibility to Punt, Scienceworks and GrazeLand / Parking issues in the area / Lack of access from river to the other side of Melbourne / An electric bus or vehicle that does a circular route of the street / Not easily accessible for public transport / high density developments - no infrastructure to support / Increased noise and pollution / Lack of trees / No high school / Providing a better link across Westgate to Yarraville for pedestrians / More street tree plantings, landscaping, noise barrier along freight train line to reduce vibration and noise in surrounding residential zone / Better use of amenities / Further revitalisation of the strip between the station and scienceworks / Activate Vernon Street / Improve railway and pedestrian crossings / Improved public transport service / Improve Bay Trail - improve surface quality / Filling in the gaps in safe, connected cycling network / Stop trying to blend active transport with truck routes / Still need to drive everywhere / Need to improve walking and cycling paths and connection / Services in the child care services have changed due to growth / Ensure that the new developments have excellent walking, cycling and public transport access / A pedestrian and cycle crossing from across Science Works to the Yarra River trail / More nature outdoor areas & safe bike trails so teens can get around independently / beautiful old heritage station but a bit run down / reduce the sound from freeway / holistic planning for the areas / Traffic along Melbourne Road / Trucks and buses using Hudsons Road / The lack of open space and green space / Rubbish dumping / Improved maintenance in public spaces / Upgrade footpaths and nature strips / Manage social sense and traffic / More opportunity to sit, contemplate, meet and be / Tree planting local streets within industrial precincts / Smaller reserves require activation / Upgrade local parks / Large precincts with poor open space facilities / Improve walking accessibility / Residential acceptance of industrial neighbours / Rat running on local streets / Hall Street and Hudsons Road improved for pedestrian, cyclists, infrastructure - not supporting population growth / Yarra River under-utilised / Street lighting and air quality / Needs a shared identity/South Kingsville has a different feel with different needs / Provide more office space and affordable space for start-ups / Create more plaza spaces in the area / Walking tour of the railway lines / Housing choices

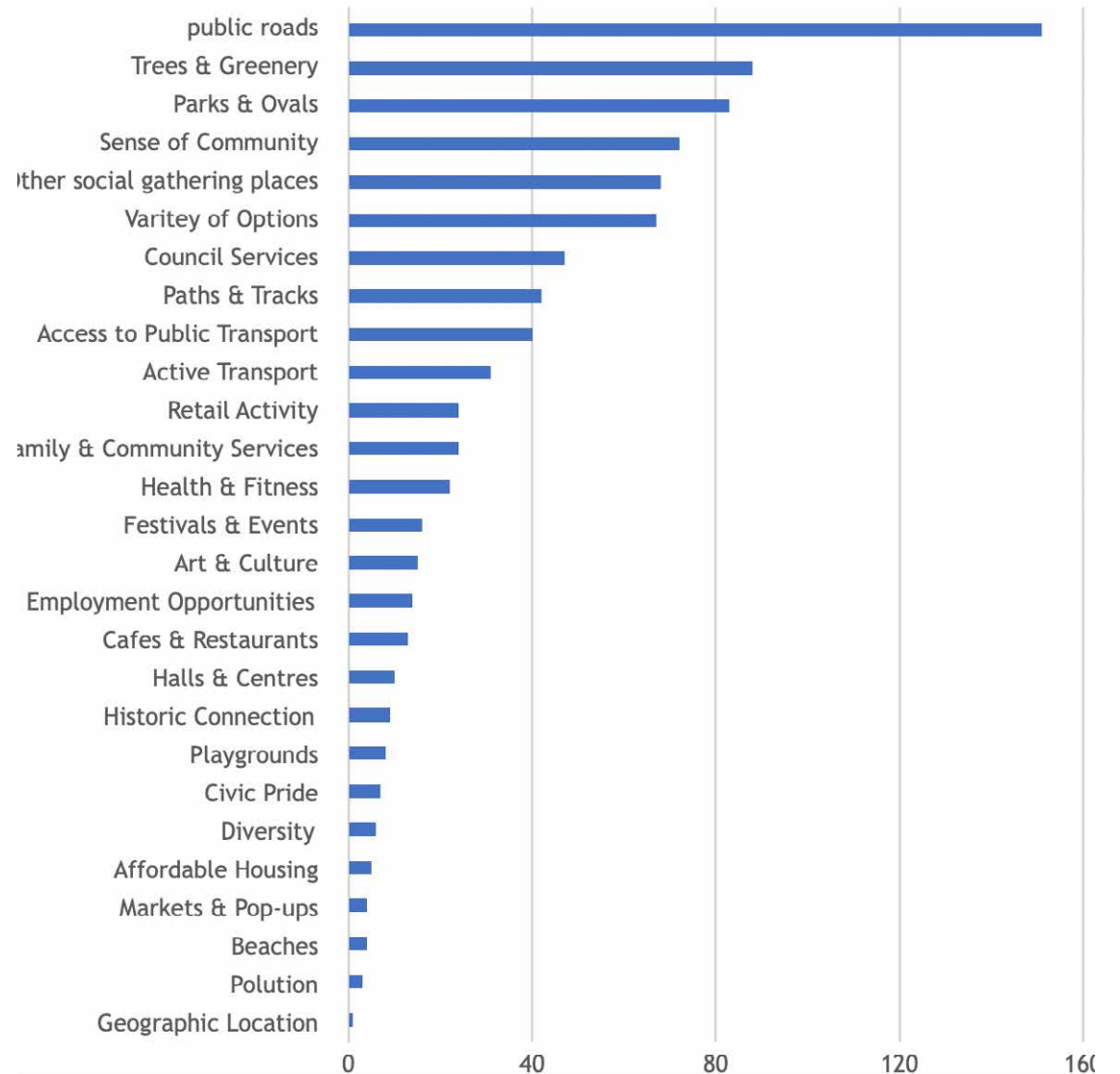


### What We Heard:

There were a total of 874 ideas for the area, with many of them being well considered and thought out. The distribution of ideas mostly relate to public roads with the remaining associated with trees & greenery, open space and retail areas.

Many of the ideas put forward have been considered and where possible incorporated directly or indirectly into the planned projects.

### Summary of Responses:





What are your big **IDEAS** for the future of Spotswood and South Kingsville? .....

**Here's What People Said:**

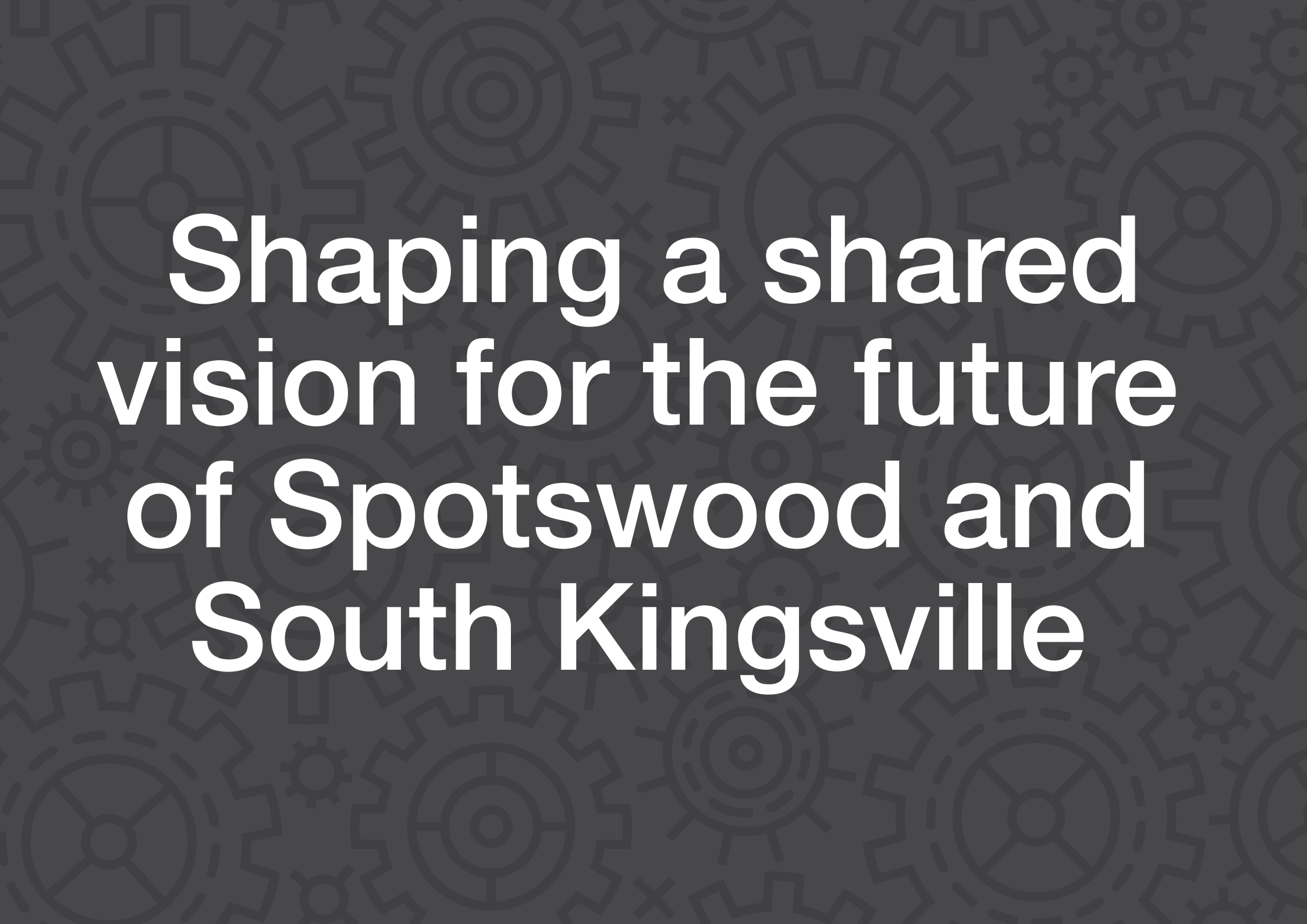
**What are your big ideas for the future of Spotswood and South Kingsville?** Improved bike parking and end-of-trip facilities in train station precinct / Remove level rail crossing / Support the Westgate Punt to be more accessible as mode of transport / Upgrade or redevelopment of the Spotswood Railway Station / Improved bus services / Improved pedestrian and cyclist connections between key destinations / Rail crossings removal / Encourage travel by train or bike / Improved connection between key destinations / Spotswood as a gateway / Streetscape renewal around key destinations and industrial areas / More integration to Yarra River / Bike storage at the centre for kids / Separated cycle lanes / Improved open space / More street art on walls / Add personality to the suburb / More green space over developments and tree plantings / Community gardens, herb garden nature strip projects / Public toilet near scienceworks and grazeland and the train station / Improve the shopping strip along Hudsons Rd / Better signage welcoming people to Spotswood / Better connections with RSL land to improve the activation of Mary Street and Veterans Reserves / Riverside Park improvements / Improve or revitalise the Stony Creek / More pocket parks, places of interest / Off leash dog areas / Outdoor gym at Donald McLean Reserve / Installation of better play equipment / pop up park / protect and enhance the public spaces and natural environment / a kids park/park for seniors / Create habitat corridors / Review road hierarchy to identify freight routes, major commuter routes and collector roads / A crossing out the front of Scienceworks / Charging stations for cars / Make the industrial areas friendly and calmer / Reducing pollution / Improved street signs / Better speed deterrents to discourage rat running through South Kingsville / Improve amenity and built form in industrial areas / Interpretive signage to improve visitor experience to Scienceworks and highlight cultural heritage / Business diversity / Unused or under-utilised land or facilities for public purposes, whether its public or private / More options for high schools / Creative ways to differentiate from other local communities to keep local spend and attract surroundings suburbs / More charitable, community focus / Community "Think Tank" of volunteers to work with Council on ideas / Tackle climate change - solar panels, less encouragement for cars / Keep Spotswood safe / High tech businesses will bring a lot of commuters, will bring more life / Anything science, recycling plants / Keep its character / More fresh produce options



(Image Credit: Hansen Partnership)

# PART 4

**SHAPING THE VISION**



# Shaping a shared vision for the future of Spotswood and South Kingsville

# SHAPING A SHARED VISION

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Creating a shared vision  
that captures the values  
+ aspirations of our  
community and can be  
used to guide future  
projects+ improvements

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One of the common challenges that places face as they change and grow is that they often do not have a clear and shared vision as to what that change should look like and how to protect and enhance the things that make that place special. While the people that make up a community may have different and sometimes conflicting priorities about what they want to see happen, it is essential to establish a vision that can be used to help guide future changes and improvements.

The initial consultation phase went out to the local community to 'ASK' people to share their views and around what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Spotswood and South Kingsville into the future. Input was gathered through focus group workshops, Council's Participate Webpage and a mailout questionnaire. Over 3300 responses were received.

The next step in the process is to 'SHAPE' the community's views into a clear vision. The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements. Once the Spotswood and South Kingsville community has reviewed and provided input into the vision, this information will be used to identify Place Projects. These projects will begin to bring the vision to life - to 'MAKE' the vision happen.

As each Place Project is identified and evolves, the community will have the opportunity to provide input. Each project will be continually assessed against the vision to ensure that it reflects the values, ideas, and priorities originally expressed by the community.

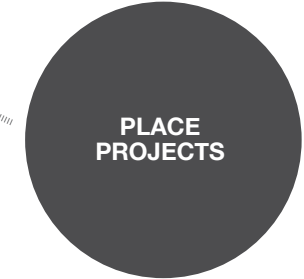


The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements...

**ASK**  
asking what the Spotswood and South Kingsville community values most + want to see improved into the future



**SHAPE**  
shaping a shared vision that can be used to guide future changes + projects



**MAKE**  
undertaking projects that will bring the vision to life

# THE VISION FOR SPOTSWOOD AND SOUTH KINGSVILLE

## Vision Statement

Spotswood and South Kingsville will be a modern urban village where all the needs of daily life are within easy reach.

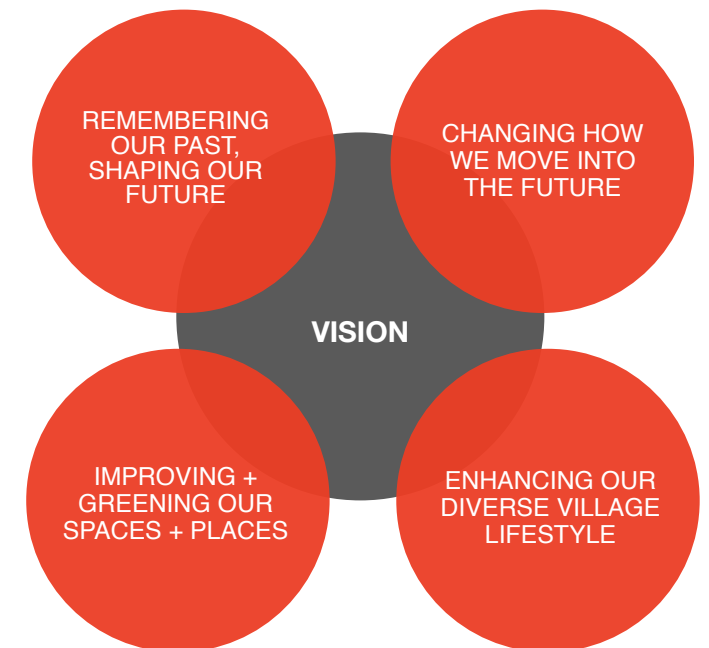
It will have a diverse mix of people and living options and a vibrant village atmosphere centred around its local shopping precincts and open spaces. It will be a 'place for people' - with great parks and public spaces and tree-lined streets that connect the community and make walking, cycling and active transport the most attractive and convenient way to get around.

The history of industry in the area continues to be maintained and celebrated into the future through the built form, character and land uses, but evolves to embrace a shift towards greener and smarter technologies and industries that are connected to the local community.

The vision for Spotswood and South Kingsville is broken down into 4 key themes:

- Remembering Our Past, Shaping Our Future
- Changing How We Move Into The Future
- Improving + Greening Our Spaces and Places
- Enhancing Our Village Lifestyle

These themes are intended to describe what the Spotswood and South Kingsville community values most as well as the elements that they want to see protected and improved into the future.



# KEY THEMES, PRINCIPLES AND POTENTIAL PROJECTS AND INITIATIVES

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Each of the 4 key themes include a statement that describes the general views, values and aspirations expressed by the community and this is followed by a series of Guiding Principles that set out the key improvements that the community want to see occur.

For each of the key themes a variety of potential projects and initiatives are identified that offer ideas, inspiration and real-life examples for possible improvements and can be used to generate discussion and feedback from the community.

In this way the vision not only describes the core values of the Spotswood and South Kingsville community, but also provides practical ideas and steps towards turning the vision into real improvements into the future.



Remembering Our Past,  
Shaping Our Future



Changing How We Move  
Into The Future



Improving and Greening  
Our Spaces and Places



Enhancing Our Diverse  
Village Lifestyle



## THEME 1 :

### Remembering Our Past, Shaping Our Future

The Spotswood and South Kingsville community value the industrial heritage of the area but want to see a shift in the future towards more diversified industries and commercial uses that are greener, smarter and more connected to the local community.

Spotswood and South Kingsville are places with a variety of neighbourhood characters - transitioning from the industrial areas to the east, the mixed of uses and varied densities of central Spotswood through to the more suburban character of South Kingsville. But the local community has a shared sense identity and place based around the industrial heritage, the diversity of the area and its people and the mix of industrial, business and residential uses. Whilst the Spotswood and South Kingsville community are concerned by some of the problems associated with the interface between heavy industry and residential, they want to see the areas industrial heritage and uses maintained into the future but for there to be a shift towards more diversified industries and commercial uses that are greener, smarter and more connected to the local community.

#### Guiding Principles

All future projects within Spotswood and South Kingsville should, wherever practical, aim to achieve the following key principles:

- 1.1 Support the transition from heavy industry to more diversified industries and commercial activities. New businesses and developments should incorporate the industrial heritage into new urban commercial uses, while industry and business should be sympathetic to the area's residential mix.
- 1.2 All policy, strategy, and regulatory frameworks should be aligned and coordinated at local and state government levels to ensure the future vision can be realised.
- 1.3 Investigate opportunities to improve the interface and connections between the industrial and residential precincts and maintain the areas unique residential, commercial, and industrial mix into the future.
- 1.4 Look for opportunities to tell the area's rich history in new, engaging, and innovative ways. Connect local places, spaces, and destinations through these stories.

# THEME 1 REMEMBERING THE PAST, SHAPING OUR FUTURE



## POTENTIAL PROJECTS + INITIATIVES

### 1 A Guiding Vision

Ensure that the community's vision for the transition to more diversified industries and commercial uses that are greener, smarter and more connected to the local community is incorporated into and supported in all planning and statutory documents and supporting studies including:

- The Spotswood Activity Centre Structure Plan
- Reimagining the Local Economy Project
- Council's Industrial Land Management Strategy and Design Guidelines
- Council's Economic Development Strategy

### 2 Future Industries Action Group

Provide coordination, funding and resources for the development of a Future Industries Action Group for Spotswood and South Kingsville that will:

- Bring together representatives from local industrial businesses and property owners, council and community representatives, Scienceworks, local entrepreneurs and creatives
- Undertake a strategy / identity / branding process that establishes a clear vision for the future of the industrial precinct and identifies opportunities and inspiration examples to support the transition towards more diversified industries and commercial uses that are greener, smarter and more connected to the local community
- Work with Council to attract businesses, identify opportunities for government funding, and undertake capital works that support the vision

## Inspiration



PROTECTING AND ENHANCING THE AREA'S INDUSTRIAL PAST AND MAKING THIS A KEY ELEMENT AND POINT OF DIFFERENCE FOR THE FUTURE VISION



CREATING A VISION FOR THE INDUSTRIAL PRECINCT BASED AROUND A SHIFT TOWARDS GREENER AND SMARTER INDUSTRY



ATTRACTING AND SUPPORTING INNOVATIVE INDUSTRIES



## POTENTIAL PROJECTS + INITIATIVES

### 3 Hidden Histories Project

Ensure that the community's vision for the protection of the areas diverse character and industrial heritage is supported. Council to develop a 'Hidden Histories' project that compliments and links to other heritage studies and programs that are currently in place or underway for Hobsons Bay but that will be a pilot heritage project that is specifically targeted at Spotswood and South Kingsville and will:

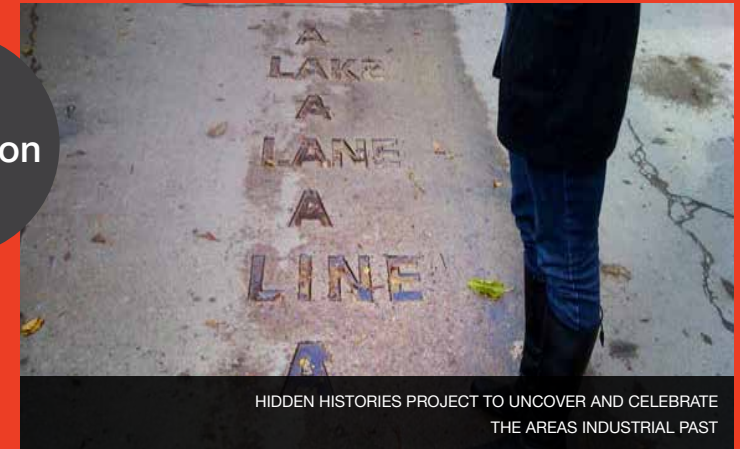
- Work with the local historical society and community to identify and catalogue key stories / sites for Spotswood and South Kingsville that will provide a basis for future heritage / interpretive / art based projects that will 'tell the story' of the different precincts and character zones across the local area
- Bring together any relevant heritage information that emerges from the Spotswood Heritage Review that is currently underway and develop a range of targeted initiatives and projects that can be undertaken to maintain and enhance the local character and industrial heritage of the area
- Support the identification of buildings and character elements to be protected through the Spotswood Activity Centre Structure Plan and heritage review
- Explore ideas and opportunities for murals / artwork / sculpture, events, trails and activation of vacant spaces throughout Spotswood and South Kingsville that can be actioned in short to mid term projects
- Investigate opportunities to partner with innovative industry leaders to trial and provide new and interesting interpretive technologies such as smart poles and apps that support walking tours etc

### 4 A Better Place for Industry

Develop an improvement and greening project focused on the Spotswood Industrial Precinct that is similar to Cool Streets or "beautify your neighbourhood" that:

- Sets out the principles and actions to be undertaken to provide physical improvements (such as upgrading streetscapes, improving pedestrian and cyclist connections and providing new public spaces) that enhance the function and attractiveness of the Spotswood industrial precinct and support a shift towards smarter, greener and more local industries
- Undertakes intensive fast-tracked tree planting throughout the industrial precinct as part of the 'Greening Your Neighbourhood Project'

## Inspiration



HIDDEN HISTORIES PROJECT TO UNCOVER AND CELEBRATE THE AREAS INDUSTRIAL PAST



CREATING A BUILT ENVIRONMENT THAT WILL HELP TO ATTRACT MORE INNOVATIVE BUSINESSES



GREENING AND IMPROVING THE CHARACTER AND STREETSCAPES OF THE INDUSTRIAL PRECINCT



## THEME 2 :

### Changing How We Move Into The Future

Making Spotswood and South Kingsville more walkable and bike friendly, and enhancing the linkages and facilities that will promote a shift towards public transport and active transport into the future.

Whilst Spotswood and South Kingsville is a place with a local metro station and regular bus services, many people expressed throughout the consultation that these services are often difficult to get to and need improvements to make them more attractive, efficient and user friendly. It was also regularly noted that the area is very car focused and not very pedestrian or bike friendly, and vehicle congestion and heavy vehicle traffic were the highest ranking concern amongst residents. One of the key themes that emerged is that the local community is concerned that these issues will get worse with the local population projected to almost double by 2035, and that there is a desire to undertake projects that support a shift towards public transport and active transport as the preferred modes of travel into the future and to make the area more pedestrian and cycle friendly.

#### Guiding Principles

All future projects within Spotswood and South Kingsville should, wherever practical, aim to achieve the following key principles:

- 2.1 The areas movement network to be designed to give priority to public transport and active transport into the future to accommodate projected population growth
- 2.2 Focus on undertaking upgrades and new works that enhance key linkages and streetscapes to make Spotswood and South Kingsville a more bike and pedestrian friendly place
- 2.3 Design transport networks to support preferred modes of transport and reduce unintended through traffic and heavy vehicle movements within the local streets and neighbourhoods
- 2.4 Focus on improving access and connections within Spotswood and South Kingsville to key regional linkages such as Federation Trail and the West Gate Veloway to help promote active transport into the future

# THEME 2 CHANGING HOW WE MOVE INTO THE FUTURE



## POTENTIAL PROJECTS + INITIATIVES

### 5 Streets for People Project

Complimenting the future Local Area Movement Plan and Spotswood Activity Centre Structure Plan, develop a targeted project that investigates options for undertaking streetscape works that will help to reduce the impact of heavy vehicle movements, through traffic and congestion on our village and neighbourhood streets and to make the area feel safer and more pedestrian and cyclist friendly including:

- Reducing vehicle speeds and heavy vehicle movements through targeted streetscape works and enforcement of designated routes and controls that will reduce heavy vehicle speeds and volumes and direct traffic from the industrial area eastwards rather than through neighbourhood areas
- Designating key village and neighbourhood streets as 'slow streets' and apply the principles of 'streets for people' to add elements such as trees and planting, street furniture, widened footpaths and water sensitive design that shift the character and priority towards pedestrians and cyclists and reduces the dominance of cars

### 6 The GreenLine Project

Develop a vision and project implementation strategy for the 'GreenLine' project which will transition Hall Street and the Craig Street / McLister Street / Birmingham Street corridors into a major active transport movement spine for Spotswood and South Kingsville that:

- Develops the project as a best-practice demonstration and catalyst for active transport for Hobsons Bay that takes inspiration and applies principles from leading examples from around the world
- Establishes a major active transport network through the heart of Spotswood and South Kingsville that links all key destinations including the major future development precincts, schools, Spotswood Station and village centres and helps to shift the priority from private vehicle usage to active transport
- Directly connects through to the West Gate Tunnel Veloway providing a direct active transport link through Melbourne CBD
- Undertakes a pilot project in Hall Street North that demonstrates the application of the principles of 'streets designed for people' and active transport
- Provides opportunities to demonstrate and test changes through pop-up / semi-permanent streetscape and active transport projects

## Inspiration



MAKING OUR STREETS FEEL SAFER AND MORE PEDESTRIAN AND CYCLIST FRIENDLY



IMPROVEMENTS THAT CHANGE THE WAY WE MOVE AND AT THE SAME TIME CREATE BETTER PUBLIC SPACES



THE GREENLINE AS THE MAJOR ACTIVE TRANSPORT CORRIDOR THAT WILL RUN THROUGH THE HEART OF SPOTSWOOD AND SOUTH KINGSVILLE





## POTENTIAL PROJECTS + INITIATIVES

### 7 Missing Links Project

Develop an intensive fast-tracked schedule to improve the pedestrian and cyclist network that:

- Identifies and constructs all missing pedestrian + cyclist links / footpaths and key crossings
- Identifies any additional initiatives (such as bike storage, lighting etc) to help make Spotswood and South Kingsville a more walkable and cycle friendly place
- Developing wayfinding and signage elements that connect key destinations within Spotswood and South Kingsville, reinforce the character and history of the area and trial new and interesting technologies such as smart poles and apps that support active transport, walking tours etc

### 8 Multi-Modal Network

In combination with the work being undertaken for the Spotswood and South Kingsville Local Area Movement Plan (LAMP), provide a targeted plan to design and deliver improvements to the local public transport facilities and network including:

- Providing upgrades such as improved bus stop interchange, parkiteer / bike storage facilities, car parking and pedestrian / cyclist safety and access, and street furniture to enhance the attractiveness and function of the Spotswood Station
- Advocating for re-routing and adding of new routes and upgrading facilities to improve to bus services and linkages to key destinations such as Scienceworks, Spotswood Station and Hudsons Road and to directly service future development precincts
- Upgrading and improving access to the punt service to increase its attractiveness, usage and viability into the future
- Identifying opportunities to prioritise active transport and public transport connections to the new major development precincts through the design of the movement network
- Explore potential opportunities to partner with innovative industry leaders to trial alternative vehicle modes such as electric car share, electric bikes and small shuttle buses

## Inspiration



IDENTIFYING AND CONSTRUCTING THE SMALL LINKS AND CROSSINGS THAT TIE THE WHOLE PEDESTRIAN AND CYCLIST NETWORK TOGETHER



CREATING A TRULY INTEGRATED MULTI-MODAL NETWORK THAT TRANSFORMS HOW PEOPLE MOVE WITHIN THE AREA AND CONNECT TO THE CITY



NEW WAYFINDING ELEMENTS THAT WILL HELP LINK THE ACTIVE TRANSPORT NETWORK AND STRENGTHEN THE IDENTITY OF THE AREA



## THEME 3 :

# Improving and Greening Our Spaces and Places

Spotswood and South Kingsville residents want to make their streets, parklands and neighbourhoods greener and know there will be a need to increase the provision and accessibility of public space as the population grows into the future

Whilst many people expressed throughout the consultation that the existing parkland and public spaces in the local area are valued and well used, a common theme was that there was a need to add more greenery to streets and public spaces and to improve linkages to, and facilities within, parkland to make them more accessible, attractive and usable. There was also a concern around the under-provision of public space when compared to other local areas and the strained capacity of existing sporting facilities and clubs, and that there would need to provide more public spaces and improved access to neighbouring reserves and open spaces with the population projected to almost double over the next 15 years.

## Guiding Principles

All future projects within Spotswood and South Kingsville should, wherever practical, aim to achieve the following key principles:

- 3.1 Seek opportunities to improve the amenity, function and linkages to existing public spaces to maximise their attractiveness, flexibility, accessibility and usability for all residents and for different times of the day
- 3.2 Look for opportunities to provide new public spaces throughout Spotswood and South Kingsville and to improve connectivity to neighbouring areas to help increase the provision and accessibility of open space as the population increases into the future
- 3.3 Increase the amount of greenery in all streets and public areas and improve the diversity and health of the tree population within Spotswood and South Kingsville - aim towards achieving at least 40% canopy within all parks and streetscapes
- 3.4 Increase opportunities for the community to experience and connect with water and the natural environment

# THEME 3 IMPROVING + GREENING OUR SPACES + PLACES



## POTENTIAL PROJECTS + INITIATIVES

### 9 Green Your Neighbourhood Project

Develop a greening project similar to Cool Streets that compliments and links to the Urban Forest Strategy but provides a targeted planting program throughout Spotswood and South Kingsville that:

- Provides a program of street / neighbourhood greening projects that involve the local community and apply the principles of a 'trees-lead' approach to the design, transformation and greening of the area
- Focuses on adding new street trees to all street vacancies along key pedestrian and cyclist movement corridors and main roads and creating 'green gateways' such as along the Melbourne Road entrance to Hobsons Bay
- Provides short and long-term program for tree planting in all residential streets
- Provides a process and timeline for greening of streets within the industrial area of Spotswood and includes guidelines / incentives for land owners to green their private properties to help improve the character of the industrial precinct

### 10 Love Our Parks Project

Upgrade community parks within Spotswood and South Kingsville as a single co-ordinated project that completes upgrade works that have already been undertaken or are underway including:

- Identifying currently under-utilised parks or spaces that could be improved through upgraded or new facilities
- Reviewing the capacity of current sports clubs and facilities and provides a plan for future growth and function into the future
- Exploring opportunities and the feasibility for new parks to be created through acquisitions and change of ownership in the local area
- Providing opportunities for community input into the redesign / improvement of the parks
- Exploring opportunities to establish green avenues and linkages, art trails and wayfinding and that tie the parks together
- Incorporating art / educational elements that celebrate Spotswood and South Kingsville's history + diverse culture

## Inspiration



INTENSIVE TREE PLANTING THROUGH THE 'GREEN YOUR NEIGHBOURHOOD' PROJECT



A TARGETED AND FAST-TRACKED PROGRAM TO GREEN OUR NEIGHBOURHOODS AND THE INDUSTRIAL PRECINCT



SEEKING OPPORTUNITIES TO CREATE NEW POCKET PARKS, PLAZAS AND PUBLIC SPACES TO ACCOMMODATE FUTURE POPULATION GROWTH



## POTENTIAL PROJECTS + INITIATIVES

### 11 Pop-Up Community Spaces

Develop a new program that works with the local community to identify and transform vacant spaces within the local area through pop-up / semi-permanent projects that create new community spaces and may lead to longer term changes including:

- Smaller community gardens, pocket parks, orchards and edible gardens on vacant land such as rail corridors
- New spaces created through the reconfiguration or partial / temporary closure of streets
- Pop-up streetscape / village projects such as street parklets
- Investigating opportunities for schools to open their ovals, playgrounds and facilities for after-hours community use

### 12 Re-Connecting to Water and Environment

Develop a project that focuses on improving the health of the natural environment and connection to water and nature including:

- Providing a program and timeline for the rehabilitation of the southern bank of Stony Creek and provision of new active transport connections through to Stony Creek Reserve
- Undertake a landscape master plan that identifies potential opportunities and issues for increasing longer term connectivity and access to the Maribyrnong River and Yarra River and the feasibility of developing a master plan for the Riverside Park from Westgate Bridge to Newport Power Station
- Seeks opportunities, wherever practical, to incorporate Water Sensitive Urban Design (WSUD) and stormwater harvesting into all future streetscape and parkland projects

## Inspiration



PROVIDING OPPORTUNITIES FOR THE COMMUNITY TO HAVE A DIRECT ROLE IN THE DESIGN AND ACTIVATION OF SPACES



POP-UP COMMUNITY SPACES TO TRIAL NEW COMMUNITY SPACES



INCREASING CONNECTION TO NATURE AND WATER



## THEME 4 :

### Enhancing Our Diverse Village Lifestyle

Helping to maintain the vibrant village lifestyle of Spotswood and South Kingsville into the future

The 'village' character of Spotswood and South Kingsville is something that the local community strongly identifies with and values - based around the idea that most of the needs of daily life are within easy reach and that the parks and smaller village centres which form the heart of the community have a strong 'local feel'. The local community is concerned about the impact that heavy vehicle traffic, general congestion and through vehicle movements are having on the character of the area, and want to look for new ways to make the village centres and neighbourhoods feel more pedestrian and bike friendly and to continue to enhance the village lifestyle, local businesses and diversity of the area.

#### Guiding Principles

All future projects within Spotswood and South Kingsville should, wherever practical, aim to achieve the following key principles:

- 4.1 Seek opportunities to improve the amenity, function and access of the village centres and neighbourhoods, reduce negative vehicular impacts and continue to make them more pedestrian and bicycle friendly to enhance the village character and support local businesses
- 4.2 Look for ways to connect people within the community (local traders, creatives, entrepreneurs etc) to stimulate new partnerships, activities and opportunities (art initiatives, community events, business initiatives) that will enhance the 'local feel and add life and vibrancy to the village areas and neighbourhoods
- 4.3 Ensure a variety of innovative and affordable housing options are provided into the future to try to maintain a level of diversity, choice and affordability in the local area
- 4.4 Recognise the diversity and different characters of the neighbourhoods and precincts that make up Spotswood and South Kingsville, and support projects that enhance each precinct's heritage and individual character

# THEME 4 ENHANCING OUR DIVERSE VILLAGE LIFESTYLE



## POTENTIAL PROJECTS + INITIATIVES

### 13 Better Villages Program

Undertake a project that is specifically focused on delivering improvements, adding more life and activity and supporting the local businesses and character of our village centres including:

- Applying the initiatives from the 'Streets for People Project' to undertaking streetscape works that will reduce the impact of heavy vehicle movements, through traffic and congestion and make our village centres feel safer and more pedestrian and cyclist friendly
- Applying initiatives from the 'Greening Your Neighbourhood' and 'Pop-up Community Spaces' projects to improve the greening, amenity and activation of our village centres and to transform and create new public spaces
- Undertaking works that improve public transport and active transport connections to our village centres
- Working with traders, creatives and locals through targeted consultation and the formation of a Local Leaders Action Group to deliver new artwork, activities and events for our village centres

### 14 Better Community Places Project

Undertake a targeted project that reviews the capacity of current community facilities throughout Spotswood and South Kingsville and identifies demand and opportunities for re-organising or adding new facilities to cater for population growth into the future including:

- Encouraging and supporting local events, services and activities such as Grazelands and the Slow Food Melbourne Farmers Market that provide important community meeting places, strengthen local identity and help to bring the community together
- Investigating demand, opportunities and viability associated with providing a new community space or meeting place for Spotswood and South Kingsville (such as a community arts / creative space, community garden, environmental / community education space)

## Inspiration



IMPROVING THE STREETSAPES AND PUBLIC DOMAIN OF OUR VILLAGES CENTRES



MAKING OUR VILLAGES CENTRES AND NEIGHBOURHOODS MORE PEDESTRIAN AND BIKE FRIENDLY



LOOKING FOR OPPORTUNITIES TO CREATE NEW PLAZAS AND PUBLIC SPACES THROUGH THE RECONFIGURATION OF THE STREET NETWORK



## POTENTIAL PROJECTS + INITIATIVES

### 15 Local Leaders

Council to provide funding and resources for the development of a Local Leaders Action Group and other initiatives to help guide and deliver the projects and programs identified in the Spotswood and South Kingsville Place Guide including:

- Forming a Local Leaders Action Group that will bring together representatives from local traders, local artist and creatives, business entrepreneurs and local community leaders to play a community ‘think-tank’ / advisory / champion role and provide ideas, connections and active involvement in the delivery of the Better Places projects
- As a key initiative Council will investigate the feasibility of creating new Place Maker role as the main point of contact for the group and to provide a central leadership and coordination role in delivering the projects identified under the Better Places Spotswood and South Kingsville
- Providing information, resources and coordination between existing events / activities and any new initiatives developed under Better Places to help strengthen community support and ownership over the process and to get the best possible outcomes for the activation, diversity and character of the village centres and wider community

### 16 Housing Choice

Ensure diverse, high quality and affordable housing is available in Spotswood and South Kingsville to accommodate projected future population growth including:

- Ensuring that all new development precincts provide adequate affordable housing and public open space contributions
- Ensuring that all new development precincts are directly services by public and active transport modes
- Supporting and advocating for innovative housing types that add a greater choice and diversity to future housing stock
- Acknowledging the different neighbourhood and character types currently throughout Spotswood and South Kingsville and ensuring that any future planning changes maintain the heritage and diversity



SUPPORTING NEW ACTIVITIES AND ART INITIATIVES TO HELP ACTIVATE THE VILLAGE CENTRES AND BRING OUR COMMUNITY TOGETHER



CREATING A LOCAL LEADERS GROUP THAT WILL PLAY A LEAD ROLE IN THE PLANNING AND DELIVERY OF THE BETTER PLACES PROJECTS




LOOKING FOR INNOVATIVE APPROACHES TO DELIVERING AFFORDABLE HOUSING INTO THE FUTURE

# 4.4 CONTINUING THE CONVERSATION: THE COMMUNITY RESPONSE TO THE VISION

The second phase of community engagement for Better Places Spotswood and South Kingsville ran from 26th February to 2nd April 2021. This consultation stage is an important step in the Better Places process as it acts as a “check-in” to ensure the community has been heard correctly and that the process is on the right track.

The focus of the engagement was to invite the community to help ‘SHAPE’ the vision for Spotswood and South Kingsville by providing feedback on the key themes, principles and potential projects and initiatives generated through the visioning process. It also seeks to gather any additional ideas that may have surfaced along the way.

The following section provides a summary of the process undertaken and the key findings.



**HAVE YOUR SAY**  
SHAPING A SHARED VISION FOR SPOTSWOOD AND SOUTH KINGSVILLE

We are encouraging the community to provide feedback to help shape the vision for Spotswood and South Kingsville. To find out more details on the Better Places project, and to fill out an on-line survey, please visit: <https://participate.hobsonsabay.vic.gov.au/better-places-spotswood-and-south-kingsville>

For those without internet access, please fill out this paper survey and send it back to us in the prepaid envelope provided by Friday 26th March 2021.

**OVERALL VISION**

Do you agree that the draft vision is consistent with how you'd like to see Spotswood and South Kingsville shaped into the future?

Yes     Unsure     No

(if no or unsure, why?) .....

**THEME 1 :**  
Remembering Our Past, Shaping Our Future

Is the 'Remembering Our Past, Shaping Our Future' theme an important priority for you? (Please tick one)

Yes     Unsure     No

(if no or unsure, why?) .....

Do you support the proposed 'Remembering Our Past, Shaping Our Future' projects? (Please tick one)

Yes     Unsure     No

(if no or unsure, which projects and why?) .....

Do you have any other projects or initiatives that you think should be added to this theme?

Yes     Unsure     No

(if yes, please list) .....

**THEME 2 :**  
Changing How We Move Into The Future

Is the 'Changing How We Move Into The Future' theme an important priority for you? (Please tick one)

Yes     Unsure     No

(if no or unsure, why?) .....

Do you support the proposed 'Changing How We Move Into The Future' projects? (Please tick one)

Yes     Unsure     No

(if no or unsure, which projects and why?) .....

Do you have any other projects or initiatives that you think should be added to this theme?

Yes     Unsure     No

(if yes, please list) .....

**THEME 3 :**  
Improving and Greening Our Spaces and Places

Is the 'Improving and Greening Our Spaces and Places' theme an important priority for you? (Please tick one)

Yes     Unsure     No

(if no or unsure, why?) .....

Do you support the proposed 'Improving and Greening Our Spaces and Places' projects? (Please tick one)

Yes     Unsure     No

(if no or unsure, which projects and why?) .....

Do you have any other projects or initiatives that you think should be added to this theme?

Yes     Unsure     No

(if yes, please list) .....

**THEME 4 :**  
Enhancing Our Diverse Village Lifestyle

Is the 'Enhancing Our Diverse Village Lifestyle' theme an important priority for you? (Please tick one)

Yes     Unsure     No

(if no or unsure, why?) .....

Do you support the proposed 'Enhancing Our Diverse Village Lifestyle' projects? (Please tick one)

Yes     Unsure     No

(if no or unsure, which projects and why?) .....

Do you have any other projects or initiatives that you think should be added to this theme?

Yes     Unsure     No

(if yes, please list) .....

**FINAL COMMENT**


Which themes are most important to you? (Please rank from 1 to 4 with 1 being the highest priority)


Remembering Our Past, Shaping Our Future     Changing How We Move Into The Future     Improving and Greening Our Spaces and Places     Enhancing Our Diverse Village Lifestyle

Do you have any other comments to add on the Vision + Proposed Projects?

.....

.....





The Returnable Flyer Mailout



As with the initial engagement process, the consultation ran under the challenging conditions created by the COVID 19 restrictions, however a range of different consultation methods were undertaken to try to capture the widest possible number and range of responses.

Engagement was undertaken through 4 key channels:

### KEY ENGAGEMENT FIGURES:

Dates: 26th Feb to 2nd April 2021

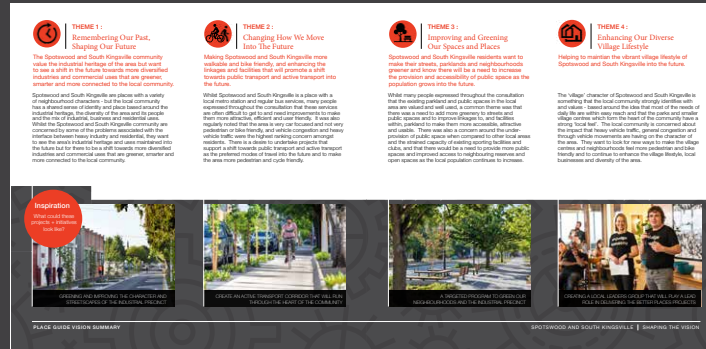
Participate site visits: 683

Participate surveys: 87

Hard copy surveys returned by due date: 84 (data analysed)

## Returnable Flyer Mailout

A flyer with a summary of the vision and a return questionnaire was sent out to the community through a letter box drop providing the community with an opportunity to give their feedback on the proposed key themes, principles and potential projects and initiatives.



## Language Translations

Details of the engagement process and a language helpline was translated into 8 different languages and put onto a flyer that was sent out to the community through a letter box drop. The key themes, principles and potential projects were also translated into eight languages and hosted on the Participate website.

**HOBSONS BAY LANGUAGE LINE**

**9932 1212**

INTERPRETER SERVICE FOR ALL LANGUAGES

Your Council in your language

Telephone interpreting service

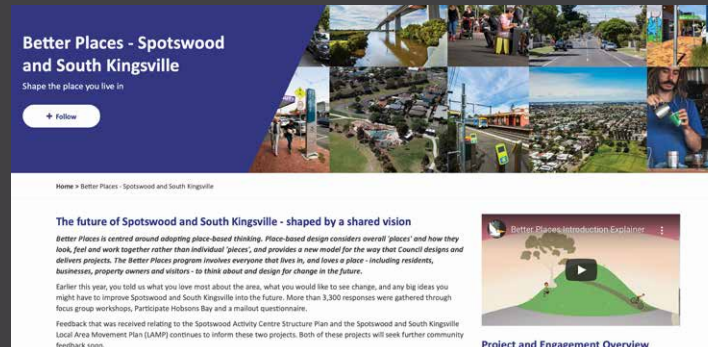
Arabic	خدمة الترجمة الهاتفية
Burmese	တယ်ဖုန်းမှ ကေတုဒ် ဝန်ဆောင်မှု
Cantonese	電話口譯服務
Croatian	Telefonska služba tumača
Greek	Τηλεφωνική Υπηρεσία Διερμηνυτών
Italian	Servizio telefonico interpreti
Karen	ဇီဝိသံ တဲကဲတဲါတဲါတဲါ တဲါ
Macedonian	Телефонска преводачка служба
Maltese	Servizz ta' Interpretar bi-Telefon
Mandarin	電話口譯服務
Vietnamese	Dịch vụ Thông dịch qua Điện thoại

This project is delivered by



## Participate Website

A summary of the vision was added to the Participate web page providing the community with an opportunity to view and give their feedback on-line.



## Drop-In Sessions

Face to face drop-in consultation sessions were held at:  
 #1: South Kingsville Community Centre – 23/03/21  
 #2: Hudsons Road Shops – 26/03/21  
 #3: Spotswood Slow Food Market – 27/03/21 March

### Have Your Say



Friday 26 March 2021 10:00 am – 01:00 pm

### Drop-In Sessions

Drop-in session #2 - Hudsons Road Shops

*Help shape the future of Spotswood and South Kingsville!*

Drop by Hudsons Road in Spotswood on Friday 26 March from 10am until 1pm to chat with members of the Better Places project team, hear more about the draft vision and potential 'Place Projects', and have your say.

Social distancing and COVID safe practices will be in place.

# 4.4 CONTINUING THE CONVERSATION: THE COMMUNITY RESPONSE TO THE VISION

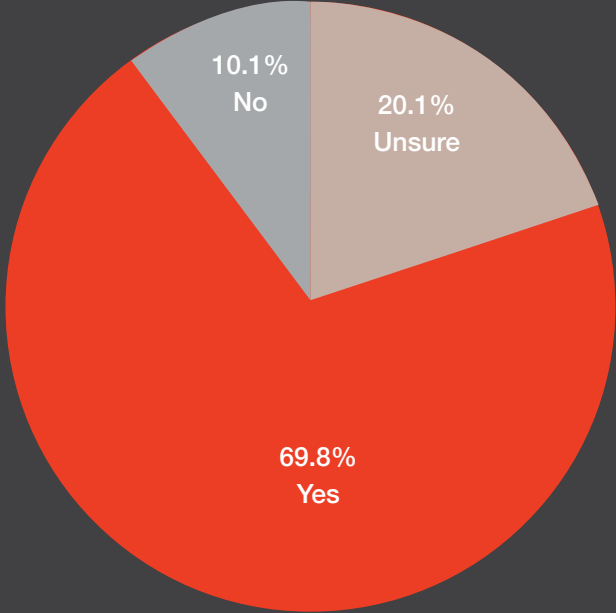
### What we heard:

Overall feedback for the Better Places Spotswood and South Kingsville vision was very supportive. It is clear that, above all else, residents are concerned about traffic and congestion and want to give priority to the “Changing How We Move” initiatives. Whilst the community ranked this theme as the clear priority, there was a high level of support across all of the themes and projects, and a lot of input and additional ideas were put forward across all of the themes.

### Does the community support the draft vision?:

The first question was simply “ Do you agree that the draft vision is consistent with how you’d like to see Spotswood And South Kingsville shaped into the future?”

- Yes
- No
- Unsure

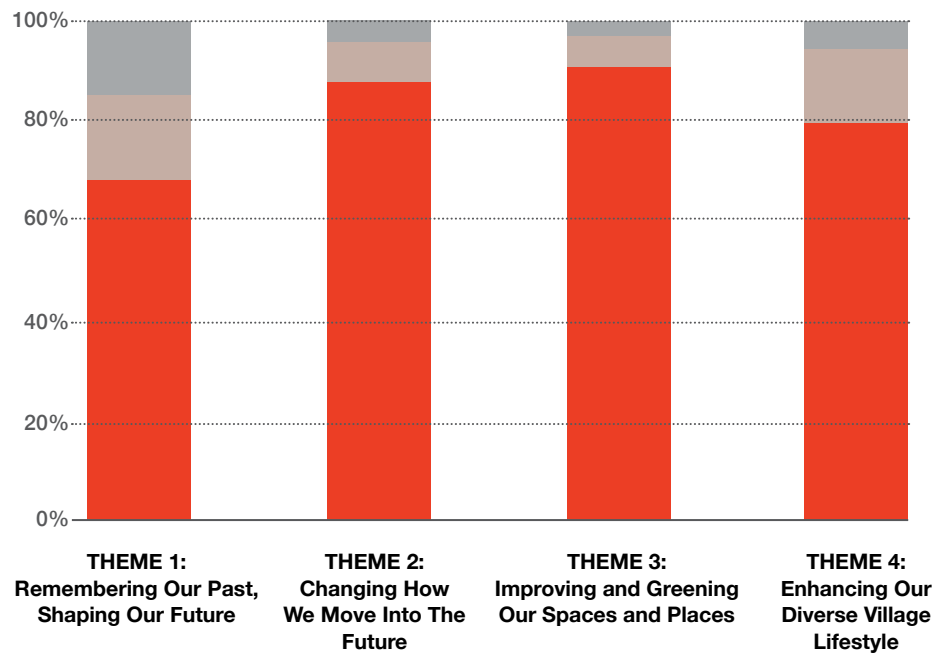


Some comments that were received by more than one resident included:

- Indigenous history should not be forgotten and must be included in the plan.
- The vision is very focused on active transport and should not ignore the need for vehicle and public transport.
- The vision is wordy or even “fluffy” and needs to be more specific.

## Does the community support the key themes?

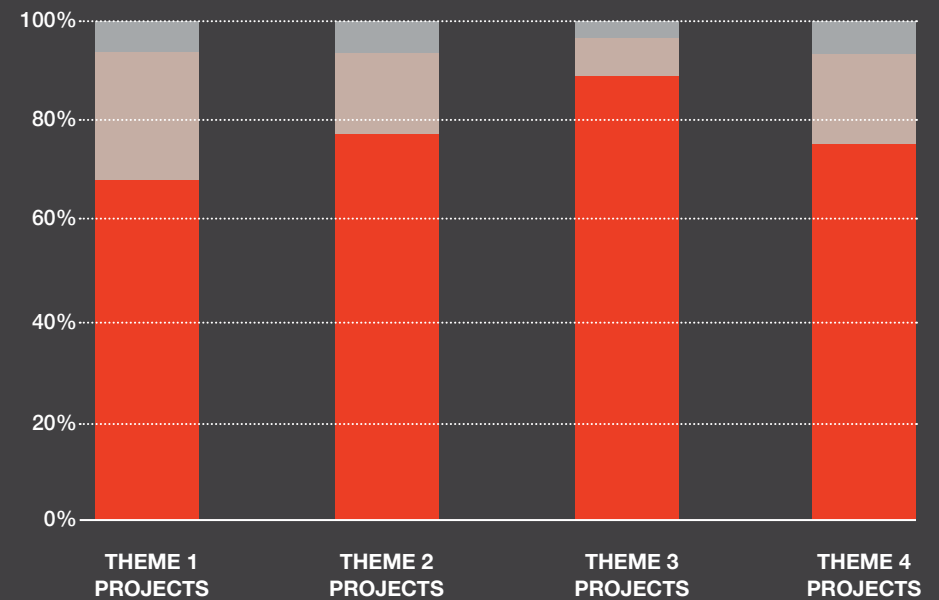
With each of the four themes outlined, residents were asked whether or not each individual theme was an important priority for them. Here is how residents responded:



Changing How We Move Into The Future was the most supported theme with 88% of respondents indicating that it was important and just 5% feeling that it wasn't. Remembering Our Past, Shaping Our Future was the least supported theme with 15% of respondents indicating that it was not important. When reading the associated comments, these respondents weren't unhappy about any particular plans for change, but rather wanted more focus on conservation of what currently exists.

## Does the community support the proposed projects and initiatives?

Residents were then asked whether they supported the potential projects proposed under each theme. Whilst the projects at this stage were just a high-level description of the scope / idea, the question provided a means of gauging the level interest and support and check to see if the process was on track.



The distribution of answers related to the potential projects was very similar to the answers to the associated theme. Improving and Greening Our Spaces and Places projects had the strongest agreement among respondents with 88% saying 'yes' they did support them. As you can see from the above data, it should be noted that the other 3 themes did see a small relative increase in 'no' and 'unsure' responses but were still largely supported.



## Do you have ideas for other projects?

Respondents were also given the opportunity to provide any comments or ideas for other projects they believed should be included. Some of the responses took the form of new project ideas, others related to further ideas and details for already proposed projects. All of the suggestions have been considered and catalogued for future reference as part of the ongoing evolution of projects.

Some of the key ideas included:

**Remembering Our Past, Shaping Our Future** Upgrade park on Simcock (near Booker) and use a historical theme to showcase the Spotswood history / Trees and beautification works including a redevelopment of Hudsons Rd shops / I like the idea of smaller shopping centres instead of multi storey / Remove trucks of Blackshaws Rd / Clean up the area and make it a nice place to live. Not have cars and traffic jams everywhere / More with museum vic/scienceworks. They have an underused existing walking tour of Spotty and there is potential for experts/info/collections to reach out into the streets/wider community / Indigenous and migrant worker history / The connection between Spotswood and Victorian railway history has been completely ignored. The destruction of the Hall St. rail sidings and spur lines prove this. I recommend publication of book/monograph. Turn VR building off Birmingham St. into museum / Areas relating to the rail industry and the glass works, also some of the houses relating to that era, where managers lived, are beautiful and should be preserved / Our First Nations people Indigenous past needs to be recognized

**Changing How We Move into the Future** Traffic lights on Williamstown Rd / Pavement improvements so we can walk safely without tripping, include industrial and commercial areas / The provision of public thoroughfare through Spotswood golf club, connecting Spotswood to Yarraville / More bike paths at the train station / Traffic lights on Blackshaws Rd / Increase public transport around Blackshaws Rd. Create a small train station on freight line under the overpass at Bradmills / Cool Streets for heat reduction. Tree planting for carbon neutral / Linking Spotswood and Yarraville for walking and bikes / Encourage traffic to use westgate rather than use Altona/Spotswood as a short cut / More open space for children / Music in parks, encourage local school groups and musicians to play in the parks / Remove trucks from our streets / More bike paths - off the road / More street lighting and safe connections to the Yarra river / Change vacant land outside federation trail (Simcock Ave) into an open green space / dog park / Changes to current bottle necks in conjunction with new estate developments / Better direct public transport to Spotswood and Newport train stations / Council needs to recognise that cars are currently the preferred method of transport / Improved pedestrian priority and number of crossings over Melbourne Road near Birmingham Street / Right or left hand turns by the large transports (Bdoubles etc) should not be allowed from Hudson Road / The need for creating missing transport links / I would love to see a pedestrian island on Blackshaws road at the end of Vernon or Kernot St

**Improving and Greening Our Spaces and Places** Need emphasis on greening up industrial areas eg; Burleigh, Simcock, Craig, Drake Sts / Sunflowers down vernon st south kingsville for Feb / The playground on the corner of Mary St/Cullen St needs updating with a few extra play themes / Greener parks, cleaner road, straight roads, not cracks as cars suffer / Ferguson St pocket park. Improve Mary St Reserve / Increase trees along suburban streetscape / Replanting railway verges and creating habitat corridors with bushland pathways, better comms between Victrack/rail for maintenance / Emphasis on biodiversity. Every new development to have a biodiversity plan / More trees and garden spaces, areas that are not as open as ovals / Ensuring the area around Hyde Street ramps on Simcock Ave and Booker Streets are greened with significant trees. We need to ensure we shield the pollution from the trucks as much as possible / Change vacant land outside federation trail (Simcock Ave) into an open green space / dog park / Upgrade Mary Street Reserve / I would like to see more derelict land turned into parkland / Hall street train line greenery - the trees at the moment drop prickles from their buds / Parks will be even more attractive by adding things like e.g. outdoor gyms / A water park at Edwards Reserve / I'd like to see one or two enclosed dog parks of good quality introduced / Verge gardening / I would like to see community gardens be more than just pop-up in nature, can they become an integral part of our spaces, permanent places where people can grow food, be together and build resilience

**Enhancing Our Diverse Village Lifestyle** A public library in spotswood. Libraries attract and support diverse communities / Supporting the Vernon St and Hall St shopping centres / More shops in and around Vernon St / Removal of heavy vehicles from Hudsons Rd shopping strip / More parking / Spend some money on public places like shopping strips and parks so people will actually enjoy using them / Community Hub - retail/workspaces where people with disabilities can gain skills and work in community / Keep high rise buildings and development limited, very limited in height and footprint / Please include a solid public space option for wet weather gatherings. None of the parks offer much shelter / Appropriate density development should be supported within the Spotswood Structure Plan / A yearly spotswood festival would be amazing! Holding kids entertainment, food vendors, local music and performances near the spotswood shops would be so much fun! / Greater emphasis needs to be placed on how new jobs will be created within Spotswood / Local leaders should be long term residents. Further community consultation on projects / Special community advisory group to consult with council / Vernon Street shops need more support

## Which themes are most important to you?

The final question gave residents the opportunity to prioritise the themes and associated projects. This was done by simply ranking the priorities from 1 to 4. This feedback was intended to help prioritise work and budgets, especially over the next 12-18 months. The table below summarises the responses, and the treemap chart provides a visual representation of hierarchical data where each rectangle (theme) has an area proportional to the total priority assigned by consultation respondents.

Which themes are most important to you?	THEME 1: Remembering Our Past, Shaping Our Future	THEME 2: Changing How We Move Into The Future	THEME 3: Improving and Greening Our Spaces and Places	THEME 4: Enhancing Our Diverse Village Lifestyle
1	9%	75%	27%	10%
2	10%	11%	48%	42%
3	23%	8%	23%	40%
4	58%	6%	2%	8%



Treemap chart





Richmond Terrace, Melbourne (Image Credit: Hanson Partnership)

# PART 5

**PLACE PROJECTS**

# Bringing the vision to life

The following section takes the potential projects and initiatives identified as part of the visioning phase and shapes these into a series of Place Projects that bring the vision for Spotswood and South Kingsville to life.

16 Place Projects have been developed for Spotswood and South Kingsville - they are described as initial ideas and opportunities, and provide principles and inspiration examples to establish a clear direction for each project. It is important to note that the Place Projects are not intended to be viewed as prescribing final or specific outcomes, but rather providing a guiding framework that will evolve with ongoing design and community input. 'Next Steps' are also included for each project, which describe the key initiatives that are proposed to be undertaken to take the projects from vision to reality and opportunities for ongoing community involvement.

# 16 PROJECTS

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MAKING  
SPOTSWOOD AND SOUTH  
KINGSVILLE  
A BETTER PLACE TO LIVE...

---







5



9



13



6



10



14



7



11



15



8



12



16

# 1

## 5.1 PLACE PROJECT 1

### A Guiding Vision

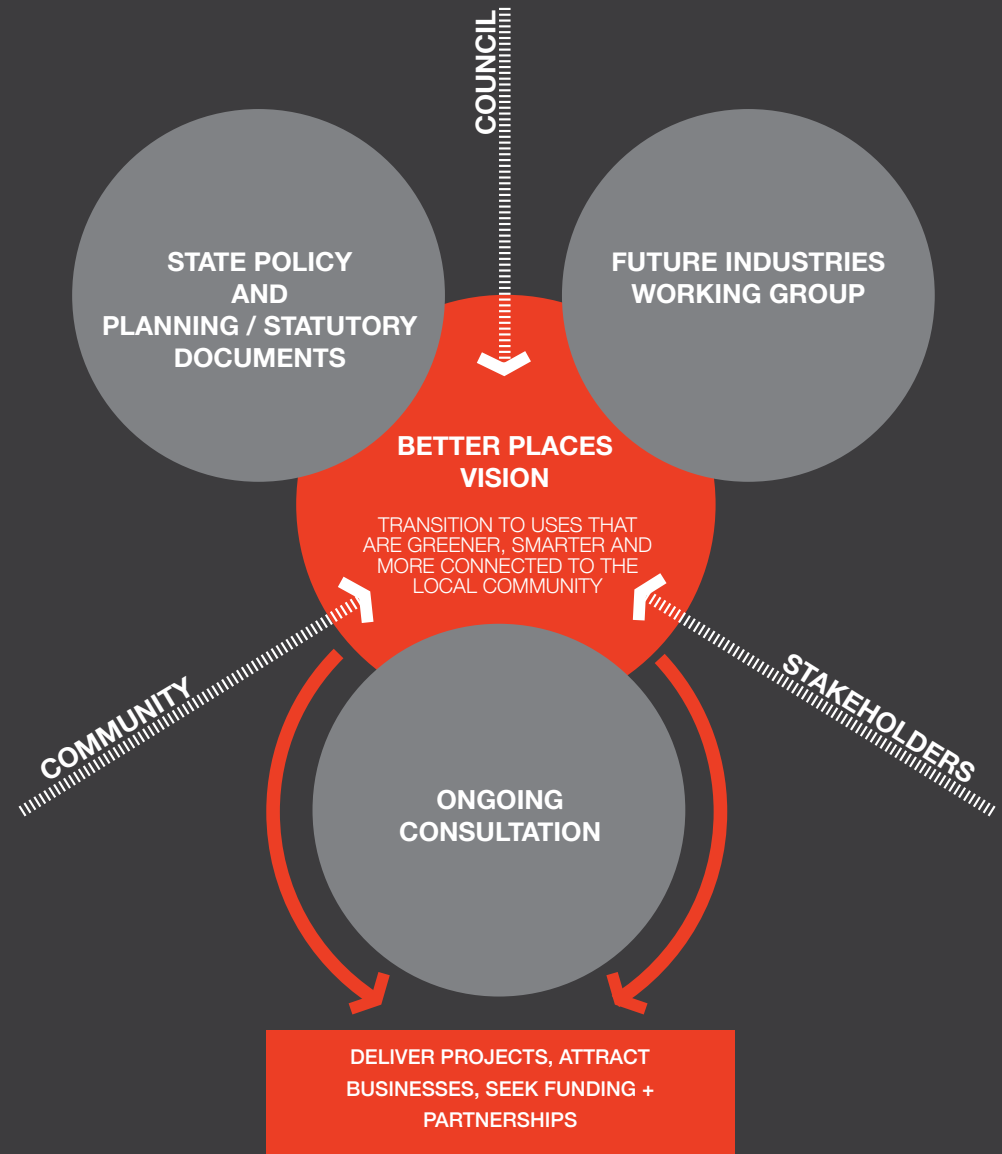
#### Project Description

One of the strongest themes that occurred throughout the consultation was the community's desire to maintain the heritage character and employment opportunities associated with the Spotswood industrial precinct, but for there to be a shift in the future towards more diversified industries and commercial uses that are greener, smarter and more connected to the local community.

To bring this vision to life it needs to be understood and supported by the different stakeholders connected to the precinct, and reflected in the different policy and planning tools that will guide future uses.

This is not a project with one specific or fixed physical outcome - but rather is about ensuring that the vision is consistently being promoted and that a co-ordinated approach is taken to integrating the vision into the thinking, discussions and statutory tools that will drive the transition for the Spotswood industrial precinct.

ensuring that a co-ordinated approach is taken to promote and integrate the vision into the thinking and statutory tools that will drive the transition for the Spotswood industrial precinct...



# 1

## 5.1 PLACE PROJECT 1 A Guiding Vision

### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Guiding Vision project include:

Council to formalise a place based / inter-departmental model for review and information sharing to ensure the Better Places vision is understood and incorporated into all planning and statutory documents and departmental projects

Council to establish and facilitate a working group of key businesses and property owners, government authorities and community representatives to assist in implementing the transition required to realise the vision (refer to Project 2)

Council to promote the Better Places vision to relevant government authorities and stakeholders

Council to appoint a Place Maker to promote and guide the implementation of the vision as part of the Better Places program



Holland Street, SA (Image Credit - JPE Design)

# 2

## 5.2 PLACE PROJECT 2

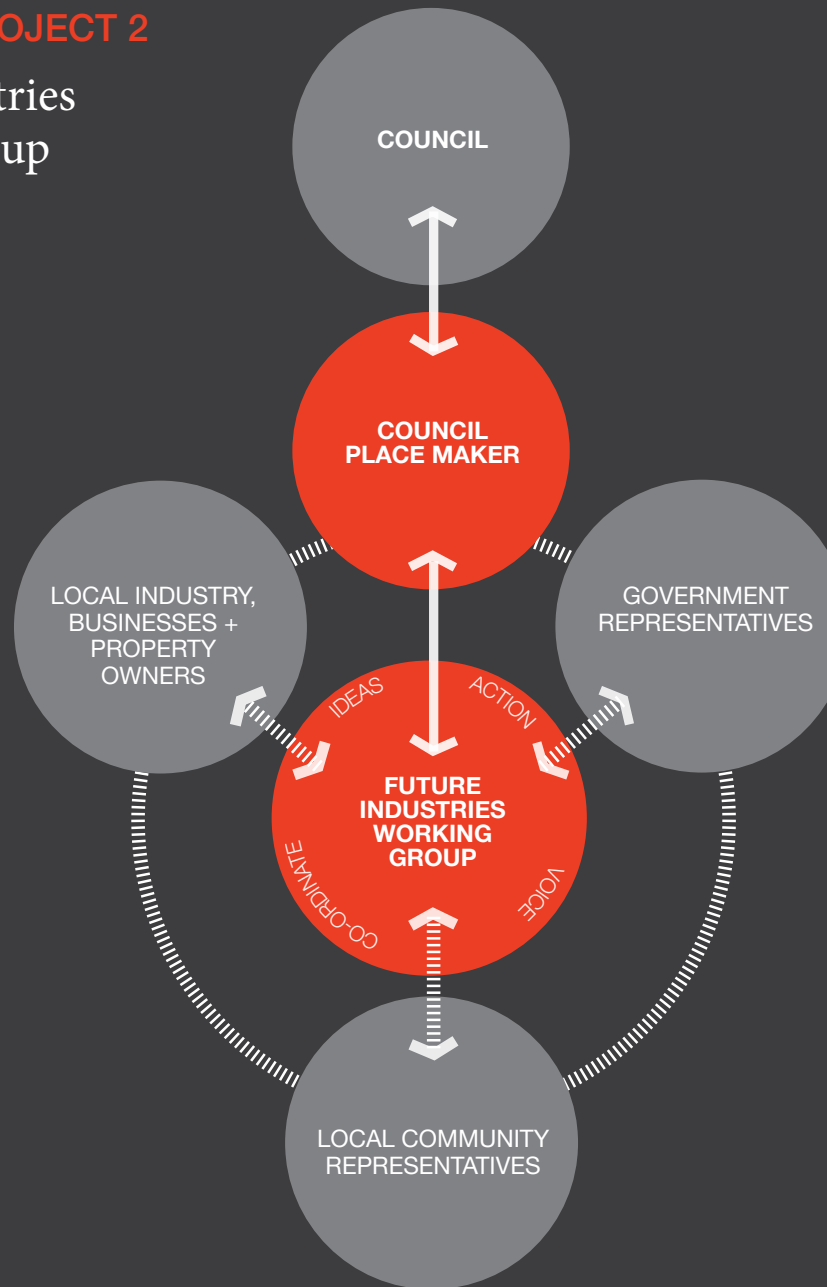
### Future Industries Working Group

#### Project Description

For the Better Places vision for the industrial precinct to be realised, it ultimately needs to be supported by the different government authorities, property owners, businesses and stakeholders connected to the precinct. Having the right planning tools in place is important, but without the support and involvement of the key stakeholders it will be difficult to stimulate change.

The focus of this project will be to bring together key businesses and property owners, government authorities and community representatives into a working group that is specifically targeted at driving this transition for the Spotswood industrial precinct.

Council will appoint a Place Maker to be the main point of contact between the group and Council, and regular meetings will be arranged to ensure continuous contact, activity and momentum is maintained.



CONNECTING LOCAL INDUSTRY, GOVERNMENT AND THE COMMUNITY  
The Precinct, Brisbane (Image Credit - Uearthed.com)

The Future Industries Working Group will connect the key stakeholders that have the land ownership, industry leadership and authority to implement the transition required to realise the vision. Key activities for the group will include:

- Undertake a branding / identity process that establishes a clear strategy for the future of the industrial precinct
- Identify potential issues and barriers and develop solutions
- Explore new ideas, opportunities and project examples that will provide inspiration
- Work with Council to attract businesses, identify opportunities for government funding, and undertake capital works that support the vision

# 2

## 5.2 PLACE PROJECT 2

### Future Industries Working Group

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Future Industries Working Group project include:

- Council to formalise working group model and desired outcomes
- Approach key stakeholders and establish working group with representatives from local industrial businesses and property owners, government authorities and community representatives
- Council to appoint a Place Maker as the main point of contact and to provide the central leadership, coordination and delivery role for the working group
- Undertake a branding and identity process that establishes a clear strategy for the future of the industrial precinct
- Working group to work with Council to attract businesses, identify opportunities for government funding, and undertake capital works that support the vision
- Ongoing steps to be determined as part of the working group strategy

BRINGING TOGETHER BUSINESS AND INDUSTRY LEADERS TO HELP IMPLEMENT THE VISION  
Kafnu Co-working and Startup Hub, Sydney (Image Credit - startup daily)

# 3

## 5.3 PLACE PROJECT 3

### Hidden Histories Project

#### Project Description

The Hidden Histories Project will uncover and catalogue the stories of the local area and develop a variety of art and interpretive projects that celebrate the history and character of Spotswood and South Kingsville. Building on Council's public art policy and strategy, Council will work with local historians, cultural leaders, artists and creatives to run a series of workshops to develop a program of art initiatives and installations specific to Spotswood and South Kingsville including:

- First Nations
- European Settlers
- Recent Immigrant Communities
- Industrial Heritage
- Important Local People, Events and Stories

Possible key sites and opportunities to be explored include:

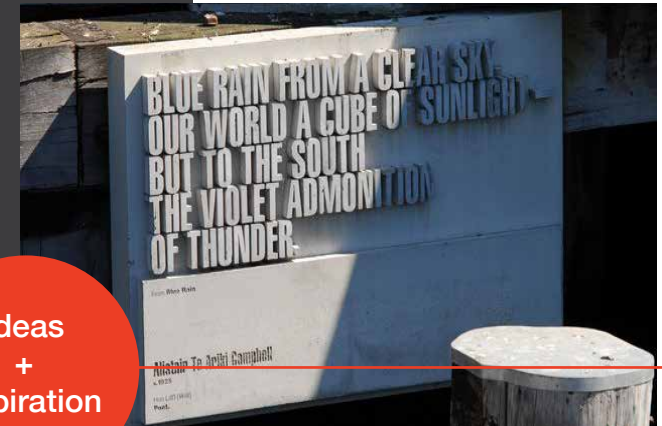
#### SITE STORIES

Bring historic stories to life at important historic sites in the area. Seek to tell the stories through time that include First Nations, early settlement, and more recent immigration and commercialisation of the area. Sites should tell the stories of the people, communities and businesses that have made an impact over the years.

#### HIDDEN HISTORIES TRAIL

The hidden histories trail will be an immersive experience that allows the explorer to learn the rich history of the area through smart technologies and devices. The experience will be delivered utilising interesting, interpretive technologies such as smart poles and apps to create a virtual trail that explorers can follow by walking between all the identified streets, sites and stories in the area.

#### Ideas + Inspiration



TELLING THE STORY OF THE AREA IN CREATIVE WAYS  
Wellington Writers Walk, NZ (Image Credit - New Zealand.com)



ARTWORKS THAT REFLECT THE INDUSTRIAL HERITAGE  
The Highline, NY (Image Credit - Streetartnyc.org)



CREATING ART TRAILS THAT LINK KEY DESTINATIONS THROUGHOUT  
SPOTSWOOD AND SOUTH KINGSVILLE

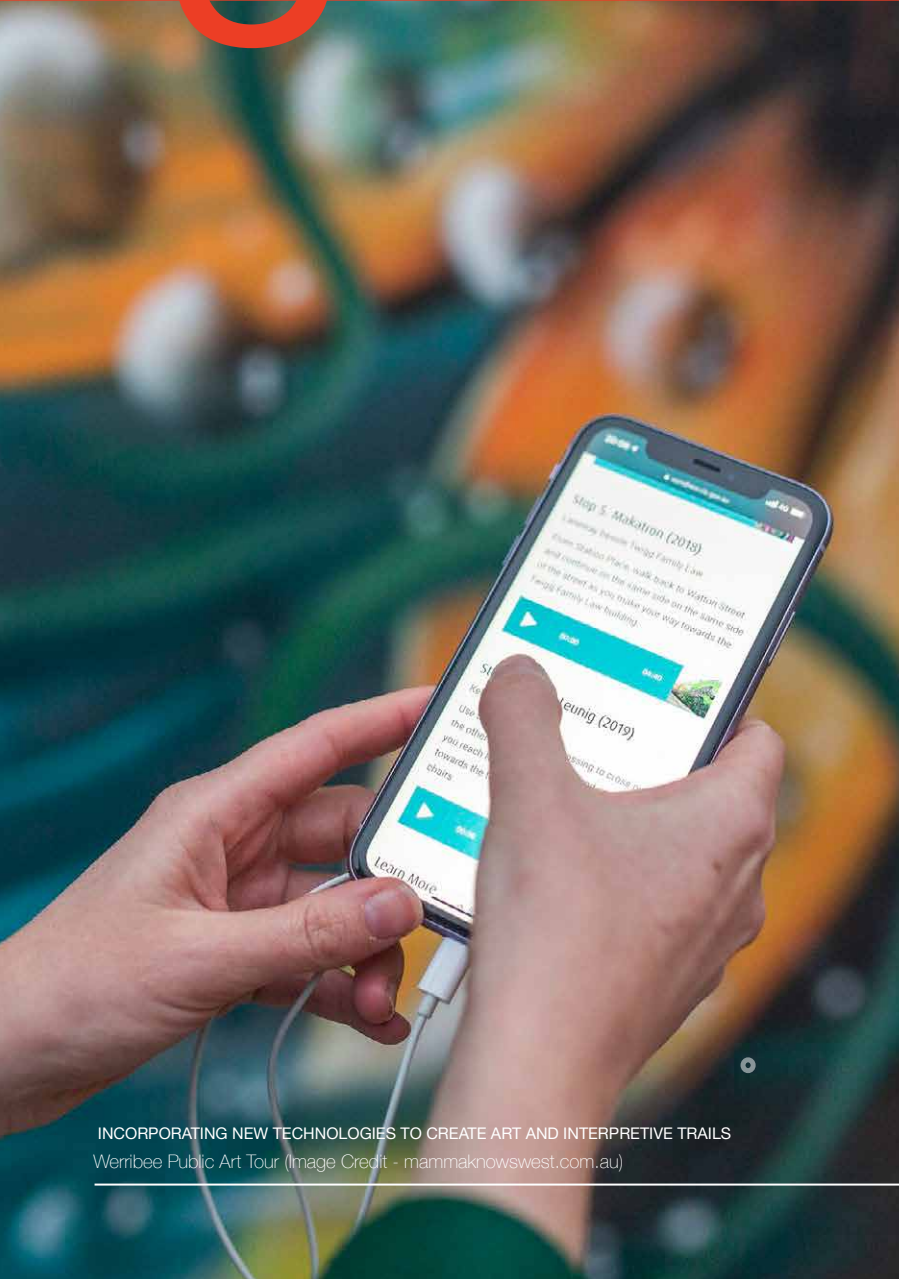
# 3

## 5.3 PLACE PROJECT 3 Hidden Histories Project

### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Hidden Histories Project include:

- Council to work with local historians and cultural leaders to gather and catalogue key stories, sites and events for Spotswood and South Kingsville as a basis for the Hidden Histories Project
- Council to facilitate a series of workshops with local historians, cultural leaders, artists and creatives to identify suitable locations, develop artist briefs and coordinate expressions of interest process
- Council to install Cultural Heritage street signs throughout Spotswood and South Kingsville
- Council to commission and deliver site specific artworks (murals, sculptures, gateways) that help tell the local history of the area
- Council to run a pilot project to deliver a Hidden Histories interpretive trail connecting key sites throughout Spotswood and South Kingsville and utilises technologies such as smart poles or apps to create a virtual trail



# 4

## 5.4 PLACE PROJECT 4

### Better Placed For Future Industries + Business

Project  
Description

Ideas  
+  
Inspiration



SEEKING OPPORTUNITIES TO ADD NEW PUBLIC SPACES  
Oxford Street Collingwood, Melbourne (Image Credit: City of Yarra)



STREETSCAPE WORKS TO IMPROVE AMENITY AND CHARACTER  
Holland Street, SA (Image Credit - JPE Design)

This project will focus on delivering the physical improvements that will enhance the amenity and function of the Spotswood industrial area and help to attract the new and innovative types of businesses identified in the community's vision for the precinct. This is not just about creating a better place for industry and business, its also about retaining the industrial character of the precinct but making it greener, more integrated and welcoming to the rest of the local community. Key improvements to be undertaken include:

- Undertaking streetscape upgrades to selected key streets to improve the amenity and character of the streets and public domain
- Seeking opportunities to add new public spaces within the industrial precinct
- Adding new landscaping and tree planting that will enhance the green character of the precinct
- Developing a Design Guide that sets out the preferred character and standards for 'greening' and urban form in the industrial precinct into the future



ARTIST IMPRESSION OF POSSIBLE STREETSCAPE IMPROVEMENTS AROUND SCIENCEWORKS PRECINCT

The artist impressions and is conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.



# 4

## 5.4 PLACE PROJECT 4

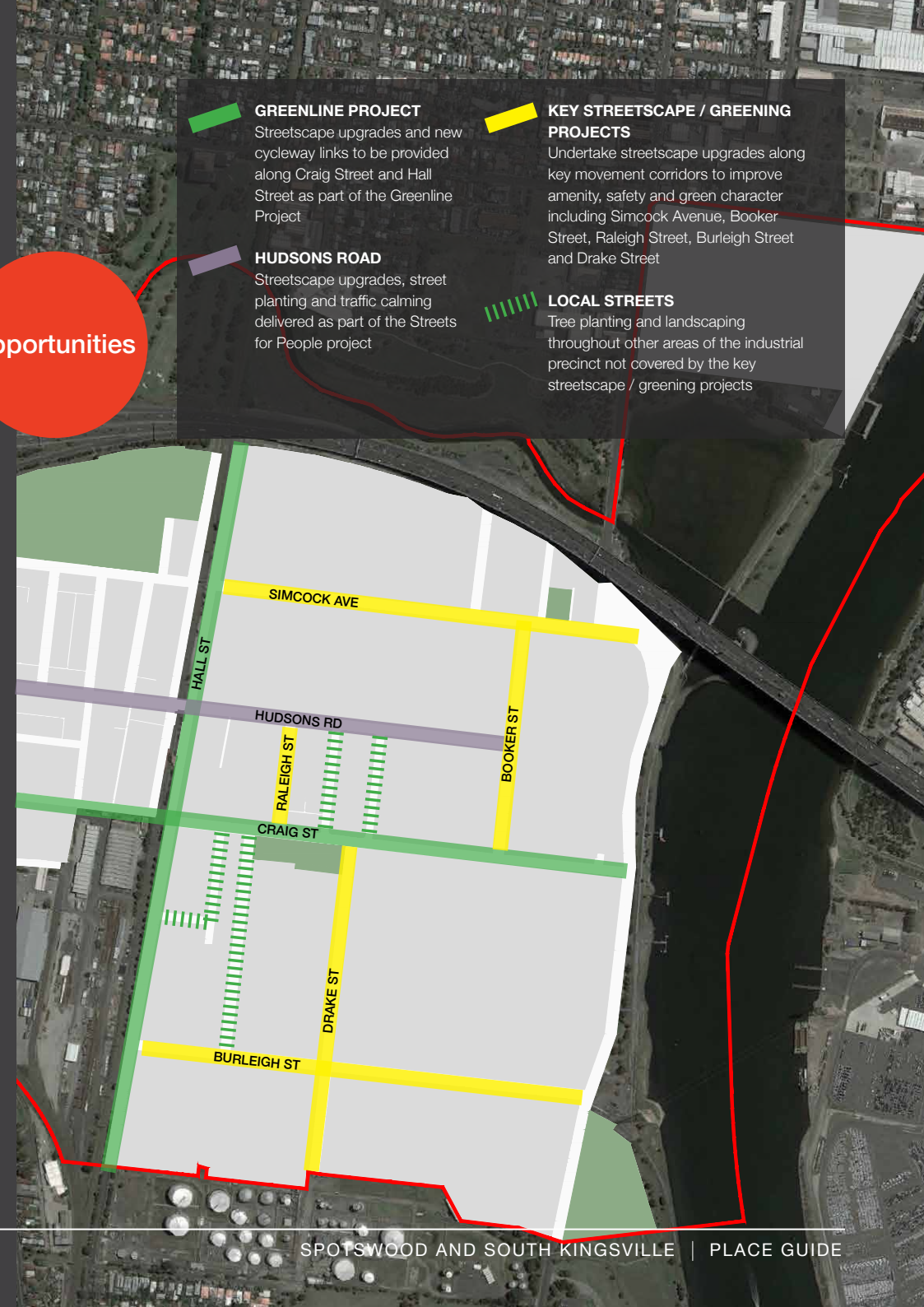
### Better Placed For Future Industries + Business

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Better Placed For Future Industries + Business project include:

- Council to facilitate a workshop process with stakeholder groups (government and community) and Future Industries Working Group to confirm key streetscape / greening projects and undertake design and delivery process
- Council to undertake tree planting and landscaping throughout other areas of the industrial precinct not covered by the key streetscape / greening projects
- Council to identify potential sites to target for provision of new public spaces (parkland, plaza, pocket parks) within the industrial precinct
- Council to produce a Design Guide that sets out the desired character, design controls and case study examples that could be used to guide future development within the industrial precinct and can be adapted to other industrial and commercial areas within Hobsons Bay

#### Opportunities



**GREENLINE PROJECT**  
Streetscape upgrades and new cycleway links to be provided along Craig Street and Hall Street as part of the Greenline Project

**KEY STREETScape / GREENING PROJECTS**  
Undertake streetscape upgrades along key movement corridors to improve amenity, safety and green character including Simcock Avenue, Booker Street, Raleigh Street, Burleigh Street and Drake Street

**HUDSONS ROAD**  
Streetscape upgrades, street planting and traffic calming delivered as part of the Streets for People project

**LOCAL STREETS**  
Tree planting and landscaping throughout other areas of the industrial precinct not covered by the key streetscape / greening projects

# 5

## 5.5 PLACE PROJECT 5

### Streets For People Project

#### Project Description

#### Ideas + Inspiration



STREETSCAPE TREATMENTS THAT SLOW VEHICLES  
New Road Brighton, UK (Image Credit: Landezine)



STREETS AS PLACES RATHER THAN JUST SOMETHING TO DRIVE THROUGH  
Central Dandenong, Vic (Image Credit: Architectureau)

By far the most dominant concern expressed throughout the consultation related to vehicle congestion and heavy vehicle traffic through the local area. It was also regularly noted that the area is very car dominated and the local community wants to see the streets changed to make them more pedestrian or bike friendly.

The focus of this project will be to lead the shift throughout Spotswood and South Kingsville towards creating 'streets for people' - reducing vehicle speeds and through traffic and undertaking works to make our village and neighbourhood streets feel safer and more attractive and usable for pedestrians and cyclists. It is not about being anti-car, it is just about trying to reduce the dominance of cars and give more attention and priority towards pedestrians and cyclists.

The project will compliment the work being undertaken for the Local Area Movement Plan and

Spotswood Activity Centre Structure Plan. It will help to lead the visioning, consultation, design and delivery of the key streetscape upgrades to ensure that they adopt the 'streets for people' principles and reflect the vision and projects developed under Better Places.

Each of the key streetscape projects will involve stakeholder and community consultation to ensure that local residents, traders and businesses will all have the opportunity to provide input into the design process.

These main streetscape projects will also be linked in with other initiatives from Better Places and the Local Area Movement Plan such as the trial and implementation of extended 40km/h zones and upgrades on local streets to ensure the 'streets for people' principles and improvements extend throughout Spotswood and South Kingsville.



LIGHTING AND ACTIVATION THAT ADDS LIFE TO OUR VILLAGE CENTRES  
Chapel Street, Melbourne (Image Credit: Hansen Partnership)



EXPLORING TREATMENTS THAT CREATE NEW SPACES FOR THE COMMUNITY  
Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)

# 5

## 5.5 PLACE PROJECT 5

### Streets For People Project

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Streets For People Project include:

- Define the project scope and boundaries for each target area. Undertake initial focus group workshops and develop detailed project briefs to determine priorities and what can be achieved within current council budgets.
- Undertake initial concept design for each project that will provide a basis for community consultation and ongoing design
- Consult with the community and stakeholders to gather feedback on proposed initial concept designs for each area
- Develop detailed design, undertake further stakeholder consultation and deliver projects that can be carried out under existing council budgets - while seek funding for those that require external funding sources to be secured.



PEDESTRIANISATION OF KEY STREETS IN OUR VILLAGE CENTRES  
Central Dandenong, Vic (Image Credit: Architectureau)



ADDING GREENERY AND CHARACTER TO OUR VILLAGE CENTRES  
Malop Street, Geelong (Image Credit: City of Geelong)



ARTIST IMPRESSION OF POSSIBLE RAISED SHARED ZONE ADJOINING THE STATION ON HOPE STREET

The artist impressions are conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.

# 5

## 5.5 PLACE PROJECT 5

### Streets For People Project

#### Opportunities



- HUDSONS ROAD AND VERNON STREET VILLAGES**  
Upgrade of Hudsons Road to improve the amenity, safety and pedestrian experience throughout main village areas
- HOPE STREET**  
Pedestrianise Hope Street to provide improved pedestrian safety and urban village setting around station precinct
- KEY STREETS AND AVENUES**  
Upgrade of The Avenue, Roberts Street, Reed Street and Kernot Street to improve amenity and pedestrianisation and reduce vehicle speeds

# 5

## 5.5 PLACE PROJECT 5

### Streets For People Project

making our streets more pedestrian and bike friendly...  
and improving the amenity and character of our village  
centres and neighbourhoods



ARTIST IMPRESSION OF POSSIBLE RAISED SHARED ZONE ON THE CORNER OF HALL STREET AND HUDSONS ROAD  
The artist impressions and is conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.

# 6

## 5.6 PLACE PROJECT 6

### The GreenLine Project

#### Project Description

#### Ideas + Inspiration



DIRECT AND SAFE CYCLE LINK THROUGH THE HEART OF THE AREA  
Bourke Street Cycleway (Image Credit: Group GSA)



PROTECTED CYCLE LANES TO ENCOURAGE MORE USERS  
Frome Street Bikeway, Adelaide (Image Credit: Aspect Studios)

The GreenLine is the largest scale and most ambitious project incorporated into the Better Places vision for Spotswood and South Kingsville. With the community concern over traffic congestion in the local area, and with the population projected to double over the next 15 years, it is clear that there needs to be a significant step taken towards providing an efficient and practical alternative to private vehicle usage.

The vision for the GreenLine is to provide major east / west and north / south active transport corridors that run through the heart of the Spotswood and South Kingsville and will link all key destinations including the major future development precincts, schools, Spotswood Station and village centres. The GreenLine will also connect through to the Federation Trail and proposed West Gate Tunnel Veloway, providing a direct active transport link through Melbourne CBD and the regional cycling network.

Whilst the design will evolve through community and stakeholder consultation, The GreenLine will incorporate protected cycle lanes, crossings and intersection upgrades, active transport infrastructure and streetscape improvements. It will be a major active transport movement corridor that will be designed to feel safe, convenient and attractive to regular commuters but also those people who currently don't feel comfortable cycling in the area.



ARTIST IMPRESSION OF GREENLINE ALONG McCLISTER STREET DIRECTLY LINKING TO THE SCHOOL AND SHOPPING  
The artist impressions and is conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.

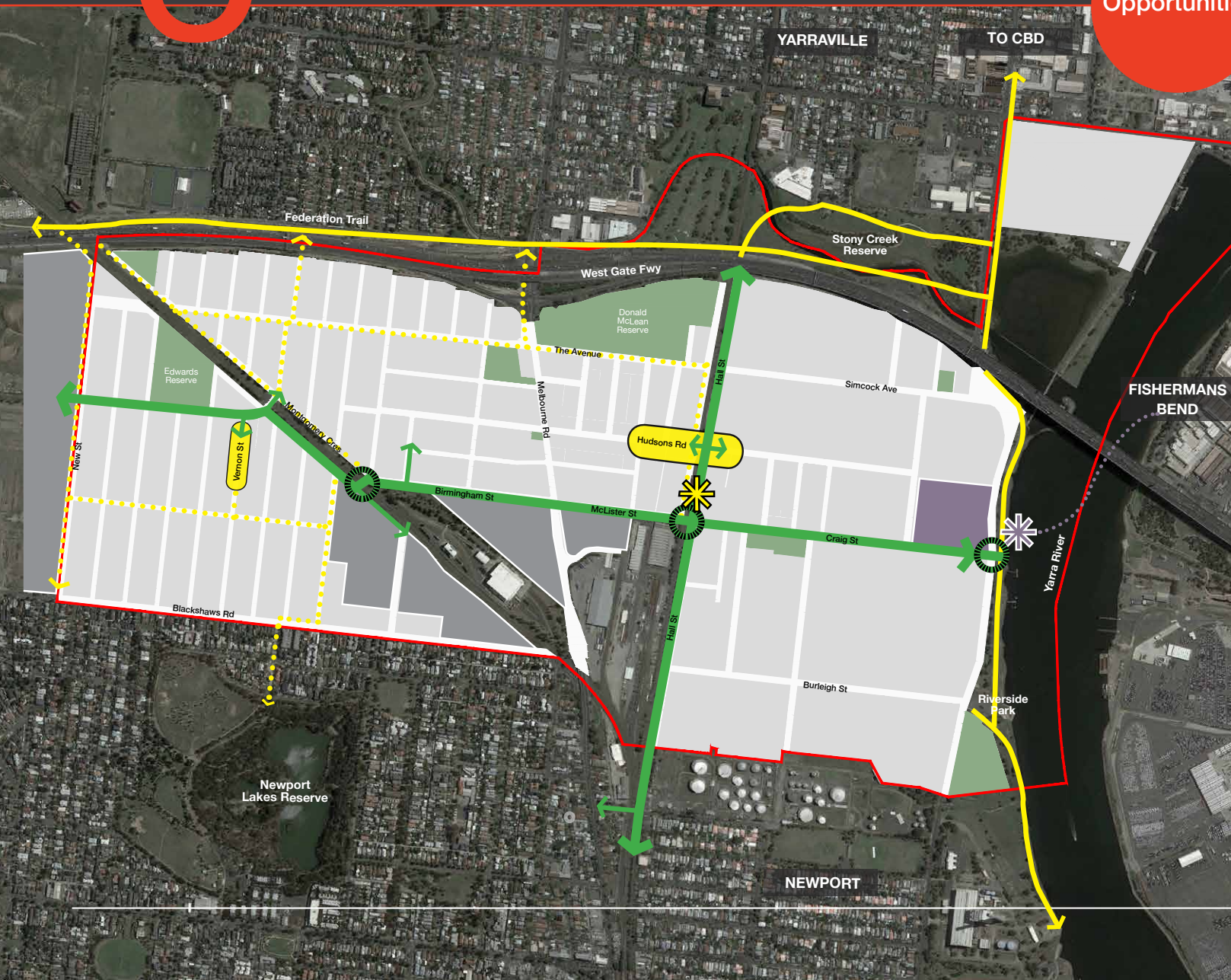
# 6

## 5.6 PLACE PROJECT 6

### The GreenLine Project

## Opportunities

No matter where you live within Spotswood and South Kingsville, you will be no more than a few minutes ride from the GreenLine - providing a safe and convenient connection to all of the key destinations within the local area. Where the GreenLine connects with the Federation Trail and proposed West Gate Veloway, it is estimated that the Melbourne CBD will be able to be reached in approximately a 20 minute ride.



- THE GREENLINE
- NEW / UPGRADED CROSSING TO BE PROVIDED AS PART OF GREENLINE
- SPOTSWOOD STATION
- VILLAGE CENTRES
- FUTURE DEVELOPMENT PRECINCTS
- SCIENCEWORKS
- PARKS + RESERVES
- FEDERATION TRAIL, WEST GATE VELOWAY AND COASTAL TRAIL
- KEY SECONDARY CYCLIST CONNECTIONS
- PUNT

# 6

## 5.6 PLACE PROJECT 6

### The GreenLine Project

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of The GreenLine Project include:

- Undertake Focus Group Workshops process with key stakeholder groups to confirm / evolve overall vision, identify detailed issues and opportunities and strengthen community / stakeholder support
- Develop initial concepts and a master plan that confirms the overall design principles and framework
- Undertake a pilot project in Hall Street North that demonstrates the application of the principles of 'streets designed for people' and active transport
- Seek opportunities to demonstrate and trial changes through pop-up / semi-permanent cycle lanes
- Prepare the detailed design, staging and funding strategy to deliver The GreenLine



OPENING OPPORTUNITIES FOR NEW MODES OF TRANSPORT THAT ARE SAFELY SEPARATED FROM PEDESTRIANS



PROVIDING A SAFER WAY FOR KIDS TO GET AROUND THE LOCAL AREA  
Bourke Street Bikeway, Sydney (Image Credit: Government Architect NSW)



ARTIST IMPRESSION OF GREENLINE PROVIDING DIRECT ACTIVE TRANSPORT CONNECTION TO THE STATION

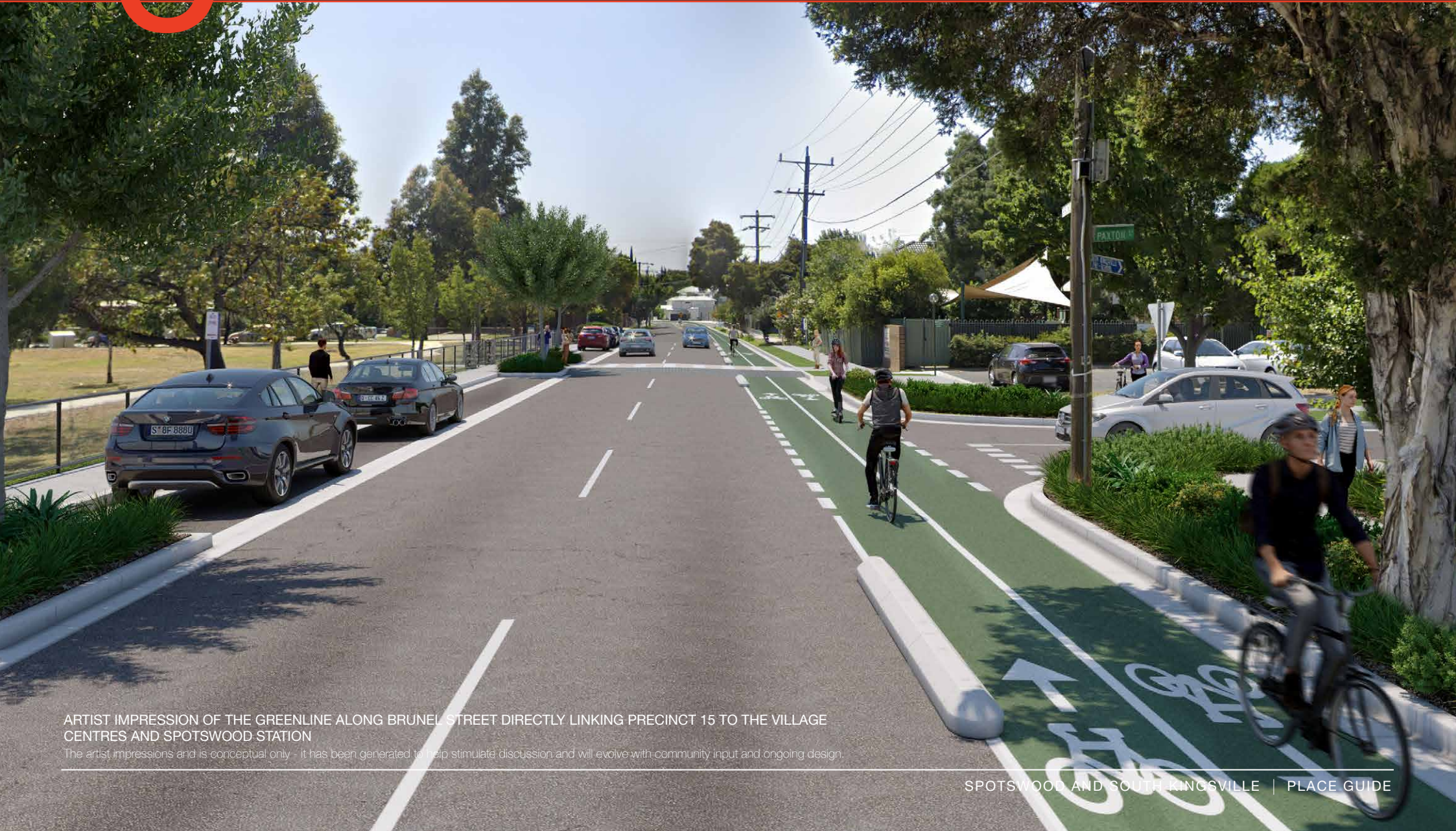
The artist impressions and is conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.



# 6

## 5.6 PLACE PROJECT 6 The GreenLine Project

The GreenLine will change the way Spotswood and South Kingsville move into the future...



ARTIST IMPRESSION OF THE GREENLINE ALONG BRUNEL STREET DIRECTLY LINKING PRECINCT 15 TO THE VILLAGE CENTRES AND SPOTSWOOD STATION

The artist impressions and is conceptual only. It has been generated to help stimulate discussion and will evolve with community input and ongoing design.

# 7

## 5.7 PLACE PROJECT 7 Missing Links Project

### Project Description

Walking and cycling is a key component of healthy and socially connected communities. Whilst The GreenLine and Streets For People projects will have the most visible and significant impact in making the local area more walkable and bike friendly, it is critical that the smaller links are also improved to complete the overall movement network and make it safe and attractive to the widest range of users.

In combination with the improvements already proposed under Council's Local Area Movement Plan, this project will ensure that all key missing pathway and cyclist links are added or upgraded as required to tie in with the other Better Places projects.

### Next Steps

**Key initiatives and steps that have been identified to be undertaken as part of the Missing Links Project include:**

Define the scope for each individual key missing linkage identified within the Local Area Movement Plan so that detailed implementation costs can be determined.

Estimate the cost and time to deliver each identified linkage, upgrade or feature including:

- Shared user pathways
- Dedicated / protected cycle lanes
- Upgraded / new pathways
- Pedestrian refuges / crossings
- Pedestrian operated signals
- Improvements to existing pedestrian pathways, ramps etc
- Bike storage, lighting etc

Program the implementation of the works into Council capital budgets over the next 3 years.

Plan and Implement way-finding signage for Spotswood and South Kingsville that utilises Council's existing developed suite and improves how people navigate and move around the local area

### Ideas + Inspiration



IMPROVING LINKS TO DESTINATIONS SUCH AS STONY CREEK  
(Image Credit: Adobestock)



NEW SPACES AND LINKS CAN BE CREATED BY RECONFIGURING STREETS  
Oxford Street Collingwood, Melbourne (Image Credit: City of Yarra)

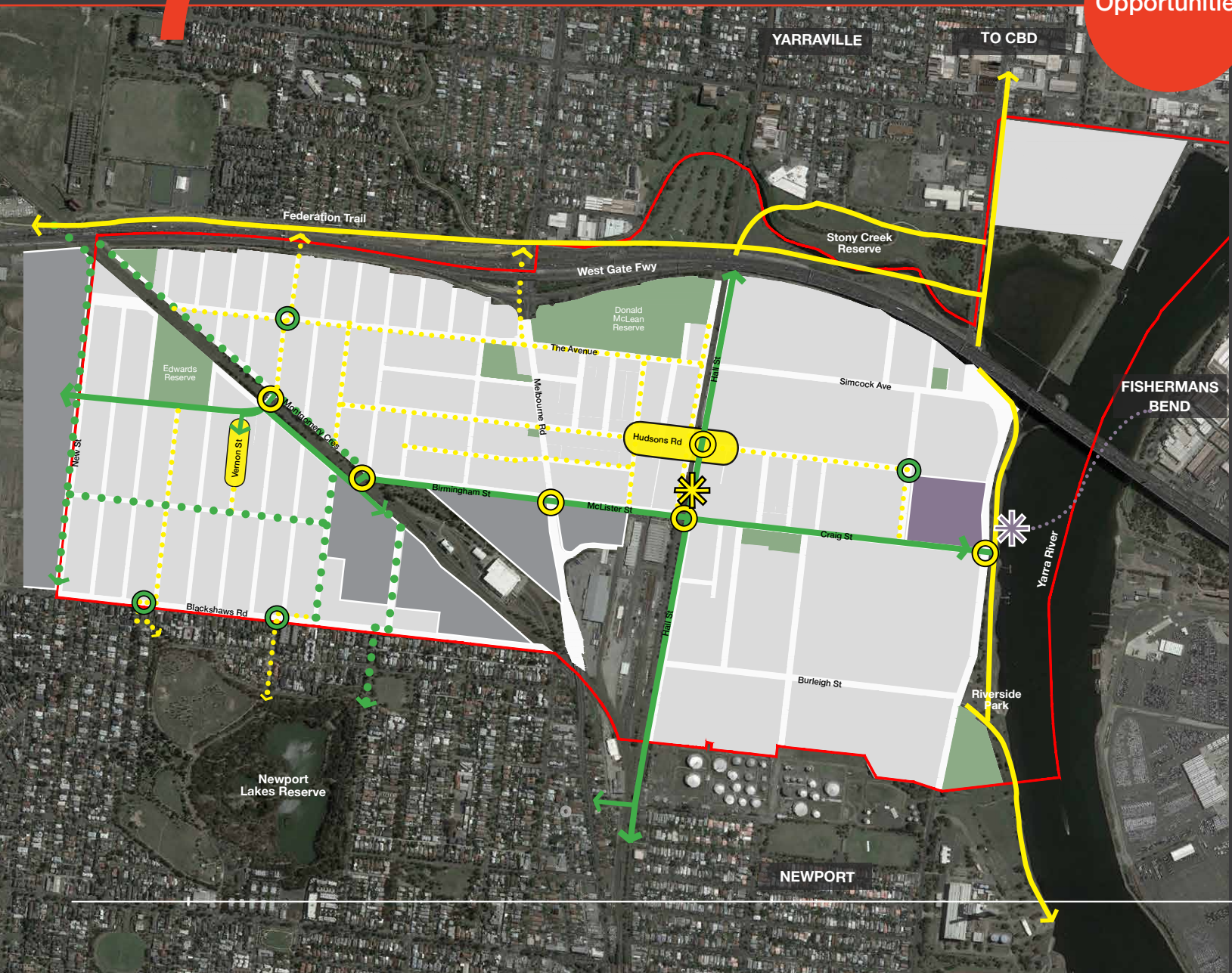


ADDING SMALLER LINKS THAT PROMOTE WALKING AND CYCLING  
Charles Street Park, Melbourne (Image Credit: Hansen Partnership)

# 7

## 5.7 PLACE PROJECT 7 Missing Links Project

### Opportunities



- THE GREENLINE
- IMPROVED CYCLING INFRASTRUCTURE AND LINKAGES
- FEDERATION TRAIL AND PROPOSED WEST GATE VELOWAY
- IMPROVED PEDESTRIAN PATHWAYS AND LINKAGES
- MAIN NEW / UPGRADED CROSSINGS TO BE PROVIDED
- SECONDARY PEDESTRIAN REFUGES / CROSSINGS
- SPOTSWOOD STATION
- VILLAGE CENTRES
- FUTURE DEVELOPMENT PRECINCTS
- SCIENCEWORKS
- PARKS + RESERVES
- PUNT

# 8

## 5.8 PLACE PROJECT 8 Multi-Modal Network

### Project Description

Developing a more convenient and attractive public transport and multi-modal network within Spotswood and South Kingsville will be critical to managing traffic congestion and population growth into the future.

This project focus on bringing together the improvements proposed under the Local Area Movement Plan and tying these together with the GreenLine and other Better Places projects. The project will be part co-ordination, part advocacy and part delivery, but overall it will be about pulling together all the different pieces needed to provide a truly integrated and effective multi-modal network for Spotswood and South Kingsville into the future.

### Next Steps

Key initiatives and steps that have been identified to be undertaken for the Multi-Modal Network project include:

- Advocate for the re-routing / re-scheduling of bus services and provision of additional infrastructure as required to improve function, usability and integration with other modes of travel (particularly to key destinations such as Scienceworks, Spotswood Station and Hudsons Road and future development precincts)
- Advocate and working with relevant government authorities to deliver improvements to enhance the attractiveness and function of the Spotswood Station (parkiteer / bike storage facilities, car parking and pedestrian / cyclist safety and access, street furniture)
- Provide additional storage / maintenance facilities as required to improve cycling / scooter network
- Work with other levels of government to improve access to the punt service to increase its attractiveness, usage and viability into the future
- Explore potential opportunities to partner with innovative industry leaders to trial alternative vehicle modes such as electric car share, electric bikes and small shuttle buses

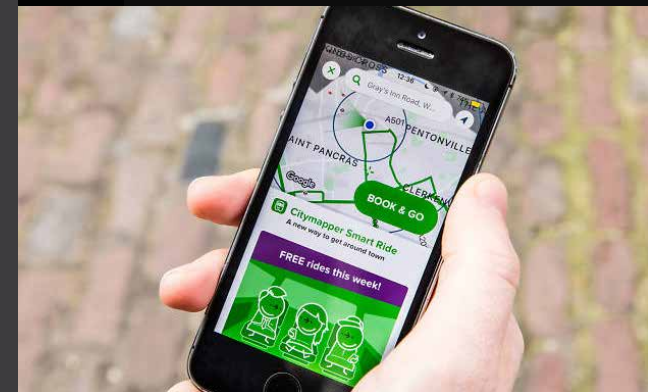
### Ideas + Inspiration



MAKING THE LINK BETWEEN DIFFERENT TRANSPORT MODES AS DIRECT AND CONVENIENT AS POSSIBLE



INFRASTRUCTURE THAT MAKES ACTIVE TRANSPORT EASIER  
(Image Credit: St George Shire Leader)



UTILISING NEW TECHNOLOGIES THAT HELP CONNECT TRANSPORT OPTIONS  
(Image Credit: Time Out)

# 8

## 5.8 PLACE PROJECT 8 Multi-Modal Network

pulling together all the different pieces needed to create truly integrated multi-modal network...



ARTIST IMPRESSION OF THE GREENLINE DIRECTLY CONNECTING WITH THE SPOTSWOOD STATION TO HELP CREATE AN INTEGRATED MULTIMODAL NETWORK THAT PROMOTES PUBLIC AND ACTIVE TRANSPORT

The artist impressions are conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.

# 9

## 5.9 PLACE PROJECT 9 Greening Your Neighbourhood Project

Ideas  
+  
Inspiration



LOOKING FOR OPPORTUNITIES TO ADD MORE TREES AND GREENERY TO OUR EXISTING PARKS AND RESERVES



LINKING TO THE URBAN FOREST STRATEGY WITH A LONG TERM VISION TO TURN OUR STREETS AND MAIN ROADS INTO GREEN AVENUES



ADDING GREENERY TO LOCAL STREETS TO ENHANCE THE LEAFY CHARACTER AND AMENITY OF OUR NEIGHBOURHOODS



PROVIDING OPPORTUNITIES FOR HANDS-ON COMMUNITY INVOLVEMENT  
(Image Credit: Kiddipedia)

This project will involve develop a greening program similar to Cool Streets that compliments and links to the Urban Forest Strategy and provides a targeted planting program throughout Spotswood and South Kingsville. The project will focus on the greening of local streets and park areas that are not already included as part of the GreenLine, Streets for People, Love Our Parks or the Better Place for Industry projects - and that will not require landscape master plans or community consultation.

This project will provide an opportunity for planting to occur in the short term while the larger scale streetscape and parkland projects evolve. The greening of these local streets and spaces will ensure that the green network extends

throughout Spotswood and South Kingsville and will help to enhance the leafy character, amenity and habitat protection values of the local area. The project will also be used to promote the principles of a 'trees-lead' design approach and, wherever practical, advanced tree planting will be used to help create a more immediate greening effect.

As a key focus of the project, Council will also look to initiate a series of community planting events based around the theme of 'Greening Your Neighbourhood' that will provide an opportunity for the community to have direct hands-on involvement.

# 9

## 5.9 PLACE PROJECT 9

### Greening Your Neighbourhood Project

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Greening Your Neighbourhood Project include:

- Council to undertake a review / inventory of local streets, park areas and reserves not already included in the GreenLine, Streets for People, Love Our Parks or the Better Place for Industry projects (trees that are no longer contributing to landscape or are in poor condition will be removed and replaced with appropriate urban tree species)
- Council to design and implement a short and long-term street tree planting program for all identified locations - with a focus on delivering targeted / immediate planting along routes that connect key destinations such as local schools and services, and have highest levels of pedestrian and cycle activity
- Council to select suitable locations for community based planting program (i.e. Riverside Park, Stony Creek etc) that will allow direct, hands-on community involvement
- Council to develop a program / calendar of planting events and identify opportunities for partnerships with local community, schools and environmental groups to promote and deliver greening projects

LOOKING FOR CREATIVE WAYS TO INCORPORATE GREENERY  
Charles Street Park, Melbourne (Image Credit: Hanson Partnership)

# 10

## 5.10 PLACE PROJECT 10

### Love Our Parks Project

#### Project Description

Spotswood and South Kingsville have relatively low levels of open space provision when compared to other places within Hobsons Bay, and one of the key challenges into the future will be how to manage this issue as the population continues to grow. Given that most of Spotswood and South Kingsville is already built-up and has existing land uses, this makes it difficult to significantly increase the amount of open space in the local area. However this project is focused on trying to provide a targeted and co-ordinated approach to improving the provision, capacity, quality and access of open space to help improve the character and recreational opportunities in the local area, and deal with the increasing demands into the future.

#### Ideas + Inspiration

In particular, this project will concentrate on looking for opportunities to:

- Improve the quality, amenity and capacity of existing parks and reserves areas through upgrades
- Upgrade currently under-utilised or vacant spaces to make them more usable and attractive and provide new recreational spaces
- Take a proactive approach to trying to deliver new open space areas as part of future development
- Enhance connectivity to open space within the local area and neighbouring suburbs to make them easier and safer to get to



IMPROVE THE QUALITY, AMENITY AND CAPACITY OF EXISTING PARKS  
(Image Credit: Lat 27)



STRENGTHENING COMMUNITY PRIDE AND OWNERSHIP OVER OUR PARKS



MAKE OUR OPEN SPACE AREAS EASIER TO GET TO  
Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)



PROACTIVE AND CREATIVE WAYS TO CREATE NEW PUBLIC SPACES  
Oxford Street Collingwood, Melbourne (Image Credit: City of Yarra)



# 10

## 5.10 PLACE PROJECT 10

### Love Our Parks Project

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Love Our Parks Project include:

Council to undertake a detailed review / inventory of existing parks, reserves, sports facilities and underutilised spaces in Spotswood and South Kingsville and develop a program / timeline for upgrades to improve their amenity, function and ability to respond to increasing population and changing recreational demands into the future including:

- Hall St North
- The Avenue Reserve
- Watson Street Reserve
- Note: Potential upgrades to Stony Creek Reserve and the Riverside Park has been included in Reconnecting to Water and Environment Project

Complete upgrade of Donald McLean Reserve consistent with Reserve Improvement Plan

Undertake a consultation, visioning and Landscape Master Planning process for Mary Street Reserve as a strategic open space for future upgrade

Council to run opportunities and feasibility study to identify and target potential sites for provision of new public spaces (parkland, plaza, pocket parks) Spotswood and South Kingsville to help cater for projected increased population



INCREASING THE ATTRACTIVENESS AND USABILITY OF OUR SMALLER PARKS AND UNDER-UTILISED SPACES  
Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)

# 10

## 5.10 PLACE PROJECT 10

### Love Our Parks Project

improving the provision, quality and access of open space...  
and enhancing the character and recreational opportunities  
in the local area into the future...



ARTIST IMPRESSION POSSIBLE IMPROVEMENTS TO MARY STREET RESERVE IMPROVE THE CHARACTER AND RECREATIONAL OPPORTUNITIES

The artist impressions and is conceptual only - it has been generated to help stimulate discussion and will evolve with community input and ongoing design.

# 11

## 5.11 PLACE PROJECT 11

### The Pop-Up Project

#### Project Description

As places change, grow and evolve over time it can often create a sense of unease and concern amongst the residents that live there. Whilst the focus is usually placed on specific issues - a new development or increased traffic - sometimes the people who live in an area just start to feel like they have no control over the changes that are occurring and that the place loses its identity and 'just isn't what it used to be'.

Throughout the consultation it became clear that the community value the village character and 'local feel' of the area, and expressed a desire to be more actively involved in shaping the place they live in.

This project aims to create more of those opportunities by initiating pop-up placemaking projects and events that encourage direct community involvement, and also provide a way for proposed changes to be demonstrated and tested before they are adopted.

Whilst the opportunities are diverse and will be shaped by community input, two key initiatives have been proposed:

#### Ideas + Inspiration

#### "THE IDEAS FACTORY" - COMMUNITY LED PLACEMAKING INITIATIVE

Council to help set-up and support a community run series of events that become a catalyst for art and creative based pop-up / place making projects in Spotswood and South Kingsville. These could follow a concept similar to the 'Beers and Ideas' ([www.beersandideas.com.au](http://www.beersandideas.com.au)) program with a focus on generating ideas, community interest and crowd-based funding for smaller pop-up / place making based projects. It is envisaged that Council will help set-up the initiative but that it will be run by the Local Leaders Focus Group or other community representatives.

#### DEMONSTRATION POP-UP PROJECTS

Council to run a series of pop-up projects as part of Better Places to provide semi-permanent demonstrations / testing ground for longer term changes and to help activate vacant spaces.



SEMI-PERMANENT POP-UP PROJECTS TO ACTIVATE OUR VILLAGES



COMMUNITY RUN 'IDEAS' EVENTS

Beers and Ideas, Warnambool (Image Credit: [beersandideas.com.au](http://beersandideas.com.au))



DEMONSTRATION POP-UP PROJECTS AS A TESTING GROUND FOR CHANGE

SuperBlock of Sant Antoni, Barcelona (Image Credit: [Metalocus](http://Metalocus))



COMMUNITY DRIVEN AND CROWDFUNDED PROJECTS

Beers and Ideas, Warnambool (Image Credit: [beersandideas.com.au](http://beersandideas.com.au))

# 11

## 5.11 PLACE PROJECT 11

### The Pop-Up Project



SuperBlock of Sant Antoni, Barcelona (Image Credit: Metalocus)

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of The Pop-Up Project include:

- Council to work with Local Leaders Focus Group to develop the format for “The Ideas Factory” - identifying possible participants, champions and ideas to help generate community interest and support
- Council to confirm how it will support ‘The Ideas factory’ through initiatives such as funding, officer support and by getting the ideas implemented and providing permits
- Council to undertake 2-3 pop-up / semi-permanent projects to act as trials / demonstrations / activations as part of the implementation of Better Places. Potential projects may include:
  - pop-up bike lanes for GreenLine project
  - semi-permanent street changes and pop-up parklets as part of Better Villages Project
  - community garden, pocket parks, orchards on vacant land such as rail corridors
  - negotiation and trial use of school ovals, playgrounds and facilities for after-hours community use

# 12

## 5.12 PLACE PROJECT 12

### Re-Connecting to Water and Environment

#### Project Description

The character of Spotswood and South Kingsville vary, but they are largely defined by the industrial uses and urban forms of the east and a transition into the more suburban forms towards the west. While Spotswood and South Kingsville are surrounded by some significant natural features and waterways, physical barriers and a lack of accessibility to these areas means that they are difficult to get to and the sense of connection to these elements is relatively limited.

Through the consultation it became clear that the community highly values these natural features, and want to see the health of, and connection to, natural areas and waterways improved.

Key initiatives proposed to be undertaken include:

#### STONY CREEK

Works to rehabilitate the southern bank of Stony Creek being undertaken as part of the West Gate Tunnel Project (tied in with the rest of the Stony Creek Reserve) and to provide improved pedestrian and cyclist connections

#### RIVERSIDE PARK

Undertaking works to make the Riverside Park more attractive, improve the sense of connection to the river and make it more accessible for pedestrians and cyclists

#### NEWPORT LAKES RESERVE

Improving pedestrian and cyclist connections to Newport Lakes Reserve to make it more accessible for the local community

#### DESIGNING FOR THE ENVIRONMENT

Seeking opportunities, wherever practical, to incorporate Water Sensitive Urban Design (WSUD), stormwater harvesting and environmental education into future streetscape and parkland projects to improve water quality and environmental outcomes, and enhance the sense of connection to nature and water

#### Ideas + Inspiration



IMPROVING ACCESS TO NATURE AND OPEN SPACE TO IMPROVE THE LIFESTYLE OF LOCAL RESIDENTS (Atlanta Beltline)



REHABILITATION AND UPGRADE OF STONY CREEK + RIVERSIDE PARK WILL OPEN UP NEW RECREATIONAL SPACES + OPPORTUNITIES



ARTWORK AND INTERPRETIVE TRAILS THAT IMPROVE THE COMMUNITY'S CONNECTION TO NATURE AND WATER (Image Credit - Hassell)

# 12

## 5.12 PLACE PROJECT 12

### Re-Connecting to Water and Environment

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of this Re-Connecting to Water and Environment project include:

Council to undertake a focus group workshop process with key stakeholder groups to develop masterplans and undertake improvements works for:

- Riverside Park (from Westgate Bridge to Newport Power Station)
- (note: Stony Creek Reserve works will be undertaken as part of the West Gate Tunnel Project)

In combination with the improvements already proposed under Council's Local Area Movement Plan and the other Better Places projects, ensure that improved pedestrian and cyclist linkages are provided to:

- Stony Creek Reserve
- Riverside Park
- Newport Lakes Reserve

Council to undertake internal workshop to identify any suitable opportunities to incorporate WSUD elements, stormwater harvesting and environmental education into future streetscape and parkland projects being delivered for Better Places



# 13

## 5.13 PLACE PROJECT 13

### Better Villages Project

#### Project Description

The local community highly values the Hudsons Road and Vernon Street villages and see them as the heart of their community, and want to see the 'local feel' and lower scale character of these village areas retained. There is a lot of concern around the impact of heavy vehicle traffic, general congestion and through vehicle movements are having, particularly for Hudsons Road, and the number one priority seems to be reducing these impacts and making the village areas more pedestrian and bike friendly.

This project will focus on tying together the different projects and initiatives being undertaken from Better Places (Streets for People, The Pop-Up Project, Local Leaders Focus Group) and specifically targeting them towards the Vernon Street and Hudsons Road villages. Whilst the scope of the project will be determined through community and stakeholder consultation, it won't be limited to streetscape works but rather will take a more holistic placemaking approach that looks for creative ways to help support the viability of these centres and the local traders into the future.

#### Next Steps

**Key initiatives and steps that have been identified to be undertaken for the Better Villages Project include:**

Council to undertake a focus group workshop process with the Local Leaders Focus Group, traders and key community representatives to shape a initial vision for the village centres, discuss streetscape opportunities and brain-storm ideas for activities and events

Council to undertake a consultation and design process for Hudsons Road and Vernon Street streetscape improvements

Council to undertake workshop process with Local Leaders Focus Group, traders and key community representatives to evolve and deliver new promotions, activities, events, or features that will strengthen the unique character each village area, and increase their viability, vibrancy and connection to the local community

Council to work with Local Leaders Focus Group, traders, key community representatives, artists and creatives to identify artwork opportunities specific to the Hudsons Road and Vernon Street village areas



STREETSCAPES THAT SLOW VEHICLE SPEEDS, ADD GREENERY AND CREATE NEW SPACES FOR THE COMMUNITY (Image Credit: Richards and Spence)



NEW ACTIVITIES AND SPACES TO ADD LIFE AND SUPPORT TRADERS  
Fish Lane, Brisbane (Image Credit: Concrete Playground)



MAKING OUR VILLAGE CENTRES 'PLACES FOR PEOPLE'  
(Image Credit: Aspect Studios)

# 13

## 5.13 PLACE PROJECT 13

### Better Villages Project



ARTIST IMPRESSION POSSIBLE IMPROVEMENTS TO HUDSONS ROAD VILLAGE AREA

The artist impressions are conceptual only - they have been generated to help stimulate discussion and will evolve with community input and ongoing design.



# 14

## 5.14 PLACE PROJECT 14

### Better Community Places Project

Project Description

Ideas + Inspiration

Spotswood and South Kingsville have a variety of existing community facilities, and the consultation undertaken did not raise any significant or specific concerns around the type of facilities available and their capacity. However, with the population of the local area projected to almost double over the next 15 years, there was some general questions raised around whether the current facilities will be able to cope with the increased demand. There is a desire to investigate likely future demands, and to proactively look for spaces and opportunities for new facilities into the future.

The focus of this project will be to undertake a detailed review of the capacity and needs of current community facilities and activities throughout Spotswood and South Kingsville, assess likely future demands, and target opportunities for re-organising current facilities or adding new facilities to cater for population growth into the future.



LOOKING AT CREATIVE IDEAS FOR COMMUNITY FACILITIES  
Outdoor Library, Toronto (Image Credit: Atelier Architects)



SUPPORTING COMMUNITY LED INITIATIVES TO CREATE NEW PLACES  
Saltwater Community Garden (Image Credit: Croxon Ramsay Architects)



ENSURING FACILITIES CAN MEET FUTURE DEMAND  
Flowerdale Community Centre (Image Credit: Antarc)



PUBLIC SPACES AS COMMUNITY GATHERING AND MEETING PLACES  
UTS Alumni Green (Image Credit: Aspect Studios)

# 14

## 5.14 PLACE PROJECT 14

### Better Community Places Project

#### Next Steps

Key initiatives and steps that have been identified to be undertaken for the Better Community Places Project include:

- Council to facilitate a focus group workshop process with key community groups to confirm the standard / capacity of existing facilities and identify projected demand / opportunities for new facilities
- Council to provide a summary report to the community that provides a consolidated inventory of current facilities, projections for future demands and identifies opportunities for re-organising / upgrading existing facilities or opportunities for possible new community facilities to cater for future demand
- As part of this review process, Council is to provide an initial assessment of feasibility / suitability / need for the following initiatives that emerged through Better Places consultation process as community priorities including:
  - Potential upgrade / redesign of Mary Street Reserve and associated RSL site and facilities
  - Potential provision of a future community art / creative space
  - Finding a long-term site for the Slow Food Melbourne Farmers Market



SUPPORTING FACILITIES, EVENTS AND SERVICES THAT BRING THE COMMUNITY TOGETHER  
Spotswood Market | Slow Food Melbourne

# 15

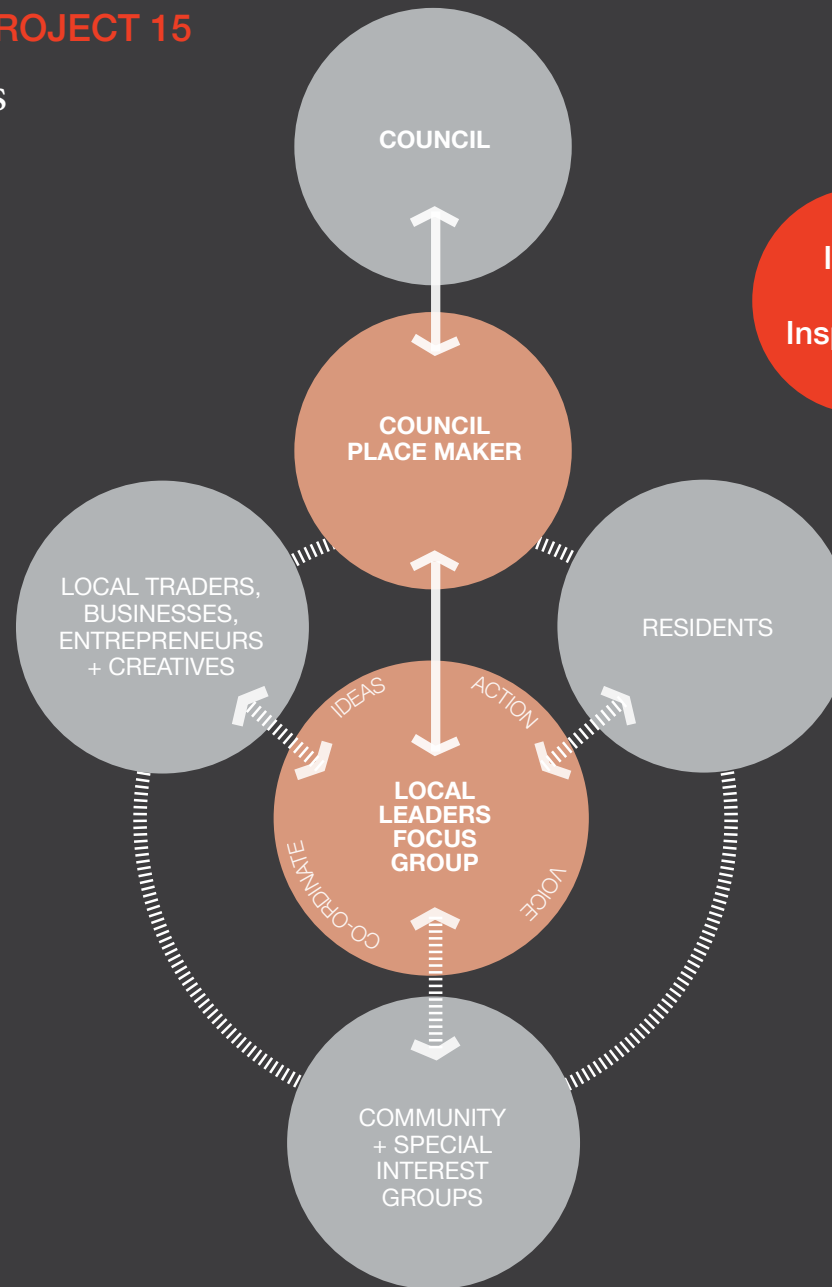
## 5.15 PLACE PROJECT 15

### Local Leaders Focus Group

#### Project Description

Throughout the consultation, a common theme that emerged is that the Spotswood and South Kingsville community has a high level of interest and ownership over local issues and change. There is a desire for local residents to be provided with more opportunities to have input and be more actively involved in guiding change in the local area.

The focus of this project will be to form a focus group of local leaders and representatives that would become a central 'think-tank', reference group and connection point between Council and the community throughout the delivery of the Better Places vision. The group will not replace existing groups or other forms of consultation, but rather will play a lead role in supporting, planning and delivering the projects and programs identified in the Place Guide, as well as identify new activities and events to activate key areas in Spotswood and South Kingsville.



#### Ideas + Inspiration



EVENTS AND PROGRAMS THAT ENCOURAGE LOCAL CONNECTIONS AND LEADERSHIP (Image Credit - beersandideas.com.au)

The Group will have diverse representatives from different interest groups, demographics and ages, and will liaise with Council directly on local projects of importance.

Council will appoint a Place Maker to be the main point of contact between the group and Council, and regular meetings will be arranged to ensure continuous contact, activity and momentum is maintained.

Regular meetings will be arranged between the Local Leaders Focus Group, Ward Councillors and Council Officers to ensure continuous communication, and provide the nexus between projects, Council and the community.

# 15

## 5.15 PLACE PROJECT 15

### Local Leaders Focus Group

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Local Leaders Focus Group project include:

- Council to formalise focus group model and desired outcomes
- Approach key stakeholders and community members to nominate / identify representatives from the local community, traders and business and special interest groups - establish focus group
- Council's to appoint a Place Maker to provide the main point of contact and to provide the central leadership, coordination and delivery role for the focus group
- Focus group to work with Council to play a lead role in supporting, planning and delivering the Better Places projects, as well as identifying new activities and events to activate key areas in Spotswood and South Kingsville

#### Ideas + Inspiration



CREATIVE EVENTS THAT BRING PEOPLE TOGETHER  
(Image Credit - Beers and Ideas)



BRINGING THE COMMUNITY TOGETHER TO DELIVER THE BETTER PLACES VISION  
(The Standard)



HELP DEVELOP NEW INITIATIVES THAT ACTIVATE THE LOCAL AREA  
SuperBlock of Sant Antoni, Barcelona (Image Credit: Metalocus)

# 16

## 5.16 PLACE PROJECT 16

### Housing Choice

Project  
Description

Ideas  
+  
Inspiration

To ensure that Spotswood and South Kingsville continue to be diverse communities into the future, and a place where all types of people - from young families and couples through to singles and elderly residents - can continue to live, it will be important to increase the diversity of housing options throughout the local area. Whilst the Future Development Precincts will add new housing stock, it will be important that Council continues to advocate for and enable the delivery of high quality and diverse housing, and take a lead role in promoting different and innovative housing types that will offer new living options.



INVESTIGATING AND PROMOTING NEW MODELS TO ADDRESS HOUSING AFFORDABILITY (Image Credit - MGS Architects)

NEW HOUSING OPTIONS THAT CAN FIT WITHIN EXISTING CHARACTER (Alphington Townhouses - Image Credit: Green Sheep Collective)



TAKING INSPIRATION FROM BEST-PRACTICE PROJECT EXAMPLES (Hellier Street - Image Credit: Six Degrees Architects)

# 16

## 5.16 PLACE PROJECT 16

### Housing Choice

#### Next Steps

Key initiatives and steps that have been identified to be undertaken as part of the Housing Choice project include:

- In accordance with the Hobsons Bay Affordable Housing Policy, Council to continue to negotiate with landowners / developers to deliver affordable housing contributions - Council to work with landowners and the Hobsons Bay Affordable Housing Trust to determine appropriate delivery options
- Council to undertake an audit of all Council and State Government land within Spotswood and South Kingsville in the next 2 years to identify and assess sites for potential redevelopment and possible affordable housing provision
- Council to explore new / innovative / best-practice housing models that could be applied within Spotswood and South Kingsville or other areas of Hobsons Bay.
- Council to produce a Design Guide for innovative / alternative housing that provides a vision guide for future development, and will investigate opportunities to work with housing providers / developers to deliver innovative demonstration projects

#### Ideas + Inspiration



INNOVATIVE APPROACHES TO MULTIPLE HOUSING  
(GEN Y demonstration home - Image Credit: Landcorp)



BETTER DESIGN AND OUTCOMES FOR PROVISION OF SOCIAL HOUSING  
(Newport Social Housing - Image Credit: Bent Architecture)



INSPIRATION FROM LEADING SUSTAINABLE + AFFORDABLE HOUSING  
(The 'Affordability Experiment' - Image Credit: Mirvac)

## OTHER IDEAS + OPPORTUNITIES

The Place Projects represent an important step towards realising the vision for Spotswood and South Kingsville.

Some of the Place Projects will be able to be implemented almost immediately as part of fast-tracked initiatives, and others will evolve as part of a longer term design process. As the Place Projects are undertaken, there will be opportunities for ongoing community input and ideas, and this may lead to other ideas and projects emerging. This way the community will continue to play an important role in shaping the place they live in - and bringing the vision for Spotswood and South Kingsville to life.

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Bringing the vision  
to life.....

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Richmond Terrace, Melbourne (Image Credit: Hansen Partnership)

# PART 6

**NEXT STEPS**



# the next steps.... in turning the vision into reality

To complete the Place Guide process, Council undertook a further round of consultation with the Spotswood and South Kingsville community to gather their feedback on the 16 Place Projects and to provide an opportunity for people to nominate which projects they would like to stay involved with as they move into the ongoing design and implementation phases.

This section provides a summary of the consultation process and feedback that was received, and is then followed by a delivery and action plan which sets out the key steps and projected timelines for the delivery of each of the 16 Place Projects.

# 6.1 GENERATING COMMUNITY SUPPORT, AWARENESS AND ONGOING INVOLVEMENT IN THE PROJECTS

The third phase of community engagement for Better Places Spotswood and South Kingsville ran from 30th June to 11th August 2021. The focus of this phase was to:

- give the community a detailed understanding of the 16 Place Projects and an opportunity to ask questions and provide feedback
- encourage people to nominate specific projects that they would like to stay involved with and provide their details so that they can be contacted as the projects move into the ongoing design and implementation stages

Whilst in-person contact and consultation was not possible due to COVID 19 restrictions, a range of different consultation methods were undertaken to generate a high level of community awareness, interest and feedback.



## Help kick-start one of the projects that will transform Spotswood & South Kingsville !

We are actively looking for community members to get involved in these projects as they progress into implementation. Projects as ambitious as these can only be achieved through close relationships between Community, Council and local business.

- Do you live in an apartment building and want to have input into new active transport networks?
- Do you live on a suburban street and have ideas about how it could be improved?
- Would you like to be involved in the re-design of local open spaces?

If you would like to provide any comments or general input on the better Places process or the overall Place Guide please do so by [clicking here](#)

[Projects](#) [Full Story](#) [Get Involved](#)



[The Better Places Website](#)

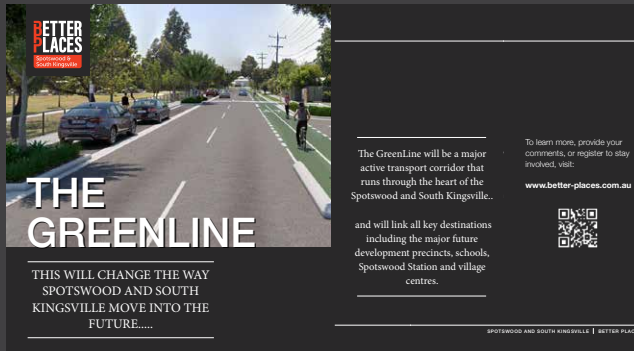
## Pop-Up Awareness Campaign

A community awareness campaign was undertaken using light truck displays, large format signs and a series of pop-up installations throughout Spotswood and South Kingsville to bring attention to the projects and encourage people to find out more and get involved.



## Postcards, Posters and Mailouts

A series postcards and posters were mailed out to residents and placed around the local area to bring attention to the projects and encourage people to provide feedback either on-line or via the virtual drop-in sessions.



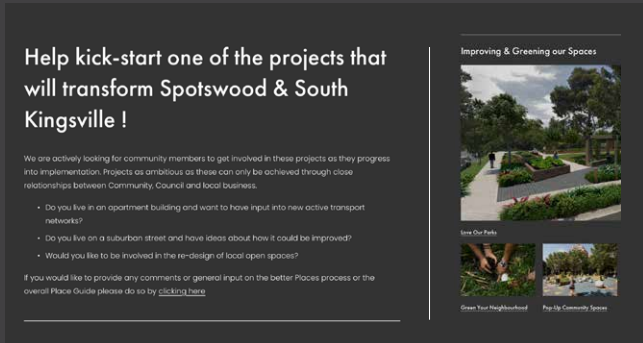
## Language Translations

A description of the 16 Place Projects and how to get involved were translated into 8 different languages and put onto a flyer that was sent out to the community through a letter box drop. These were also made available on the Participate website.



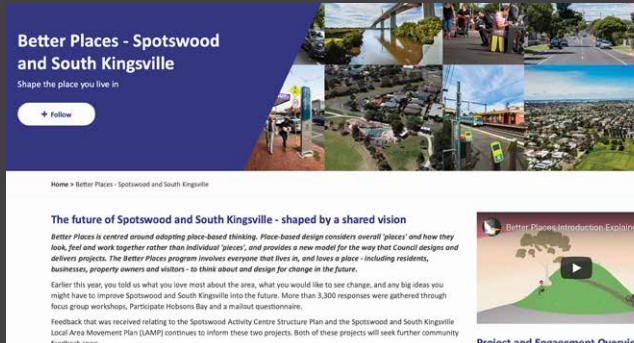
## Better Places Website

A specific Better Places website was created with in-depth information about each of the 16 Place Projects, providing the community with an opportunity to give feedback and nominate which projects they would like to be involved with into the future.



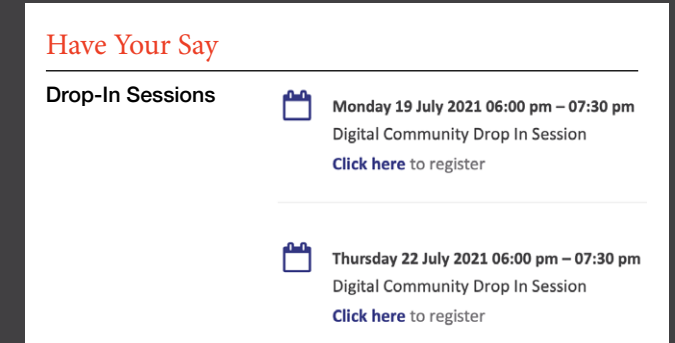
## Participate Website

The full Place Guide and information about the 16 Place Projects was also added to Council's Participate web page, providing the community with another opportunity to view and give their feedback on-line.



## Virtual Drop-In Sessions

Virtual drop-in consultation sessions were held on-line, where participants could ask any questions or give feedback about specific projects that they were interested in.



# 6.1 GENERATING COMMUNITY SUPPORT, AWARENESS AND ONGOING INVOLVEMENT IN THE PROJECTS

## KEY ENGAGEMENT FIGURES:

**Dates:** 30th June to 11th August 2021

**Participate site visits:** 148

**Better Places site visits:** 1200 unique visits and 250 individual comments and ideas

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most importantly, across the 16 Place Projects, 60 people have nominated to be involved in the ongoing design and implementation phases

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## What We Heard..And What Will Happen:

The feedback received during the final stage of consultation was overwhelmingly positive. Nearly every project received suggestions in some way. Some were minor comments while others were quite large and detailed. All comments received during this stage will be compiled and included in the implementation handbook that is being created. This is an internal document that helps guide each project as it moves from planning to implementation. In this way, the feedback that was provided for each project will form part of the brief for the project as it moves into the ongoing design and implementation phases of each project. It is also important to note that, as each project evolves, the community will be provided with additional opportunities to have input as more detail becomes available.

In some instances, feedback received has resulted in amendments to the final Place Guide. Some notable mentions include:

## Hidden Histories

Several comments centred around a desire to strengthen the focus on indigenous history. This has been noted and will be a core component during the collection and cataloguing of stories for this project. How these stories are interpreted in the identified locations will be left open for the project team, local leaders' group, and community to decide once all the options are clear. The roll-out of historical street signs that was included in the Draft Place Guide has been removed as a deliverable.

## Better Placed for Future Industries

Although the intent of this project is to help attract new and diverse commercial and lighter industries into the area, the word 'industries' was highlighted as problematic by the community due to the perception that the use of the word 'industries' will preclude other types of commerce and activities. And so, this project name in the Final Place Guide has been changed to "Better Placed for Future Industries and Business"

## The Better Community Spaces

The RSL was specifically identified in several discussions as an underutilised community asset - and needs to be considered in a holistic plan with Mary Street Reserve. This has been noted in part 5.14 of the Place Guide and the project team will work closely with the RSL management to better integrate the facility into the related future projects.

# 6.2 PLACE PROJECT DELIVERY AND ACTION PLAN

This part identifies projected timelines for the delivery of the 16 Place Projects set out in Part 5.

The table outlines short, medium and longer-term implementation targets for the next 3 years, from the end of 2021 through to the end of 2024.

It is important to note that the projected timelines are indicative only, and will be refined as the various projects evolve through ongoing consultation, design and funding phases, but are intended to provide the community with an understanding of the proposed process and timing for delivery of the different projects and the steps that will be taken to make the vision happen.

The Place Project Delivery and Action Plan provides a mix of both shorter-term projects, that will be able to be implemented almost immediately as part of fast-tracked initiatives, as well as longer term projects that are larger and more complex and will require more extensive design and consultation.

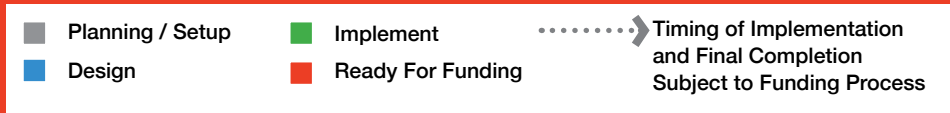
It is envisaged that the main parts of the planning, consultation, design and implementation of the mid to longer-term projects will occur throughout 2021-2023, with the aim of having the majority of projects completed by the end of 2024. Some of the larger scale projects may require additional government partnerships and funding, meaning

that their staging and complete delivery may extend beyond 2024. However, for these projects, the aim will be to undertake the design phases and deliver initial stages within the 2021-2024 timeframe.

As part of the ongoing delivery plan for Better Places Spotswood and South Kingsville it is also proposed that an annual 'check-in consultation' will be undertaken to measure delivery and community satisfaction for the action and outcomes of the various projects.



# 6.2 PLACE PROJECT DELIVERY AND ACTION PLAN



THEME	PROJECTS	2021	2022				2023				2024			
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
REMEMBERING OUR PAST, SHAPING OUR FUTURE	PROJECT 1 - A GUIDING VISION													
	PROJECT 2 - FUTURE INDUSTRIES ACTION GROUP													
	PROJECT 3 - HIDDEN HISTORIES PROJECT													
	PROJECT 4 - BETTER PLACE FOR INDUSTRIES + BUSINESS													
	4.1 Streetscape Works													
	4.2 Greening Projects													
	4.3 Design Guide													
CHANGING HOW WE MOVE INTO THE FUTURE	PROJECT 5 - STREETS FOR PEOPLE PROJECT													
	5.1 People Streets													
	5.2 40km/h zones													
	PROJECT 6 - THE GREENLINE													
	6.1 The GreenLine Principles and Framework													
	6.2 Hall Street North Streetscape Upgrade													
	6.3 Hall Street South Streetscape Upgrade													
	6.4 The GreenLine East / West Upgrade and Crossing													
	PROJECT 7 - MISSING LINKS PROJECT													
	7.1 Key Linkages and LAMP Implementation													
	7.2 New and Improved Wayfinding													
	PROJECT 8 - MULTI-MODAL NETWORK													
	8.1 Develop prospectus / Network Plan													
8.2 Implement Storage Facilities For Cycling Network														
8.3 Ongoing Advocacy for Network Improvements														

# 6.2 PLACE PROJECT DELIVERY AND ACTION PLAN

CONTINUED

Planning / Setup
  Implement
  Design
  Ready For Funding
  Timing of Implementation and Final Completion Subject to Funding Process

THEME	PROJECTS	2021	2022				2023				2024			
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GREENING AND IMPROVING OUR SPACES AND PLACES	<b>PROJECT 9 - GREENING YOUR NEIGHBOURHOOD</b>													
	9.1 Council Delivered Greening Programs													
	9.2 Community Greening Events													
	<b>PROJECT 10 - LOVE OUR PARKS PROJECT</b>								.....>					
	<b>PROJECT 11 - POP-UP COMMUNITY SPACES</b>													
	11.1 Community Placemaking Initiative													
	11.2 Changing Places and Spaces													
	<b>PROJECT 12 - RECONNECTING TO WATER / ENVIRONMENT</b>													
12.1 Stony Creek Rehabilitation														
12.2 Riverside Park											.....>			
ENHANCING OUR DIVERSE VILLAGE LIFESTYLE	<b>PROJECT 13 - BETTER VILLAGES PROGRAM</b>													
	13.1 Village Life and Character													
	13.2 Village Art													
	<b>PROJECT 14 - BETTER COMMUNITY PLACES PROGRAM</b>													
	<b>PROJECT 15 - LOCAL LEADERS FOCUS GROUP</b>													
	<b>PROJECT 16 - HOUSING CHOICE</b>													
CHECK-IN	<b>Follow-Up Survey</b>													

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At the start of this process we asked people to share their hopes and ideas for the future of Spotswood and South Kingsville - and we have shaped these into a vision and set of projects that will transform the local area over the next few years.

It is a bold vision, but we can make it happen.

It will involve a lot of change in a relatively short period of time.

It will be challenging, and it will require a lot of work.

But is a vision that has the potential to benefit us all, and its success will ultimately depend on everyone getting involved, working together and support the projects as they evolve.

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**So how can you help to bring this vision to life?...**

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### GETTING INVOLVED

If there are projects which you are particularly interested in or think you can contribute to, please get in touch through the Better Places website or contact Council's Customer service number on 1300 179 944. As the projects start up we will keep you up to date and let you know how you can become involved.

### SPREADING THE WORD

Bringing this vision to life will involve input from everyone - government, the private sector and individuals in the community. Part of the challenge is often just getting the word out - getting people interested and excited, making connections and getting the right people involved.

So if you know someone who you think might be able to help, let them know or let us know. For example, maybe you know someone who works in government, at a university or has a unique business that could apply their expertise on one of the projects. Or maybe you are a part of local sporting or community group that you think could become actively involved.

Start the conversation - you never know where it will go.

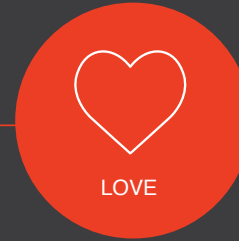
### PARTNERSHIPS AND INVESTMENT

Better Places is essentially about creating a vision for change that is supported by the community, and then bringing that change to life. Council will stimulate and drive this process, but some of the projects will require further government support and investment. The projects will also open-up opportunities for partnerships and may kick-start other different or related projects. We will be actively looking for partners and investors to help deliver the Better Places projects and to deliver longer term improvements and changes that support the Better Places vision. If you would like to discuss partnership and investment opportunities or propose an idea, please get in contact through the Better Places website or contact Council's Customer service number on 1300 179 944.



# BETTER PLACES

Spotswood &  
South Kingsville



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