

HEIDELBERG WEST BUSINESS PARK MASTERPLAN

Draft Masterplan Report

May 2024

Heidelberg West Business Park Masterplan

DRAFT MASTERPLAN REPORT

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TABLE OF REVISIONS

DATE	REV NO.	REVISION	BY	CHECKED
03.05.24	1.0	Draft Report	AG/AM/WP	JP

ACKNOWLEDGMENT OF COUNTRY

Banyule City Council and Mesh acknowledge and celebrate the Wurundjeri people of the Kulin Nation as the Traditional Owners of the land and waters within Banyule City Council and to which the Heidelberg West Business Park Masterplan relates.

We pay our respects to their Elders past, present and emerging, and extend that respect to all First Nations People reading this report and engaging with the future of the Heidelberg West Business Park.



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EXECUTIVE SUMMARY

The Masterplan outlines the vision for the future of HWBP, providing guidance on preferred outcomes for land use, built form, public realm, transport, parking, sustainability and cultural objectives as well as outlining proposed actions, staging and an implementation strategy.

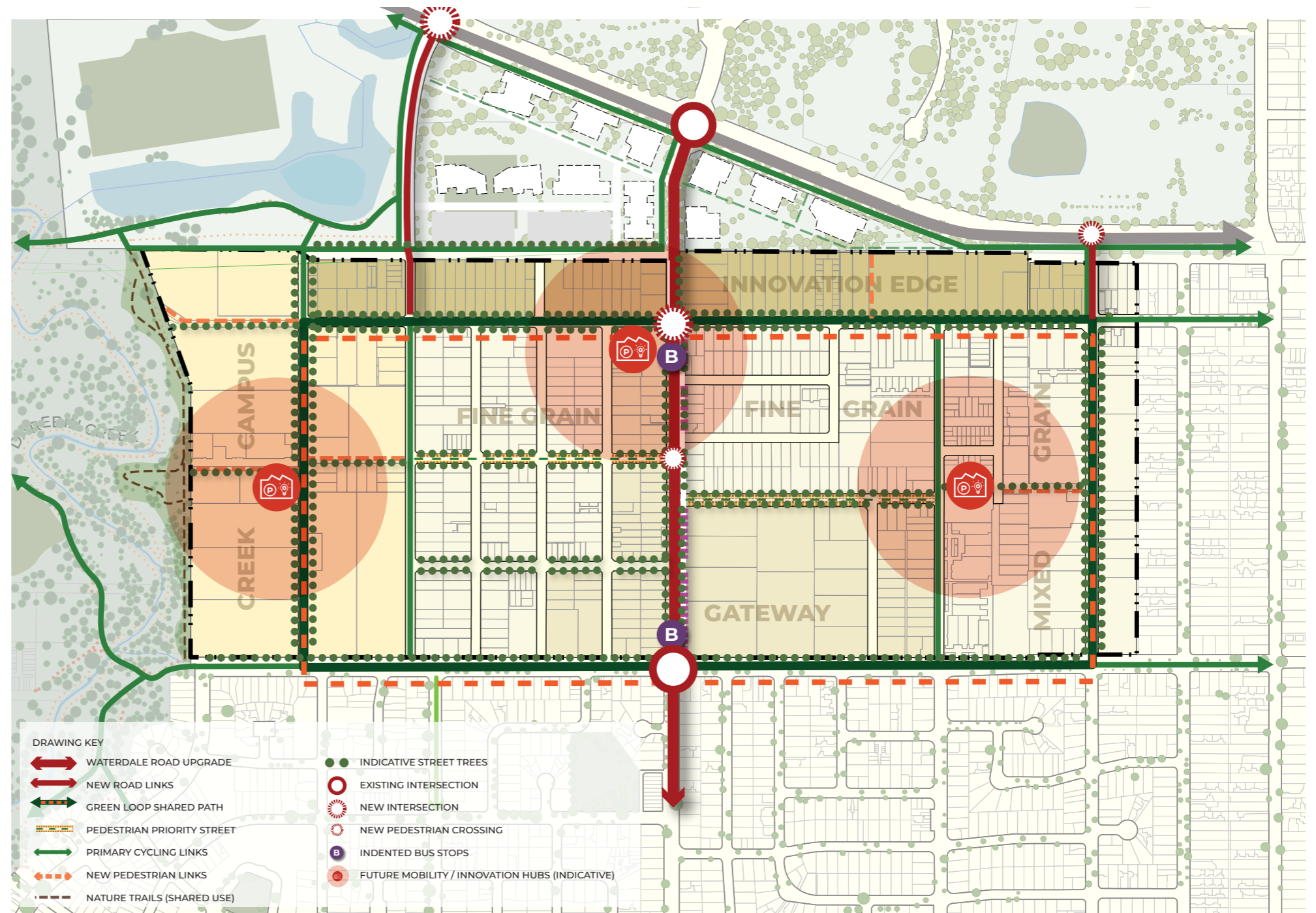
Masterplan summary

The Masterplan was developed through close analysis of the strategic and local context and included engagement with a wide range of key stakeholders across state and local government agencies, leading indigenous bodies and local business groups.

The Masterplan proposes the transformation of the precinct into an innovation precinct suitable for 21st century enterprise. This includes the upgrading and creation of key road links to improve connectivity. The introduction of a micromobility 'green loop' and improved pedestrian and cycling network to support sustainable transport and the introduction of innovation and mobility hubs to support precinct based transport solutions and foster business. Broader public realm upgrades will also improve safety and amenity throughout the precinct.

The Draft Masterplan establishes an ambitious long-term future for the precinct that will bring a wide range of benefits to the area and cement HWBP's place as a core driver of employment growth within the Latrobe National Employment and Innovation Cluster (NEIC).

The Masterplan includes a chapter on Implementation identifying future actions, catalyst projects and policy support necessary to make this exciting vision a reality over the next 30 years.



VISION & KEY FEATURES

The HWBP will be a driver of innovation in Melbourne's north and within the Bundoora NEIC. Defined by distinct and vibrant precincts it will be connected by an upgraded Waterdale Road, new road links and a micromobility 'Green Loop' corridor. Mobility hubs located across the precinct will support innovative transport and parking solutions while public upgrades will make HWBP a safe, welcoming and inviting place for all.



5 DISTINCT PRECINCTS TO ENCOURAGE GROWTH



4KM OF MICROMOBILITY NETWORK TO LINK USERS



2 NEW ROAD LINKS TO KINGSBURY DRIVE



AN UPGRADED HIGH QUALITY WATERDALE ROAD ADDRESS



2 NEW INNOVATION & MOBILITY HUBS



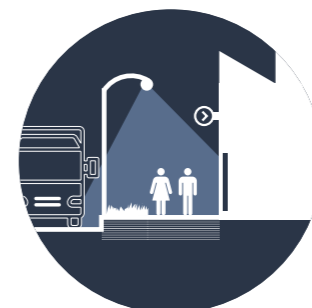
4,000 LINEAR METRES OF WATER SENSITIVE STREETSCAPES



2 NEW PEDESTRIAN LINKS TO IMPROVE EAST-WEST CONNECTIVITY



LILLIMUR AVENUE 'INNOVATION AVENUE' PUBLIC REALM UPGRADE



IMPROVED LOCAL STREETS FOR SAFETY AND AMENITY

1 INTRODUCTION

DOCUMENT PURPOSE

Why a masterplan?

Project background

Mesh was engaged by Banyule City Council in December 2023 to develop and deliver a Masterplan for the Heidelberg West Business Park (HWBP). The HWBP is a 96.0ha business park located within the Latrobe National Employment and Innovation Cluster (NEIC) immediately to the south of Latrobe University. The HWBP is also located on the border between Banyule City Council and Darebin City Council.

Project Scope

Banyule City Council has commissioned the development of a Masterplan for the HWBP that will guide its future development as a major destination for employment and innovation within the NEIC over the next 30 years. The scope of the Masterplan is to:

- Establish an exciting overarching vision that will redefine the precinct as a key destination for innovation and employment within the Latrobe NEIC.
- Provide a framework for development identifying key precincts, preferred land uses, built form guidance, transport interventions, public realm upgrades and sustainability goals.
- Identify key projects and future capital works required to catalyse change and guide public and private investment.
- Outline a high level implementation plan and staging to ensure the successful delivery of the Masterplan.

Structure of the Masterplan

The Masterplan is divided into four key chapters that provide a succinct but comprehensive understanding of the vision for the entire precinct.

This first chapter, **Introduction**, provides an understanding of the purpose and introduces the subject site.

Issues and Opportunities summarises the context and site analysis undertaken as well as the outcomes of engagement with key stakeholders that led to the identification of key issues and opportunities that helped formulate the key design principles guiding the Masterplan.

The Masterplan presents the core vision for the Heidelberg West Business Park and does so through five themes concentrating on different aspects of the Masterplan. These themes are:

Innovation and Employment - identifies key precincts and the desired land use transformation that will be encouraged in each.

Mobility and Access - outlines the strategy to deliver a high quality mobility network for all modes of transport as well as providing guiding principles on access and parking.

Built Form and Infrastructure - identifies the key building typologies anticipated in the transformation of the HWBP and provides guidance on the built form expectations for new development as well as adapting existing buildings to make them fit for purpose.

Public Realm and Sustainability - outlines the public realm strategy, key objectives of public upgrades and introduces goals around water sensitive urban design, sustainability goals and opportunities to integrate and celebrate First Nations culture.

Catalyst Projects - outlines a number of key projects that will kick start the transformation of the HWBP in greater detail ranging from street upgrades to future mobility hubs.

The final chapter **Implementation** provides a broad strategy for implementing and staging key public realm and capital works projects to support investment in the precinct in an ordered fashion. It also includes a summary table of actions and indicative timing to support the Masterplan.

A guiding strategic document

The Masterplan is the primary guiding document for the future development of the HWBP. It will influence key planning and development decision within the area.

Over time, the Masterplan will be integrated into the Banyule Planning Scheme to further cement its role as the guiding document. This will occur through a range of potential instruments from local planning policy and overlays (design, acquisition, parking and contributions) to including the Masterplan as a formal reference document in the Planning Scheme. The Implementation chapter outlines these further actions in further detail.

Masterplan Document Structure



HEIDELBERG WEST BUSINESS PARK

The HWBP is already a busy employment precinct hosting a wide range of businesses. Bounded by residential to the south and east and Darebin Creek and Latrobe University to the west and north, transformation of the HWBP will need to work within its existing context to unlock its potential for growth.

Over 600 businesses across 96 hectares

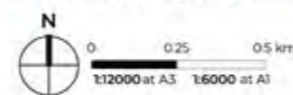
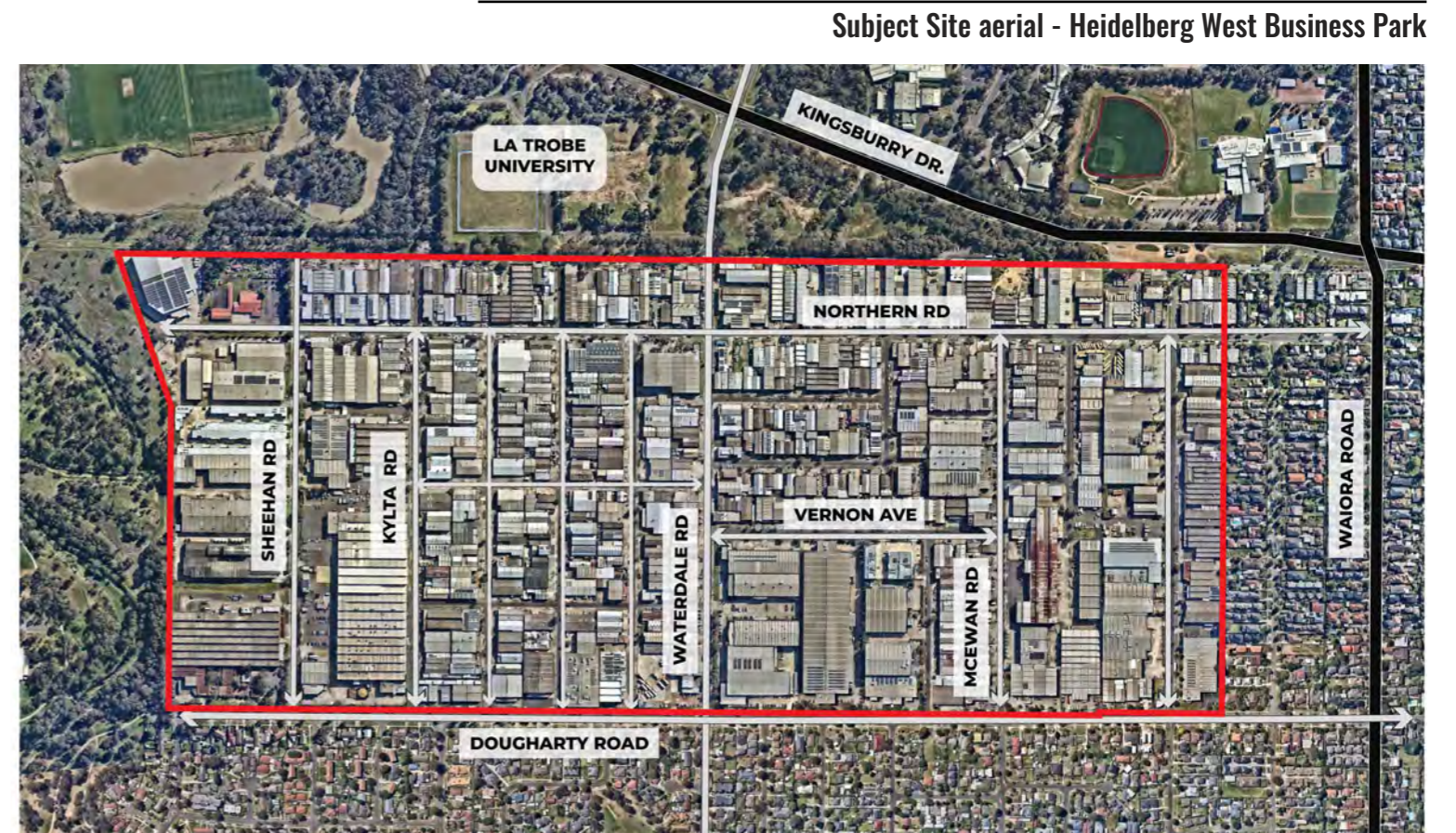
Heidelberg West Business Park is a sizable employment precinct. At 96.0ha, it is 80% the size of Melbourne's Hoddle Grid, the core of the CBD. It is home to over 600 businesses which cover a broad spectrum of industrial uses such as automotive repair, business/IT services, construction, engineering, manufacturing, plumbing, electrical, wholesale, food and beverage production and storage, to creative uses such as furniture, signage printing, textiles, entertainment, co-working spaces and studios.

A diverse ecology of enterprise large and small

This diverse mix of businesses also varies in scale. Lot sizes vary from over 2 hectares to less than 500 square metres, providing spaces for business of any size from start-ups to state and national head offices. This provides an excellent base for a robust future for HWBP where there is an appropriate space for enterprise wherever it is on its business journey.

A driver of employment in Banyule now and into the future

HWBP plays a significant role in the economic and business development within the City of Banyule, employing more than 4,500 people and accounting for 10% of jobs within the municipality overall. As investment is attracted to the Bundoora National Employment and Innovation Cluster, HWBP will grow and this Masterplan is key to planning for orderly growth.



PART 2: ISSUES & OPPORTUNITIES

STRATEGIC CONTEXT

There is clear strategic support for the growth of Heidelberg West Business Park as a major centre for employment and innovation in the north.

Latrobe National Employment and Innovation Cluster

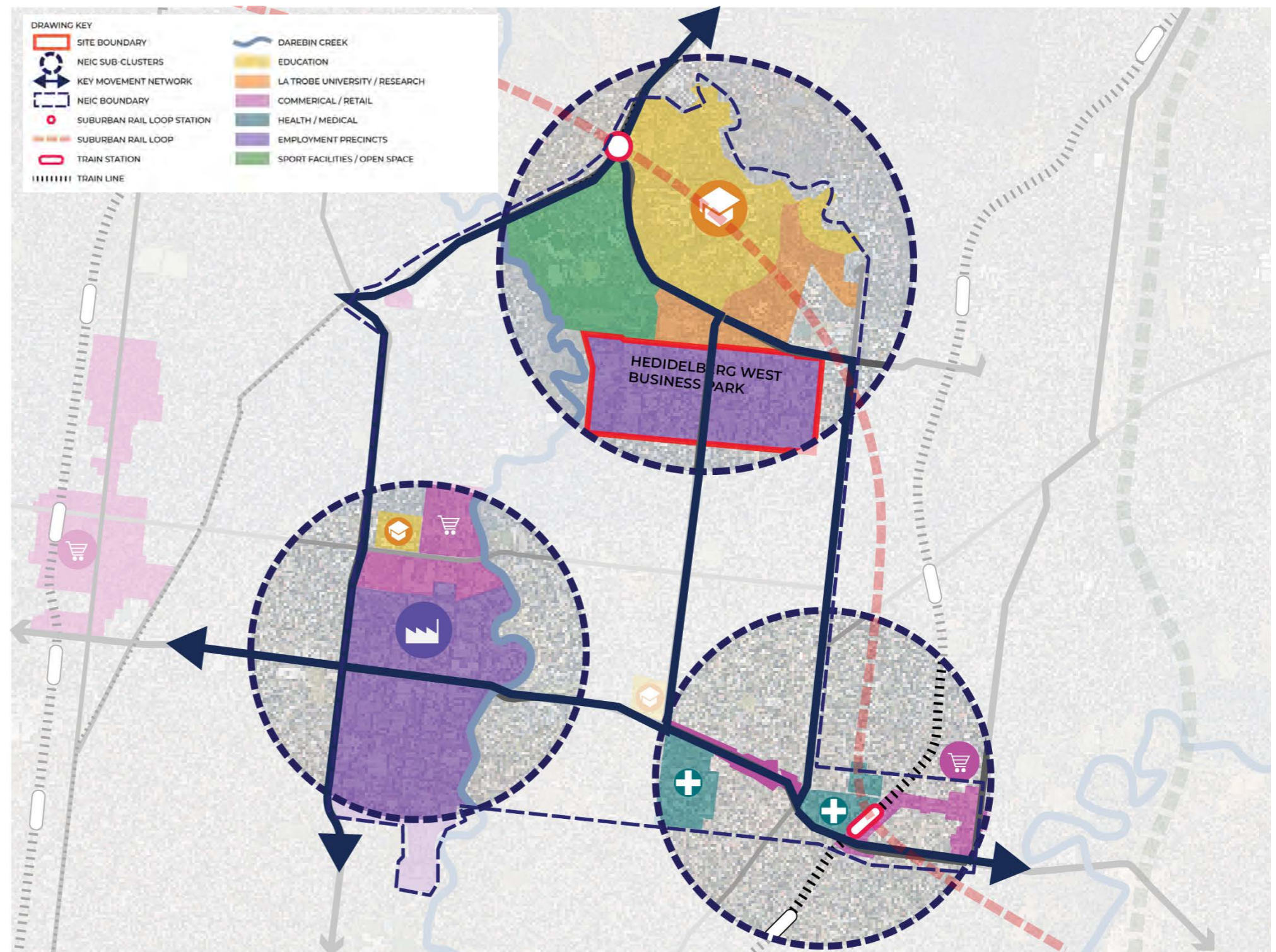
Spanning 96.0ha within a National Employment and Innovation Cluster immediately to the south of Latrobe University, the Heidelberg West Business Park (HWBP) has unrivalled potential to be a centre for innovation with strong ties to the ambitious plans for Latrobe University's future as a Campus City and its expanding Research and Innovation Precinct along Kingsbury Drive.

Three distinct sub-clusters

The NEIC spans multiple suburbs and includes residential suburbs. The employment areas within the NEIC can be characterised as three distinct clusters, with HWBP located in the largest, northern cluster comprising of the HWBP and Latrobe University giving the precinct and distinct technology, innovation and learning focus.

To the south, the Preston employment precinct is a more dedicated industrial area with a wide range of employment uses along Darebin Creek, while the Austin Hospital is the anchor of a cluster to the south-east with a distinct health focus.

Linked to these sub-clusters by Waterdale and Waiora Road, Heidelberg West Business Park has the capacity to drive growth in employment within Melbourne's north, leveraging the site's enviable proximity adjacent to Latrobe University, the largest university presence within Melbourne's north and the opportunities for partnerships, research and learning that it



KEY DRIVERS

A number of key projects and prominent stakeholders within the NEIC confirm the long term commitment to the growth of the NEIC.

Latrobe University's Campus City of the Future

Latrobe University is investing in its future as a major learning and research destination. Latrobe University's Masterplan is currently being redeveloped in partnership with Plenary Group to plan for a 'campus city' emerging to the north of HWBP. Focussed around a future SRL station near Plenty Road it envisages a total of \$5bn investment over the next ten years.

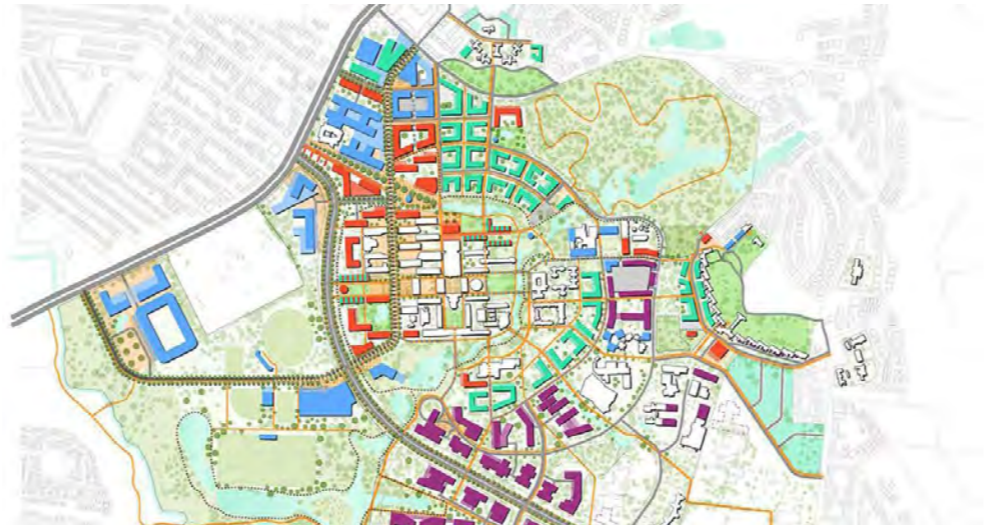
A core component of the Masterplan is the delivery of a Research and Innovation Precinct directly to the north of HWBP, offering opportunities for partnerships and improved connections to HWBP.

Major Transport Infrastructure Projects

The North-east Link and the Suburban Rail Loop that will make the area accessible from across metropolitan Melbourne.

The North-east Link is being currently constructed 1.5km to the east of HWBP. This will improve accessibility to HWBP providing a link between the Metropolitan Ring Road and the Eastern Freeway.

An underground train station is planned near Latrobe University as part of Stage 2 of the Suburban Rail Loop. While a long term pipeline project, it will be transformative in terms of the precinct's integration into the metropolitan network, providing direct links to Melbourne airport, major activity centres such as Box Hill, Doncaster and Monash NEIC to the further south.



TOP LEFT - NEIC Framework Plan 2017 - VPA
 MIDDLE LEFT - Latrobe Masterplan 2015 - MGS Architects
 BOTTOM LEFT - Campus City of the Future 2023 - Latrobe University
 TOP RIGHT - North East Link alignment
 BOTTOM RIGHT - Suburban Rail Loop Stages

CULTURAL & LANDSCAPE HERITAGE

The Heidelberg West Business Park is built on the lands of the Wurundjeri people who are part of the world's oldest continuing culture and have continually inhabited these lands for tens of thousands of years.

Wurundjeri Country and Darebin Creek

The site's location proximate to Darebin Creek (derived from the word 'Darabin' or 'swallow' makes it likely that the precinct was frequented by Wurundjeri people for many millenia with the waterway being a significant place to come for resources as well as ceremony.

Prior to European contact the landscape would have comprised of a mixture of grasslands at higher elevations and forested areas along the creek. Native fauna such as wallaby and possum would have been abundant alongside important staple plants such as murnong root.

Aboriginal artefacts have been discovered along Darebin Creek at various locations to the north and south demonstrating continued inhabitation along its extents.

The creek corridor was significantly impacted by European settlement and more recent efforts in the latter part of the 20th century have seen native grasslands. This has included improvement water management practices and the creation of public spaces that celebrate the significant of contemporary indigenous culture such as the Darebin lookout project, illustrating the continued importance of the creek and surrounding landscapes to the Wurundjeri today.



ABOVE LEFT - Darebin Creek today
MIDDLE LEFT - Wurundjeri water management partnerships, Bolin Bolin Billabong
BOTTOM LEFT - Darebin Creek Lookout smoking ceremony
TOP RIGHT - Stormwater pollution in Darebin Creek

CULTURAL & LANDSCAPE HERITAGE

Early 20th century

As Melbourne grew, extensive clearing of vegetation in the area took place in the late 19th century, but it wasn't until 1908 when the land on which HWBP would be located was released for pastoral uses.

As part of an 820 acre release the primary road network of Waterdale Road, Dougharty and Waiora Road is already apparent in the initial subdivision.

Mid-20th century

The creation of the Heidelberg West Olympic Village in the lead-up to the 1956 Olympic Games brought Melbourne to the edge of what would be the Heidelberg West Business Park.

During this time it remained pastoral land and it wasn't until the early 1960's, along with the development of Latrobe University immediately to the north, that the Heidelberg West Business Park was developed for industrial purposes and the road network visible today was established.

Late 20th century and early 21st century

While the urban fabric has stayed relatively intact since the middle of the 20th century, the surrounding landscape has undergone significant rehabilitation as the environmental and sustainable movements of the 1980's and 2000's has resulted in extensive rehabilitation of the Darebin Creek corridor.

The area has gradually been revegetated from its pastoral past with Latrobe University a significant driver of change constructing the wetland system throughout the 70's and 80's to the north. Significant vegetation in the residential streets to the south, planted in the 50's has also reached maturity resulting in leafy green environments throughout.

The land within HWBP has been the notable exception with only sporadic street trees throughout being supported by more recent replanting efforts.

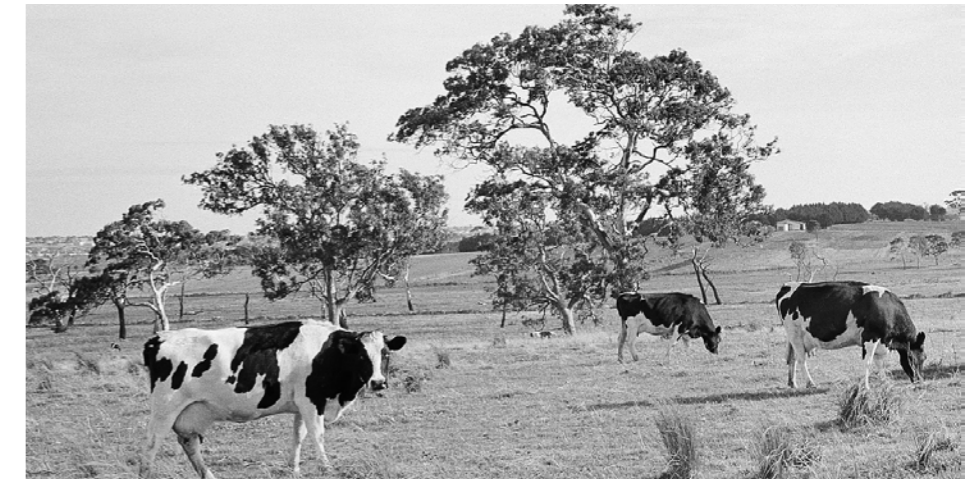
1945



2024



Original 1908 Land Release showing subdivision pattern



Mont Park pastoral landscapes, early 1900's



Industrial development along Waterdale Road, 1965

EXISTING CONDITIONS

Heidelberg West Business Park was built in the middle of last century for 20th century enterprise needs. As needs change, the precinct's ageing infrastructure, streets and building stock requires renewal in attracting new and innovative industry to the NEIC.

A bustling industrial precinct in need of improvement

The existing conditions at Heidelberg West Business Park reveal a bustling industrial precinct with a wide range of employment uses taking place within the precinct.

While the area is highly active the overall amenity of the precinct is poor with streets dominated by vehicles, minimal landscaping and street trees and issues of safety during evening hours.

This is understandable as building stock was constructed during another era where considerations were different. The public realm offers little for workers and visitors and is designed primarily for the car and the truck. Footpaths are cracked and street trees are sparse, making the precinct one of the hottest places within the municipality.

As the Masterplan looks at what is needed in employment precincts to attract business in the future, there are clear opportunities to upgrade and improve the amenity and accessibility of the precinct particularly for pedestrians and cyclists, to make it not only a convenient place to work, but an inviting, safe and attractive place to work, while maintaining efficient vehicular access to support the functional requirements of business.



Waterdale Road streetscape



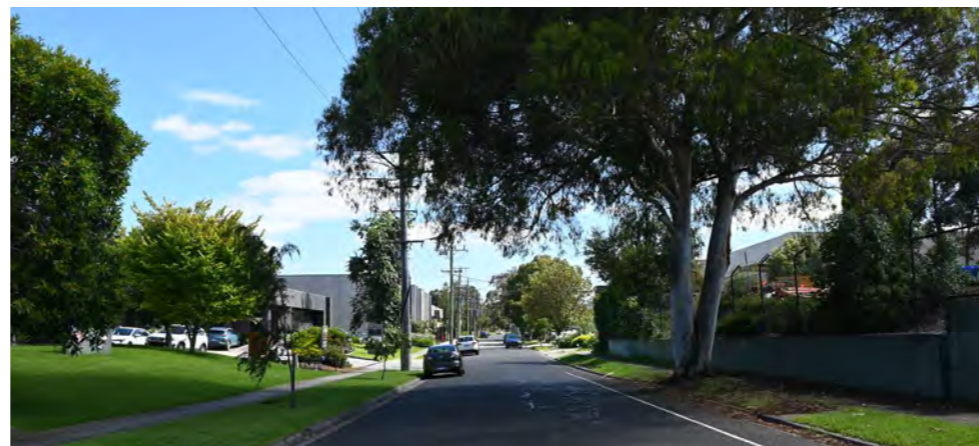
Cyclists travelling along Lillimur Avenue



Lillimur Avenue streetscape



Frontages and Street Art



Sheehan Road streetscape



Landscape frontages along Waterdale Road

LOCAL CONTEXT

The HWBP is located within 1.0km of three major transport nodes being Northland MAC, Macleod Station to the east and future SRL Station precinct near the corner of Plenty Road and Kingsbury Drive

Proximate to existing and future metropolitan significant transport hubs

- Improving connectivity to these major nodes in future and overcoming the 'last kilometre' commute will be key to the growth of the HWBP.

Extensive interface to Darebin Creek and parklands.

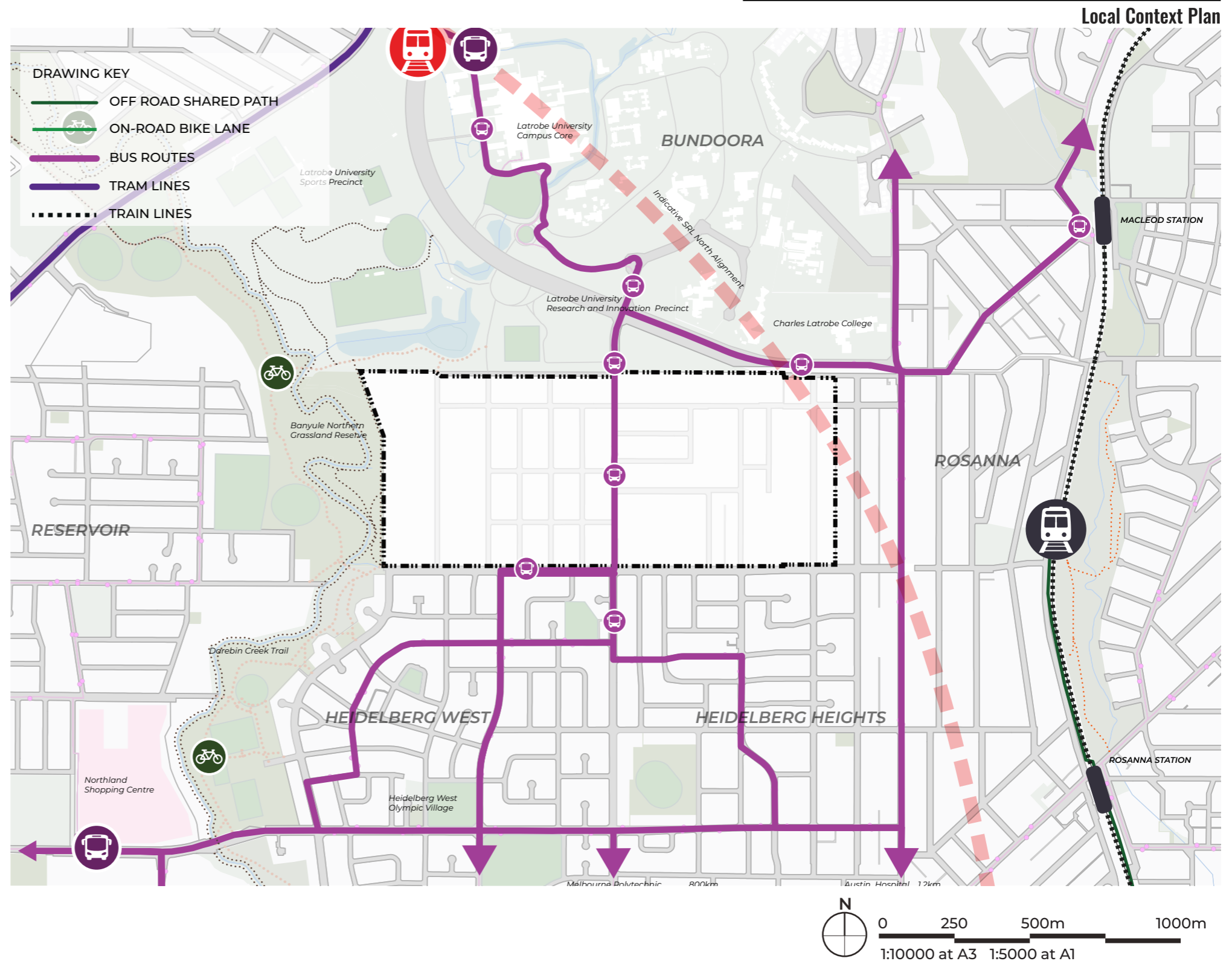
- Parklands to the west and north provide fantastic amenity assets and convenient cycling and pedestrian connections to the north and south

Bus dependent precinct proximate to train and tram

- At present, the HWBP is accessed by public transport solely by bus, which largely pass along Waterdale Road
- Strengthening connectivity to tram and train infrastructure that exists within the local context will help link in HWBP to the metropolitan transport network.

Limited northern connectivity

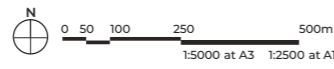
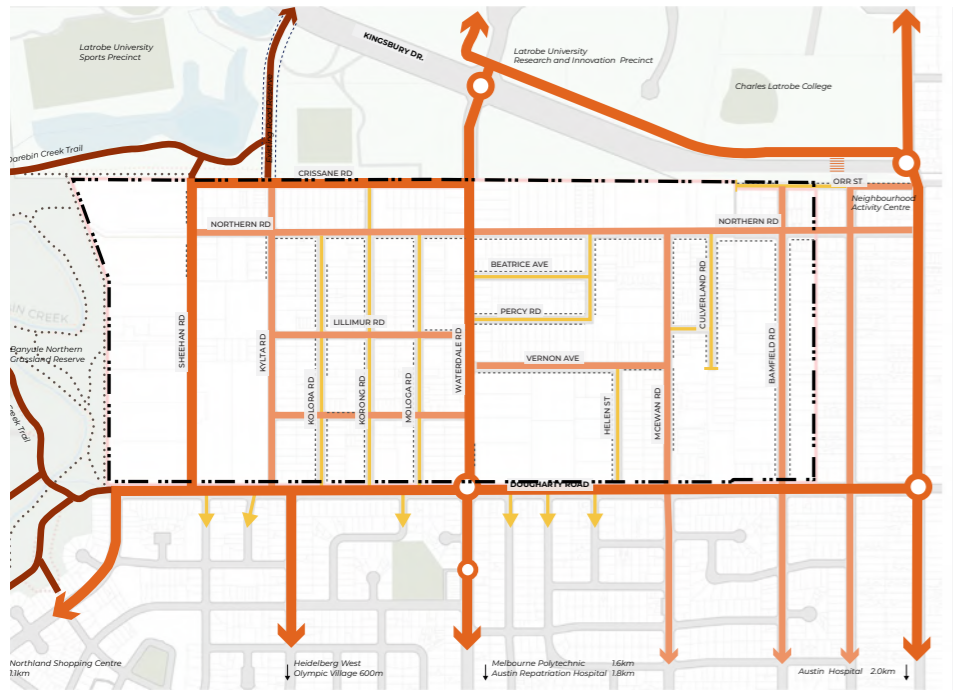
- It is noted that Waterdale Road is the only arterial road passing through HWBP and linking to Kingsbury Drive, which provides access north to the Metropolitan Ring Road. This places significant pressure on Waterdale Road as a funnel for traffic north.
- As HWBP grows into the future, the capacity of the street network to support growth will be a key consideration.



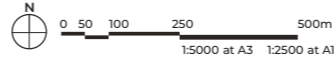
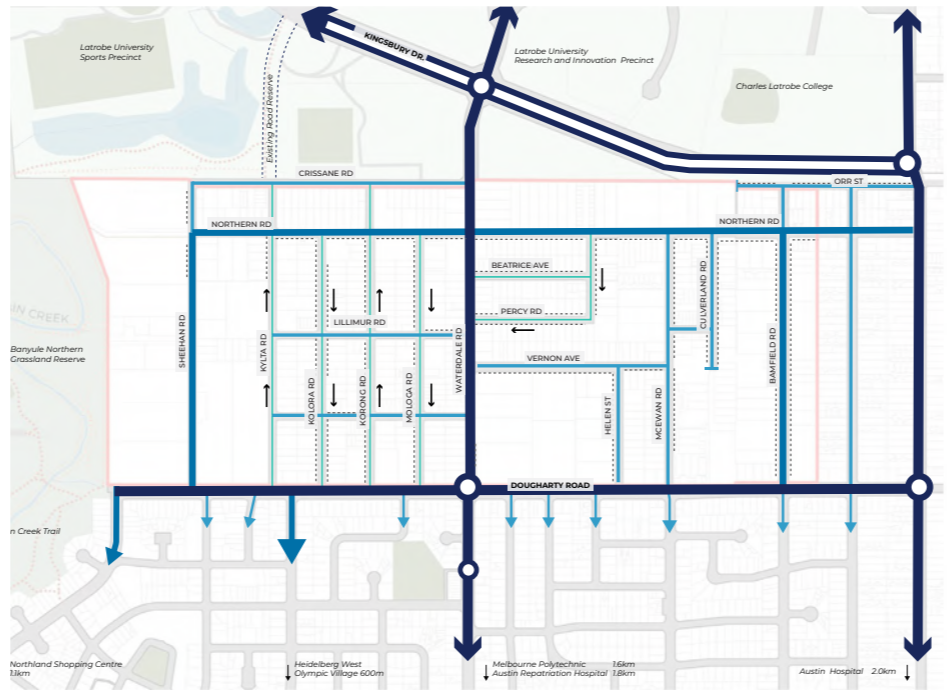
ANALYSIS SUMMARY

Thorough analysis of the precinct was undertaken to identify the key issues and opportunities across land uses, connectivity, landscape, lot size and built form.

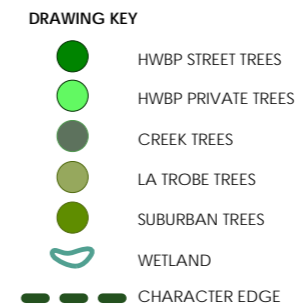
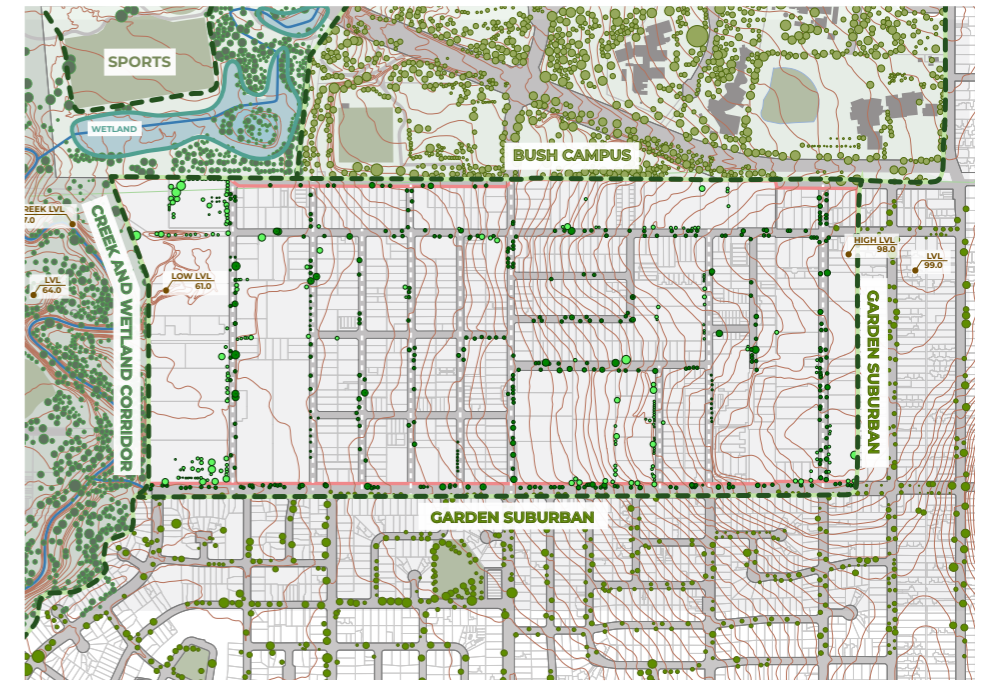
PEDESTRIAN NETWORK



VEHICULAR NETWORK

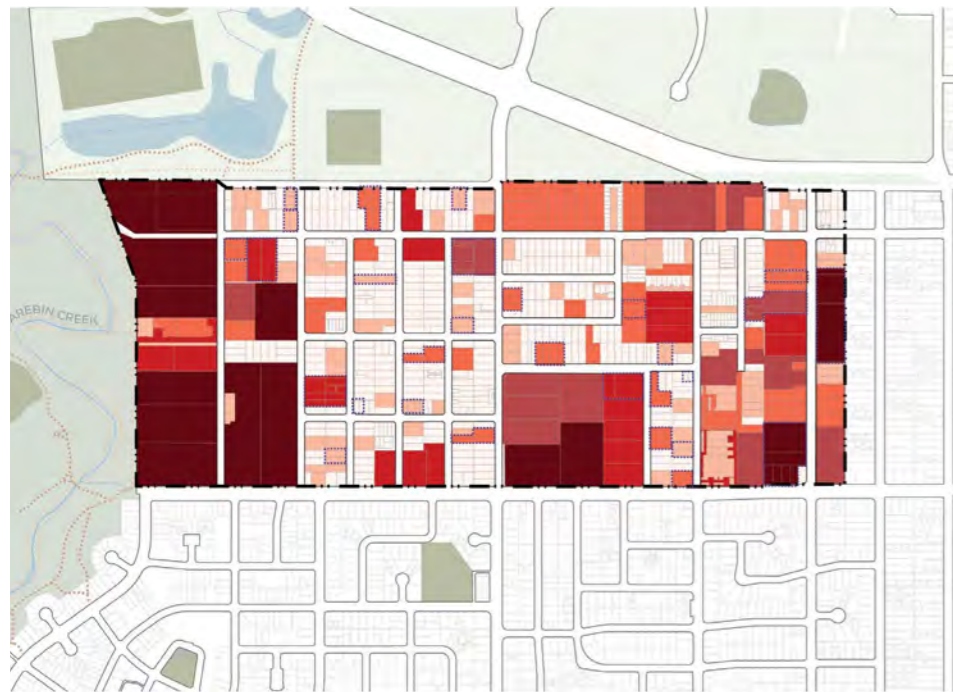


LANDSCAPE

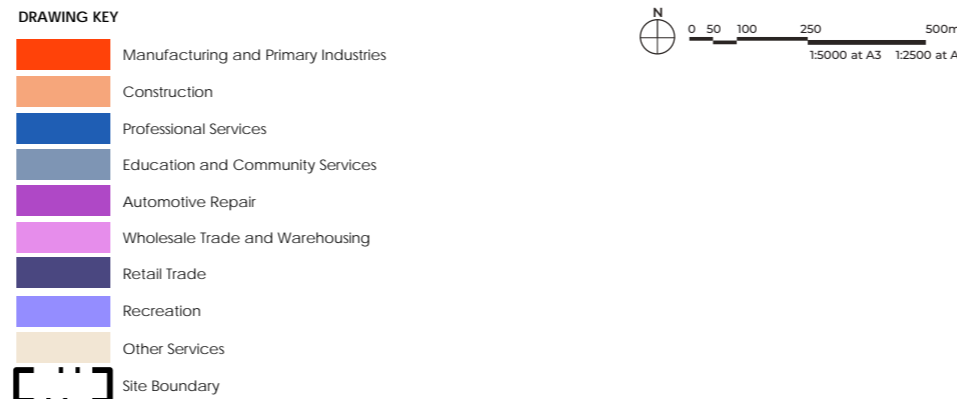
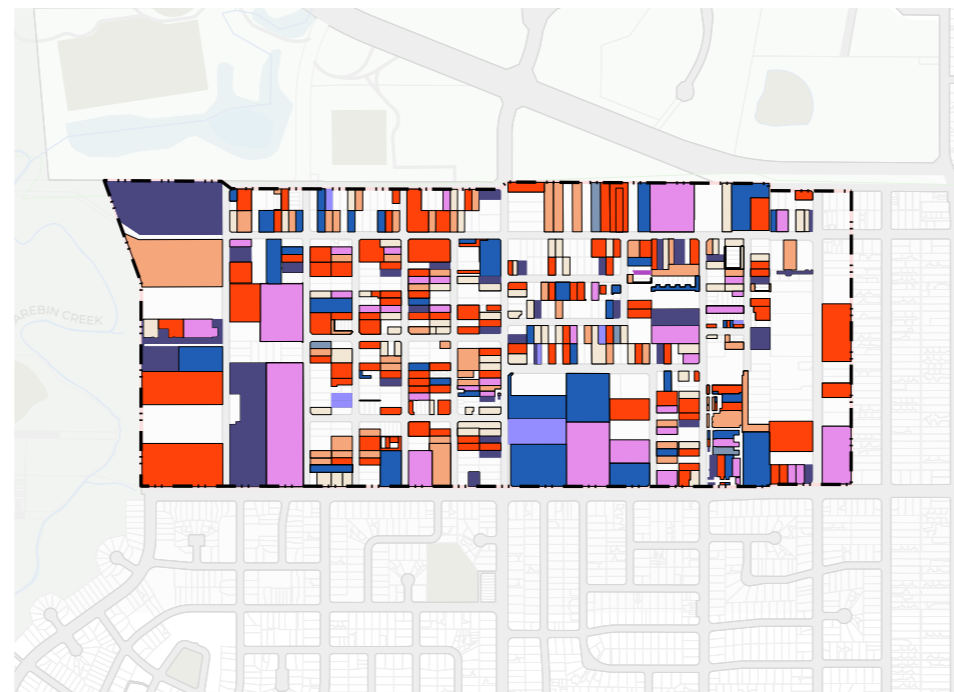


ANALYSIS SUMMARY

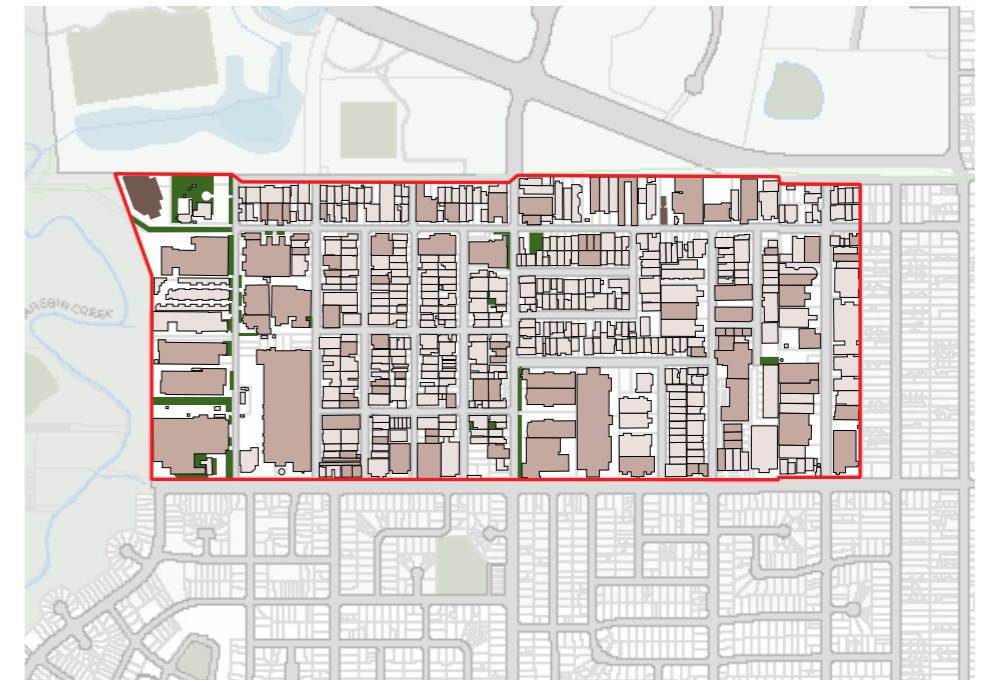
LOT SIZE



LAND USES



BUILT FORM



ENGAGEMENT

A wide range of key stakeholders were engaged to help guide the development of the Masterplan. Their insights have helped identify key opportunities and challenges.

A wide stakeholder group

- Engagement was undertaken with a range key stakeholders within the precinct. The engaged stakeholders were a range of government agencies, local business groups and leading indigenous bodies:
 - Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation
 - Barrbunin Beek
 - Melbourne Water
 - Department of Precincts and Transport (DTP)
 - Victorian Planning Authority (VPA)
 - Latrobe University
 - Heidelberg West Business Park Association (HWBPA)

Ongoing engagement

- Engagement with key stakeholders and more broader community consultation will continue to be a key part of delivering the Masterplan into the future.
- As major projects are identified and initiated appropriate community and stakeholder engagement strategies will be undertaken to gain input into the design and development of the Masterplan.

What we've heard



There is strong strategic justification for the area years to grow in importance over the next 30.



Waterdale Road is busy and congested and the precinct will need to look at ways of improving accessibility as it grows.



Parking is and will continue to be a key issue in the precinct.



The health of Darebin Creek is heavily impacted by stormwater from the precinct and surrounding area.



The HWBP can support employment at all stages of growth with diverse mix of lot sizes and building types.



There are clear opportunities to integrate the plan for HWBP with Latrobe's University's plans to create an integrated vision.



The public realm quality is relatively poor and in need of improvements that support attracting business



The Darebin Creek is a unique feature of the area which could be better leveraged by the precinct.



Pedestrian and sustainable transport is currently not well supported in the precinct.



The existing road network is narrow (typ. 15.3m) and will need to be carefully managed.

INNOVATION PRECINCTS

Innovation happens at all scales. The Masterplan was informed by learning from other innovation precincts across Australia and the world.

Providing uses that support and elevate

- Successful vibrant innovation precincts do not just include large-scale firms and high-end research but cutting edge manufacturing, food production and creative industries. Monash NEIC includes large scale campuses such as Ferntree Business Park as well as smaller scale business such as the Eastern Innovation Centre which provides leaseable spaces to start-ups and satellite offices.
- Innovation precincts often include incubator hubs and co-working spaces with specialist shared spaces such as maker and lab spaces to support smaller firms. Both Tonsley and Strijp-S include dedicated spaces for smaller start-ups giving these smaller firms a larger collective identity.

Amenity attracts talent

- Innovation precincts provide amenity not just functionality in order to attract and retain innovative firms - providing places to work, relax, learn and connect. Tonsley Innovation District includes a series of public spaces cut into the former automotive factory while Chiswick Park in London has a rolling 'calendar of events' including conferences, festivals and activities.

Connectivity is key

- Innovation precincts are connected to more than just a road. They are often co-located with a key public transport hub and include multi-modal infrastructure such as shared paths, mobility hubs and shuttle buses. Strijp-S includes its own shuttle bus around the enterprise precinct. Google and Stanford University have built a network of bike paths for their self-contained bike share schemes.

Scales of Innovation Districts

SMALL 0-20
Start-up and Small Business



Strijp-S, Eindhoven, NL



MEDIUM 20-100
SME and scale-ups



Tonsley Innovation District, SA



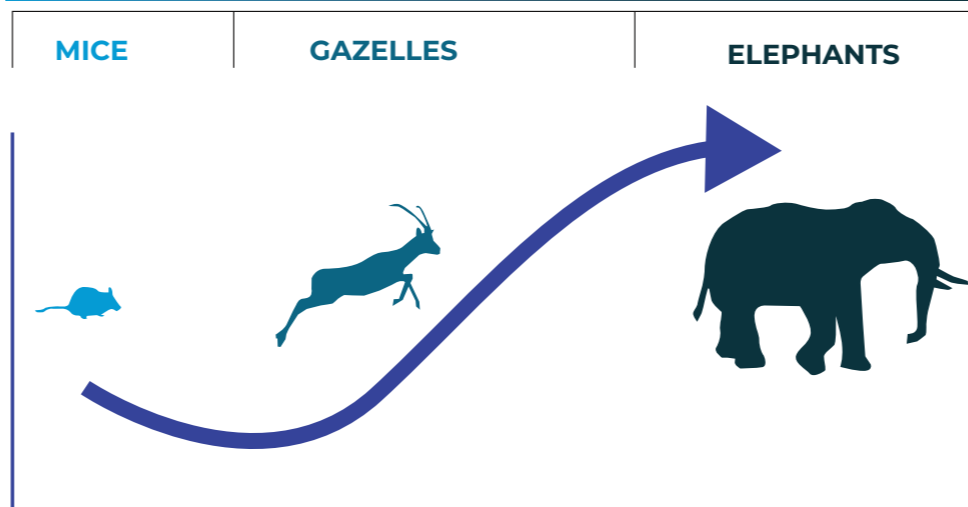
LARGE 100+
Multi-national corporations and subsidiaries



Ferntree Business Park, Clayton



HOW CAN HEIDELBERG WEST BE A HOME FOR INNOVATION AND ENTERPRISE FOR ALL STAGES OF A BUSINESS?



SUPPORTING TRANSFORMATION OVER TIME

HWBP is an established enterprise precinct with existing buildings and uses. Change will occur gradually and will include transformation of the existing buildings - not just new development. Understanding how buildings can adapt to deliver the masterplan vision will be just as important as new development.

Understanding what already exists - building typologies

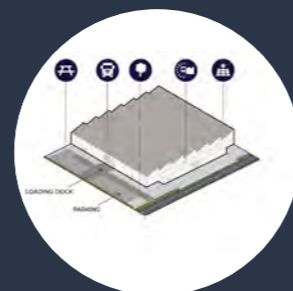
- Analysis of the Heidelberg West Business Park has identified around 5 distinct typologies of industrial building, ranging from small and large 'shed' warehouse/factories to small factory-ettes, hybrid building and office-like headquarter buildings.
- Most of these buildings have been built some time ago when considerations for the building design were primarily focussed on maximising functional efficiency at the expense of the public realm, safety and other considerations.

Making existing buildings stock fit for purpose

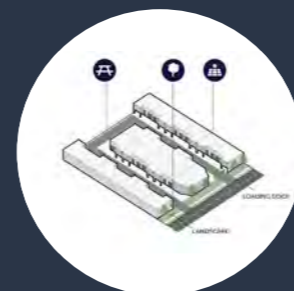
- When these adaptations take place it is important that they contribute to delivering the Masterplan, addressing built form, interface, access and sustainability issues - delivering a new and improved typology fit for purpose for 21st century enterprise - the '+' version of the typology.
- In the long term, it may be that existing building stock is gradually replaced by entirely new buildings. This process is slow however. Ensuring interim development delivers improved outcomes will help make HWBP better, safer and more sustainable sooner.

Transforming Heidelberg's building stock over time

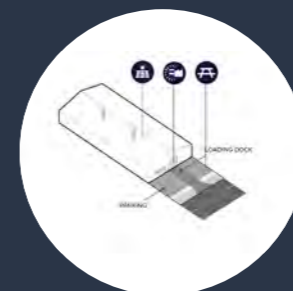
EXISTING BUILDING STOCK DESIGNED FOR 20TH CENTURY INDUSTRY



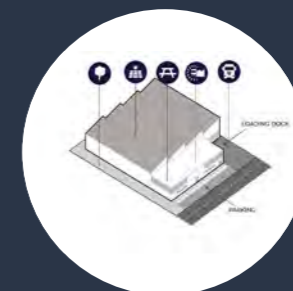
LARGE SHED



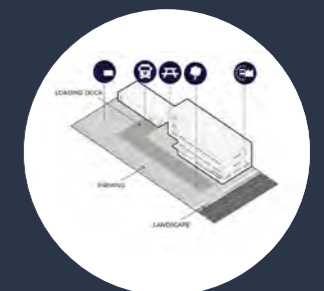
FACTORYETTES



SMALL SHED

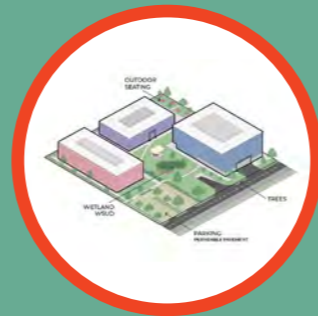


SHED/OFFICE



OFFICE/HQ

CAMPUS



SUPPORTING REDEVELOPMENT

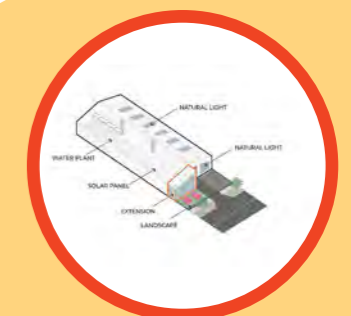
NEW BUILDS



LARGE SHED+

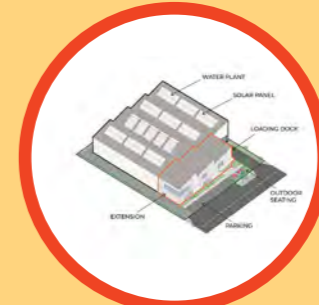


FACTORYETTE+



SMALL SHED+

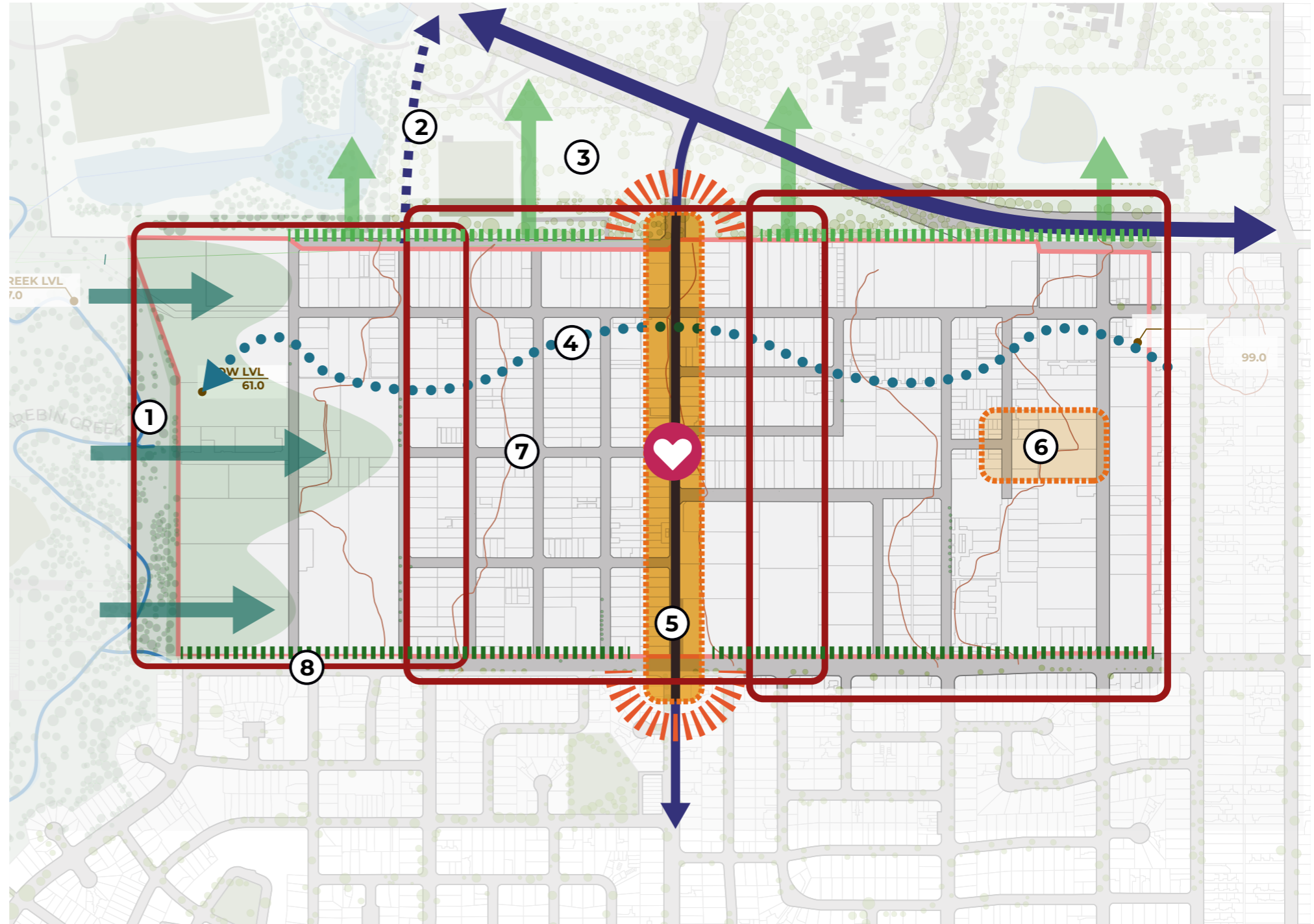
UPGRADING FOR THE 21ST CENTURY RETROFIT



OPPORTUNITIES SUMMARY

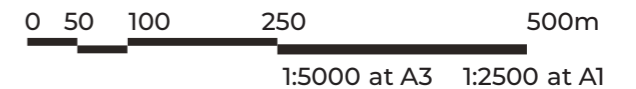
The following summarises the key issues and opportunities for the future of the Heidelberg West Business Park.

- ① Darebin Creek is a key landscape asset that should be better integrated with the precinct.
- ② Improving accessibility to the precinct will be key to its success, including examining new links.
- ③ Better engaging with the future vision for Latrobe University to the north will elevate the precinct as a cohesive whole.
- ④ Developing a strong water story for the precinct that responds to topography is a key opportunity for the precinct to elevate its sustainability performance.
- ⑤ Waterdale Road is a critical street within the precinct that must operate efficiently as a key link and be a high quality arrival experience to the precinct.
- ⑥ Strategic interventions or catalyst projects in the precinct are important to support local uses with public realm improvements and increased accessibility.
- ⑦ Creating a 'heart' in the precinct will help catalyse change and create an arrival point within the precinct for transport and services.
- ⑧ The lot sizes and varying interfaces support the creation of clear precincts where distinct characters and land uses can be encouraged.



DRAWING KEY

	WATERDALE ROAD CORRIDOR		RESIDENTIAL INTERFACE
	PRECINCT HUB OPPORTUNITY		LA TROBE UNIVERSITY INTERFACE
	KEY PRECINCT ENTRY		CREEK CONNECTION
	INDICATIVE PRECINCTS		WATER CONNECTION / OVERLAND FLOW
	CONNECTION OPPORTUNITY		LANDSCAPE CONNECTION
	KEY ROAD CONNECTIONS		CONTOURS
	POTENTIAL ROAD LINK		



PART 3: THE MASTERPLAN

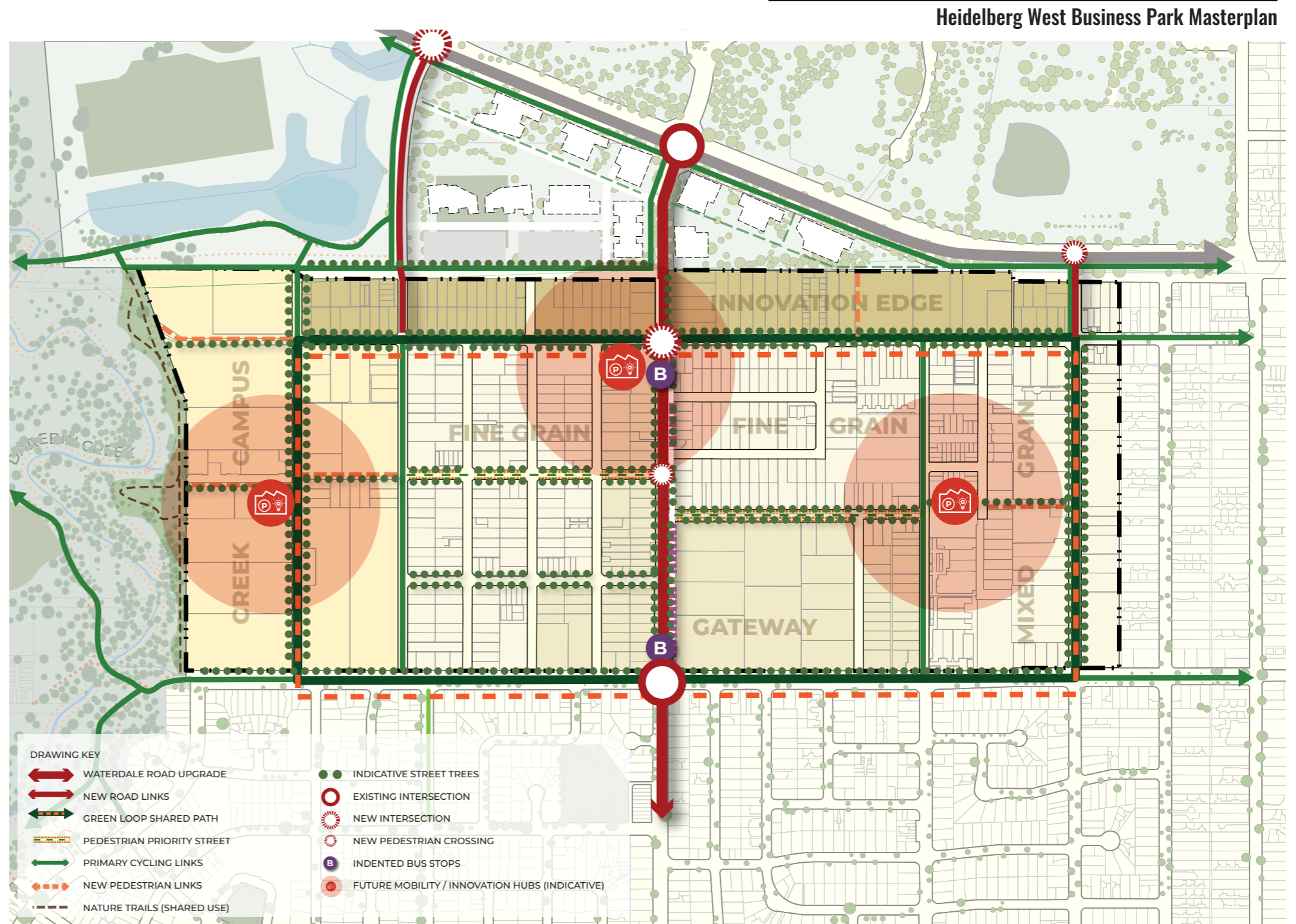
OVERVIEW

The Draft Masterplan sets a clear framework for the future of the Heidelberg West Business Park through creating a series of clear precincts support by strategic catalyst projects to provide innovation/mobility hubs, improved connections around the precinct and to key destinations, public realm upgrades and precinct scale sustainability.

This draft masterplan is outlined in greater detail through the following five sections:

- Innovation and Employment
- Mobility and Access
- Public Realm and Sustainability
- Built Form and Infrastructure
- Catalyst Projects

The following chapter then outlines the **Implementation** strategy.



KEY DESIGN MOVES

Six key moves underpin the Masterplan to deliver an improved Heidelberg West Business Park.

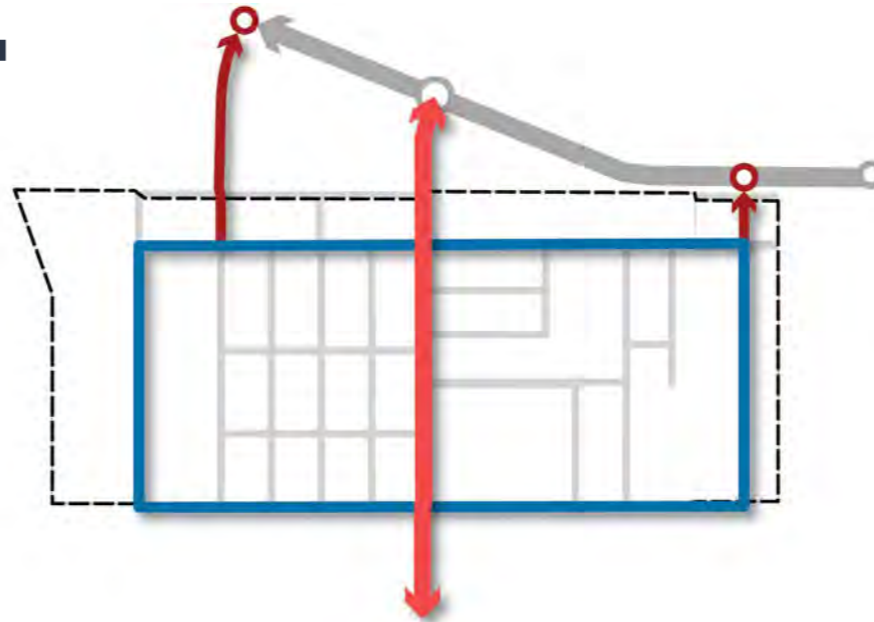
1

ESTABLISH A SERIES OF DISTINCT PRECINCTS SUPPORTING INDUSTRY



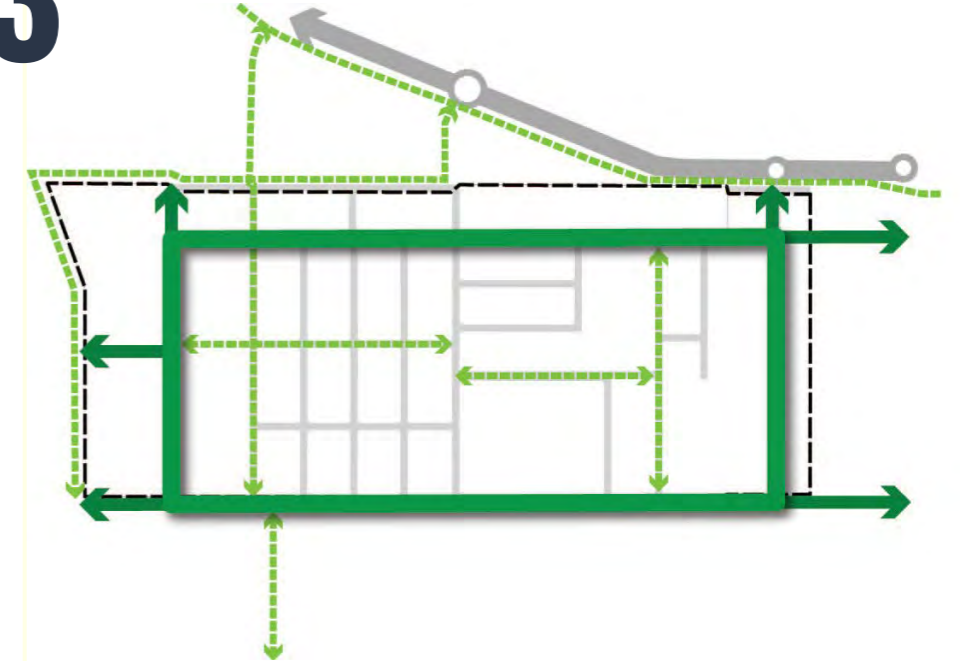
2

UPGRADE PRECINCT CONNECTIVITY WITH NEW AND IMPROVED ROAD LINKS



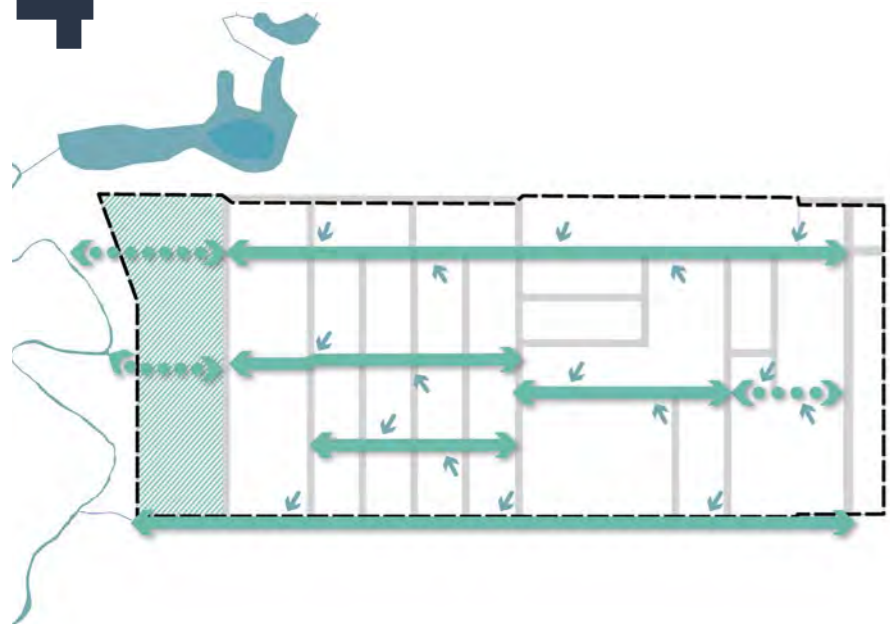
3

CREATE A MICROMOBILITY NETWORK AROUND THE PRECINCT LINKING TO KEY DESTINATIONS



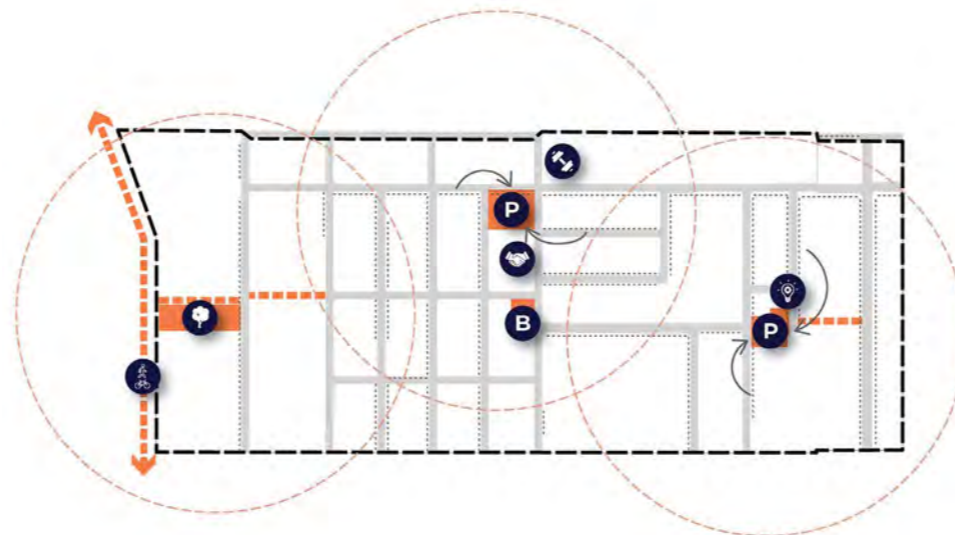
4

INTRODUCE A BLUE-GREEN NETWORK TO IMPROVE WATER SUSTAINABILITY



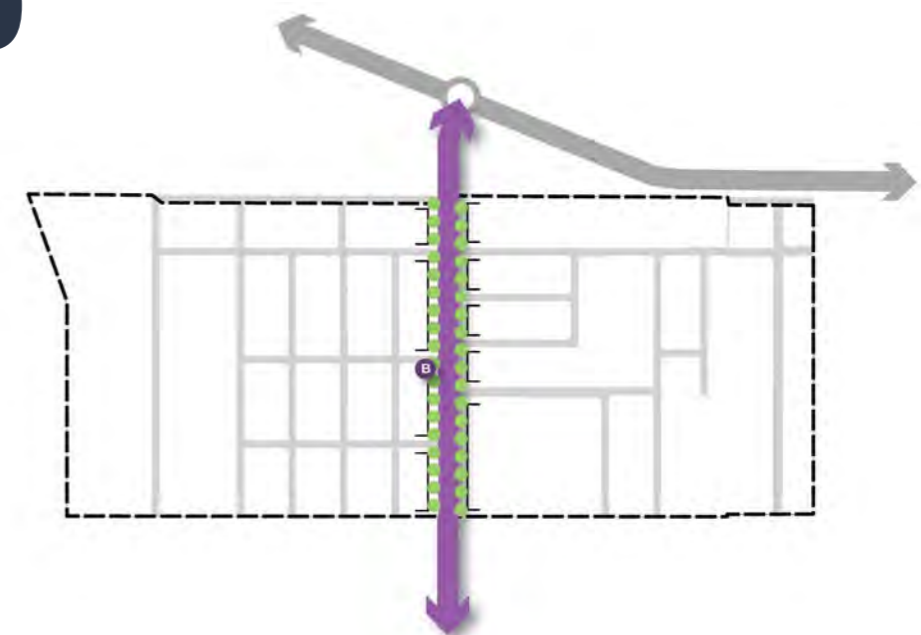
5

KICK-START CHANGE THROUGH IDENTIFIED CATALYST PROJECTS



6

TRANSFORM WATERDALE ROAD INTO A HIGH QUALITY INNOVATION BOULEVARD



KEY BENEFITS

The Masterplan will deliver a wide range of improvements to HWBP including:



5 DISTINCT PRECINCTS TO ENCOURAGE GROWTH



4KM OF MICROMOBILITY NETWORK TO LINK USERS



2 NEW ROAD LINKS TO KINGSBURY DRIVE



AN UPGRADED HIGH QUALITY WATERDALE ROAD ADDRESS



2 NEW INNOVATION & MOBILITY HUBS



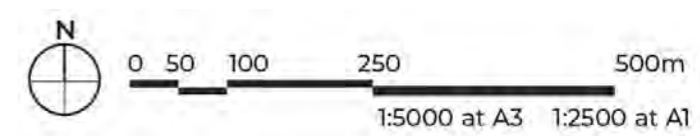
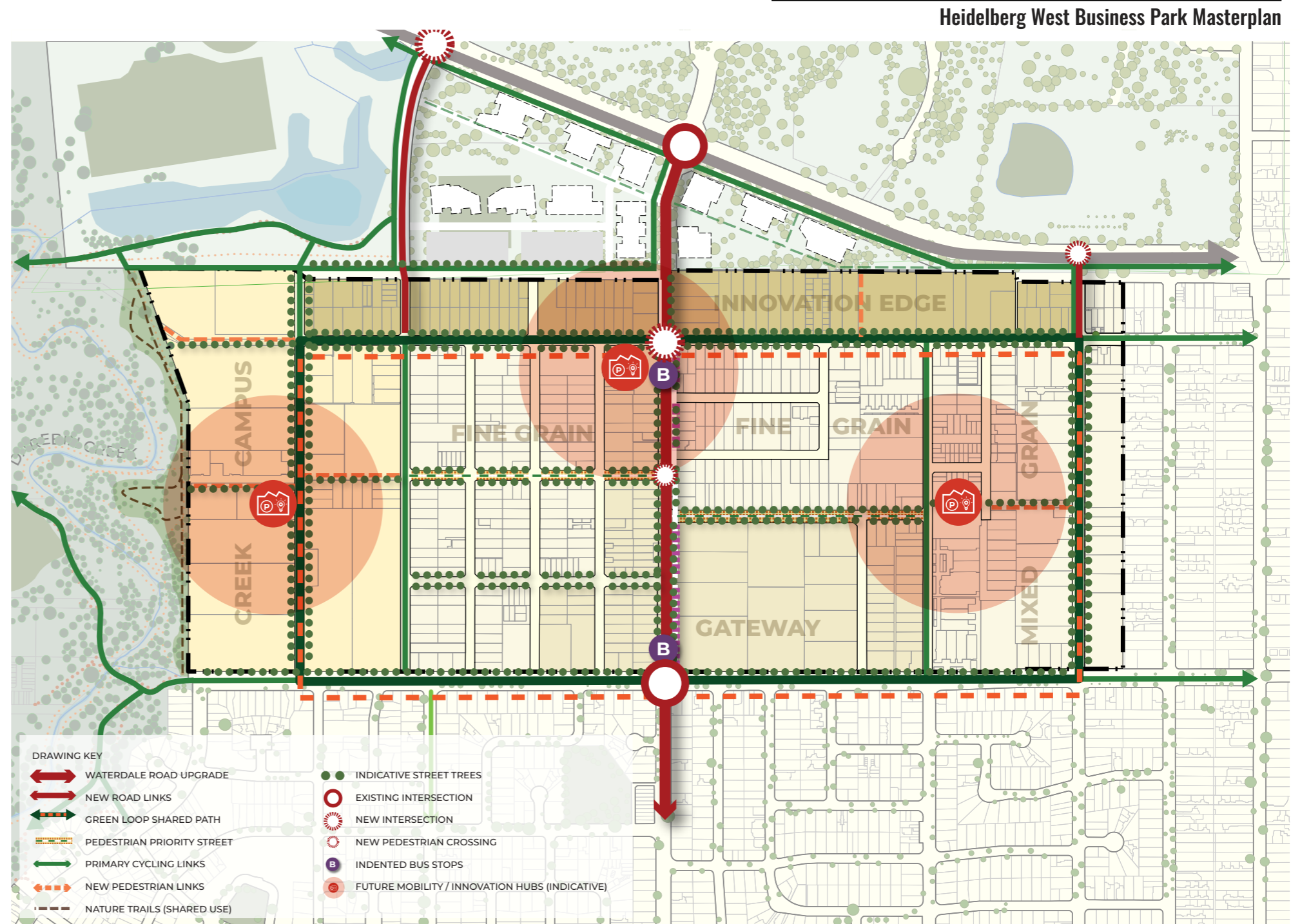
4,000 LINEAR METRES OF WATER SENSITIVE STREETSAPES



2 NEW PEDESTRIAN LINKS TO IMPROVE EAST-WEST CONNECTIVITY



LILLIMUR AVENUE 'INNOVATION AVENUE' PUBLIC REALM UPGRADE



INNOVATION AND EMPLOYMENT



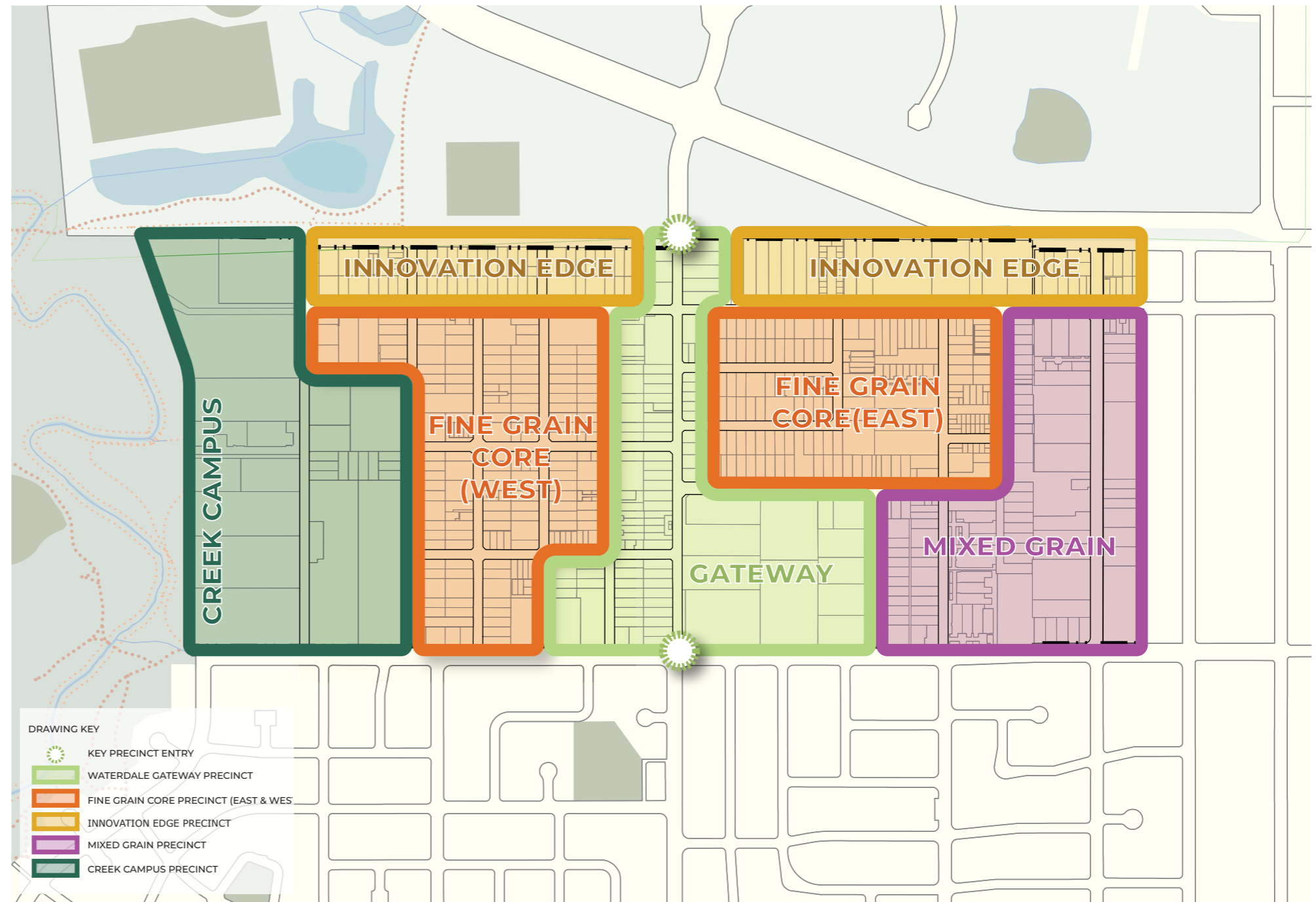
KEY PRECINCTS

The masterplan identifies five key precincts within the Heidelberg West Business Park that provide ideal locations for a wide range of innovation, emerging and existing industry to flourish.

The five identified precinct are the:

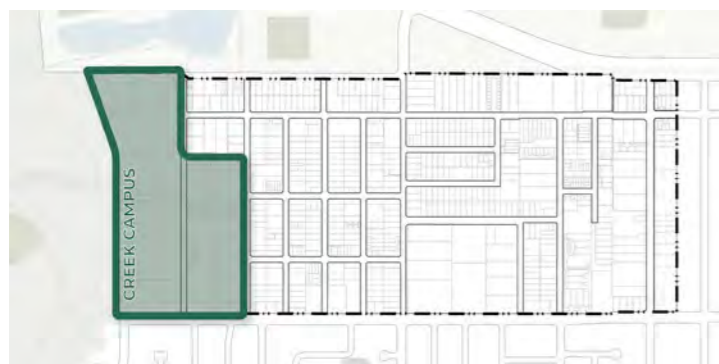
- Waterdale Gateway Precinct
- Fine Grain Core Precincts (east and west)
- Innovation Edge Precinct
- Mixed Grain Precinct
- Creek Campus Precinct

These precincts identify the preferred character, encouraged building typologies and uses that the Masterplan will seek to encourage within these areas and will help guide appropriate catalyst projects. The following pages provide further detail on the desired character and preferred uses in each of the precincts.



CREEK CAMPUS PRECINCT

Located adjacent to Darebin Creek and characterised by large superlots this precinct provides an ideal opportunity to support larger scale employment and innovation enterprises within HWBP in high quality campus environments.



Objectives

- To encourage the growth of the precinct as the preferred location for large-format high quality knowledge and innovation enterprise.
- Create a 'creek-campus' urban character defined by sustainable, high quality buildings set within extensive landscapes.
- Activate and improve connections between HWBP and the Darebin Creek through the precinct.
- Provide integrated stormwater management within the precinct to detain, filter and treat urban stormwater runoff.

Strategies

- Support the location of high end research, innovation and knowledge economy uses in the precinct, including company headquarters and other uses complementary to the emergence of the area as a knowledge and innovation hub.
- Support the retention of large lots for large-format employment and avoid fine grain subdivision of existing large lots
- Support increased heights in the precinct (generally up to 6 storeys) to facilitate headquarter and research type uses and increase landscape areas.
- Minimise at-grade parking in favour of basement and consolidated parking outcomes.
- Reduce the extent of hard surfaces within the precinct to increase precinct permeability and landscaping opportunities.
- Integrate WSUD on-site urban stormwater detention in the form of wetlands, detention basins, bioswales and raingardens.
- Provide a minimum 7.5m landscaped setback to Sheehans Road to all buildings or parking.
- Provide a minimum 5.0m landscaped setback to boundaries abutting Darebin Creek.
- Facilitate one landscaped public east-west pedestrian link (min 6.0m) between Darebin Creek and Sheehans Road.

Overall Masterplan



INNOVATION EDGE PRECINCT

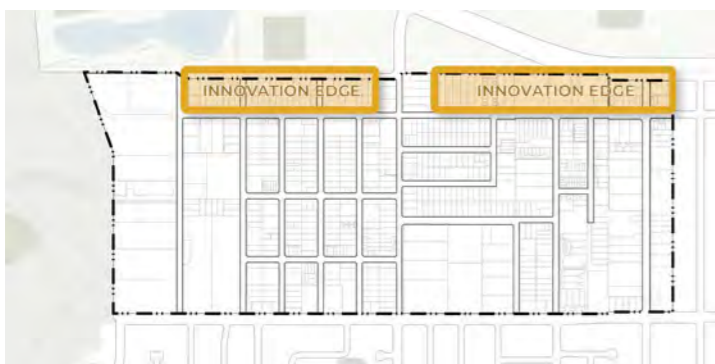
Interfacing with Latrobe University's Research and Innovation Park, this precinct will become the preferred location for a wide range of 'allied innovation' that wish to co-locate with larger innovation anchors occurring to the north and in the Campus Creek precinct to the west.

Objectives

- Support the location of innovation and knowledge economy uses complementary to the growth of Latrobe University's adjacent Research and Innovation Park.
- Improve public linkages between HWBP and Latrobe University, particularly the adjacent Research and Innovation Park.
- Support the delivery of medium and fine grain spaces for businesses of varying sizes with excellent access to future anchor business

Strategies

- Encourage the location of 'allied innovation' which complements the growth of Latrobe's Research and Innovation Park. Uses might include co-working spaces, research, business centres, incubators, maker spaces, testing facilities and fabrication labs alongside manufacturing and consulting enterprise.
- Support consolidation of lots to facilitate larger format redevelopment
- Support increased heights in the precinct (generally up to 6 storeys) to multi-floor research and maker.
- Improve public linkages between the precinct and the adjacent Research Park, particularly to the east of Waterdale Road where no direct linkage exists.
- Improve built form interface to Crissane Road and natural landscapes to the north.



Precincts Plan



FINE GRAIN CORE PRECINCT

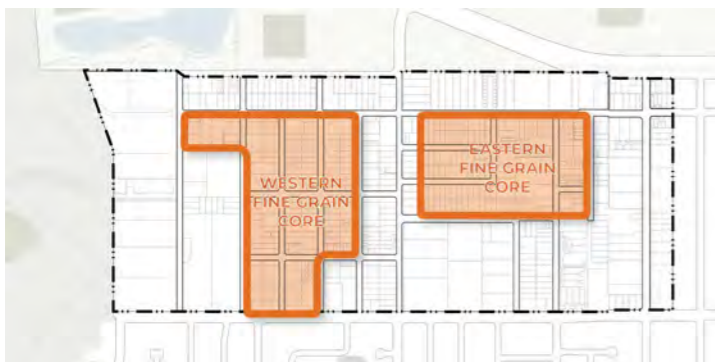
This precinct celebrates and supports the fine grain heart of the business park, supporting the precinct as the preferred location for smaller scale enterprise and core industry and enhancing it through public realm upgrades that improve public amenity for workers and visitors.

Objectives

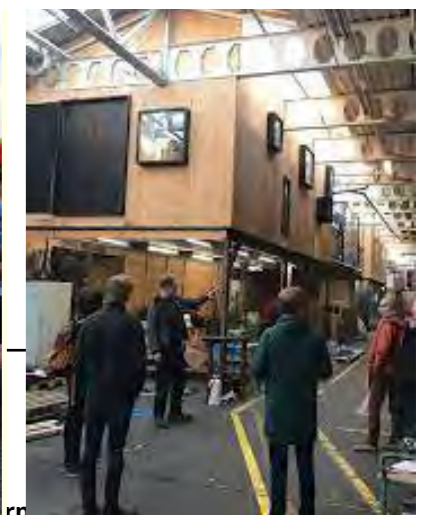
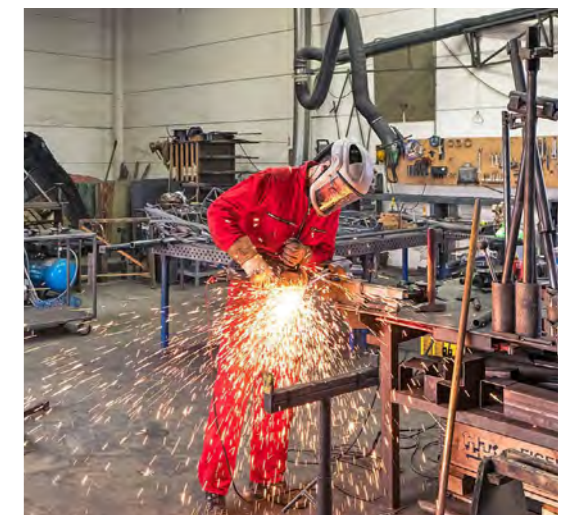
- Create a precinct that supports the continued operation of a diverse mix of fine grain core industrial uses that form the heart of the HWBP.
- Provides a fine grain precinct that allows for smaller scale businesses to locate and remain within HWBP.
- Support the redevelopment and retrofitting of existing development to improve built form outcomes and update the precinct to meet 21st century needs.
- Improve the pedestrian and public realm amenity within the precinct to make the precinct safe and inviting while retaining operational functionality.
- Celebrating the area's gritty industrial character as a positive.
- Transform Lillimur Avenue and Vernon Avenue into slow-speed pedestrian friendly streets.

Strategies

- Support a wide range of industrial uses within the precinct.
- Encourage the retrofitting of existing buildings with upgrades that improve building performance, sustainability and public realm interface.
- Improve the interfaces of buildings to the street, supporting upgrades that improve passive surveillance, increase landscaping and reduce visibility of parking and loading area.
- Investigate opportunities to improve streetscapes for pedestrians including lighting and footpath upgrades, pop-up activation and removal of redundant crossovers.
- Support relocation of crossovers and access off Lillimur Avenue to facilitate its transformation into a slow-speed pedestrian friendly street.
- Improve the streetscape along Vernon Avenue as a key east-west link in the precinct.



Campus Creek character precedents



MIXED GRAIN PRECINCT

At the eastern end of the business park, this precinct will continue to support a wide and dynamic mix of emerging and existing industry while respecting sensitive interfaces. Public realm upgrades in this precinct will improve access to public space and improve east-west connectivity.

Objectives

- Create a precinct that supports the continued operation of a diverse mix of core industrial uses that form the heart of the HWBP.
- Support a wide range of small, medium and large scale enterprise.
- Improves east-west connectivity between Bamfield Road and Waterdale Road.
- Supports the growth of the precinct while appropriately managing the sensitive residential uses to the east and south.

Strategies

- Support a range of differing uses dependent on the scale of the site and proximity to sensitive uses including residential to the east and south.
- Support the creation of a new landscaped pedestrian public link (min 6.0m wide) between Bamfield Road and Culverlands Street to improve east-west connectivity within the precinct.
- Investigate an appropriate location for the development of a potential enterprise/mobility hub along Bamfield Road.
- Support the location of local amenities and complementary uses such as local cafe, precinct parking and district infrastructure at any hub site.
- mix of larger and smaller sites will mean a range of design outcomes will be supported in the area dependent on context (from gritty to landscaped)
- Provide landscape setbacks to Dougharty Road to reinforce its character as a landscaped boulevard and buffer built form from opposite residential development.



Innovation Edge character precedents



GATEWAY PRECINCT

Waterdale Road will become a high amenity gateway through the heart of the business park. It will provide high exposure premier addresses for employment and innovation with improved public transport and streetscape along the NEIC corridor between Latrobe University in the north and the Austin Health Precinct to the south.

Objectives

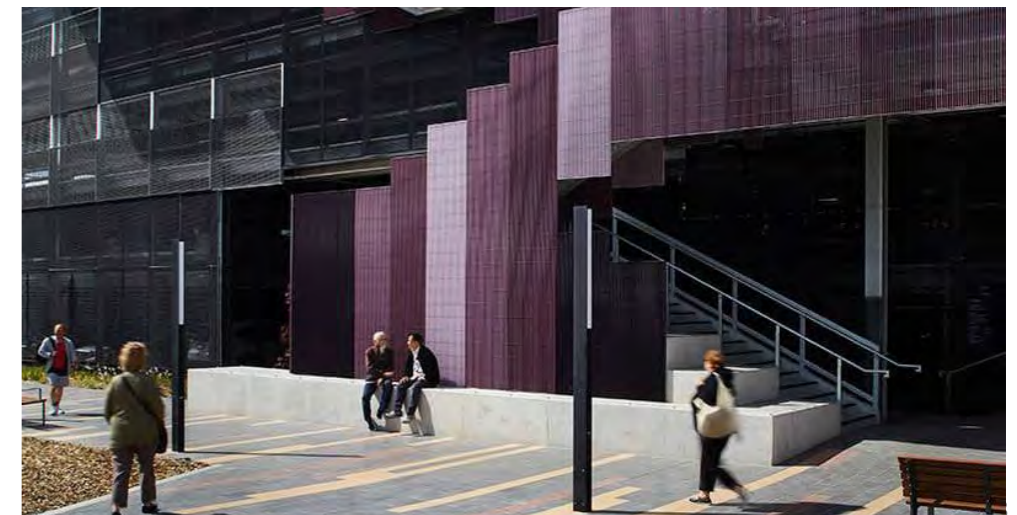
- Create a high amenity gateway boulevard through the heart of HWBP that provides a welcoming arrival experience for users.
- Improve Waterdale Road to cater for future traffic, pedestrian and public transport expectations.
- Support transformation of sites fronting Waterdale Road to provide high quality interfaces to Waterdale Road that support the desired future boulevard character
- Provide a clear arrival point for the whole HWBP along Waterdale Road.

Strategies

- Support the location of large-scale businesses along Waterdale Road as the preferred location for high visibility businesses.
- Encourage consolidation of sites along Waterdale Road to realise larger scale enterprise development.
- Support the transformation and redevelopment of sites abutting Waterdale Road to facilitate upgrades to Waterdale Road and improve street interfaces.
- Upgrade and widen Waterdale Road to improve its vehicular capacity, pedestrian amenity and efficiency of public transport.
- Investigate the development of an enterprise/mobility hub along Waterdale Road as a central arrival point within the precinct.



Fine grain character precedents



MOBILITY AND ACCESS



VEHICLE NETWORK

Upgrades to the street network within HWBP will create a street environment that is safer, more efficient and more attractive for pedestrians, vehicles and sustainable transport.

New vehicular connections

- Two new road links will improve connectivity to the north from the precinct improving access to the Metropolitan Ring Road and easing congestion along Waterdale Road.
- A two-way road extension of Kylta Road will utilise the existing road reserve to link to Kingsbury Drive to the north, improving vehicular access in the western half of the precinct.
- A new road link from Orr Street to Kingsbury Drive will improve access to the eastern half of the precinct.

An upgraded Waterdale Road

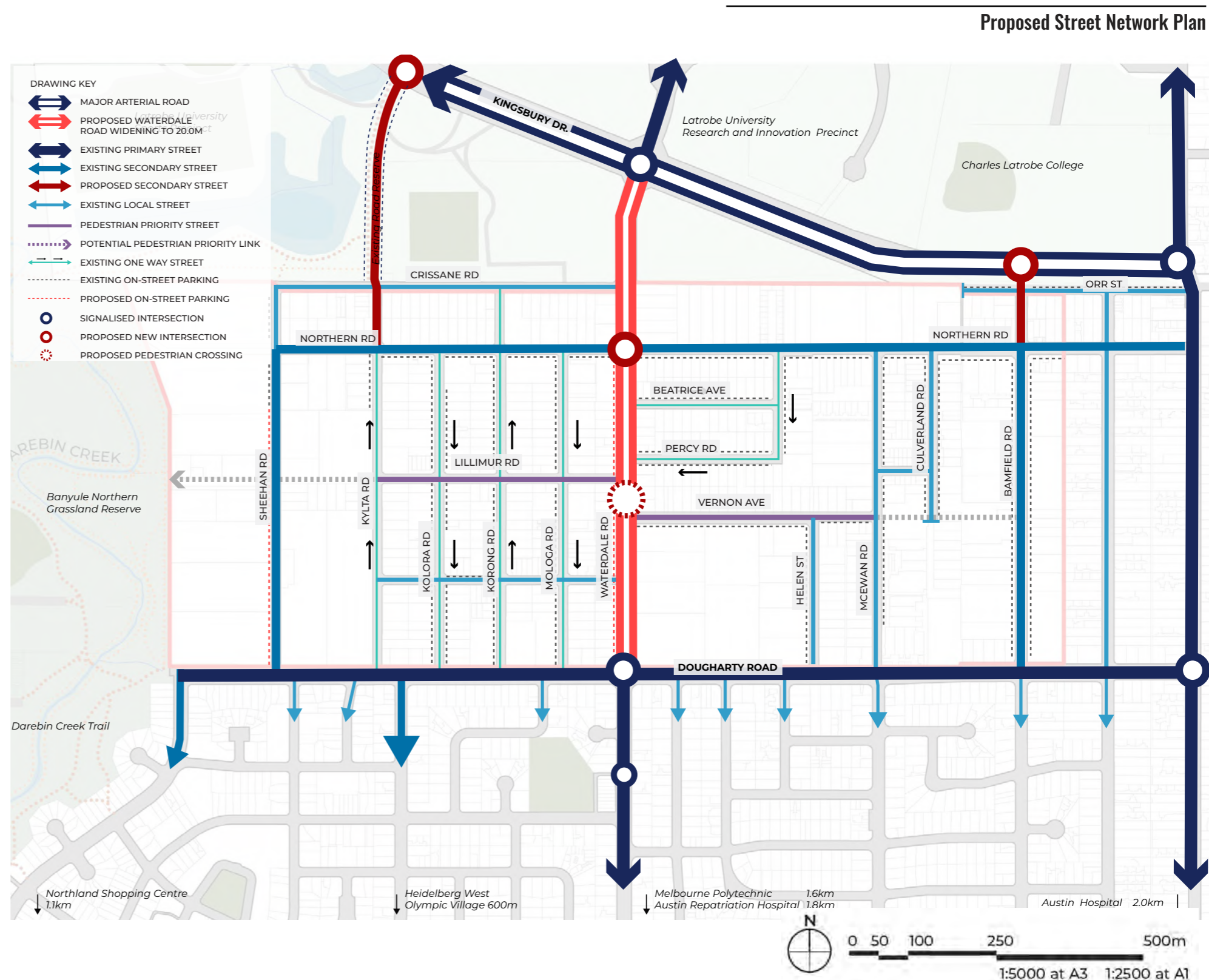
- Waterdale Road will be widened to a width of between 20-25.0m to improve the capacity of Waterdale Road. Key objectives of the widening will be to improve through traffic movement with the addition of right hand turn lanes into key streets and indented bus bays.

Pedestrian priority streets

- Lillimur Avenue and Vernon Avenue will be upgraded as pedestrian priority precinct to improve east-west connectivity.

A clear hierarchy of streets

- Waterdale, Northern, Sheehan, Dougharty and Bamfield Road will provide key connectivity around the precinct supported by a network of local streets.
- The existing one-way street network will be retained establishing a clear hierarchy of primary, secondary and local streets.



ACCESS STRATEGY

The Masterplan rationalises access for parking, loading and logistics to each site, freeing up space in the streetscape for public realm improvements while maintaining efficient access for business.

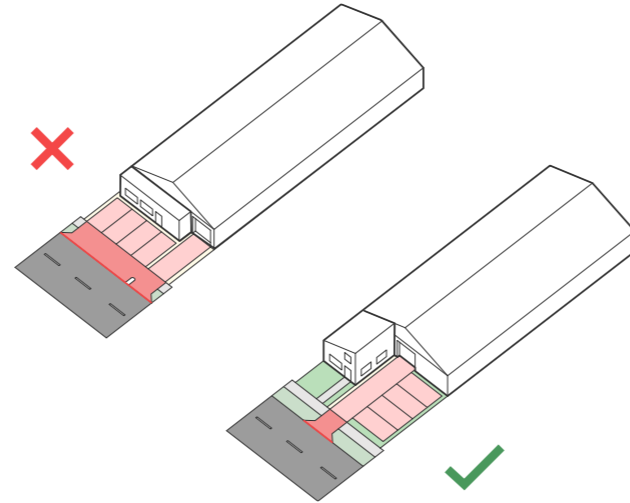
Objectives

- Provide clear and efficient access for vehicles and freight to development within the precinct.
- Provide clear guidance on the preferred locations and number of crossovers and vehicle access points throughout the precinct
- Minimise the number and impact of vehicle crossovers along streets to improve the streetscape and pedestrian amenity.

Strategies

- The locating of crossovers in the areas identified in red in Figure X should be avoided.
- New development should streamline site access, avoiding overly long crossovers which significantly impact the streetscape and
- Development sites with street frontage of less than 30m should seek to provide no more than one (1) crossover (up to 4.0m wide) to access loading and parking areas.
- Development sites with street frontage greater than 30m should seek to provide no more than two (2) crossovers (each up to 4.0m wide) to access loading and parking areas.
- Development sites with street access to the front and rear should seek to provide no more than two (2) crossovers (each up to 4.0m wide) to access loading and parking areas.
- Development sites on corners should locate loading and parking access along the secondary frontage (unless otherwise indicated in Figure x). The primary and secondary frontage are determined by the design of the building. The secondary frontage is the frontage which does not include the main pedestrian entry and 'front-of-house'.

design parking and loading areas to minimise crossover length



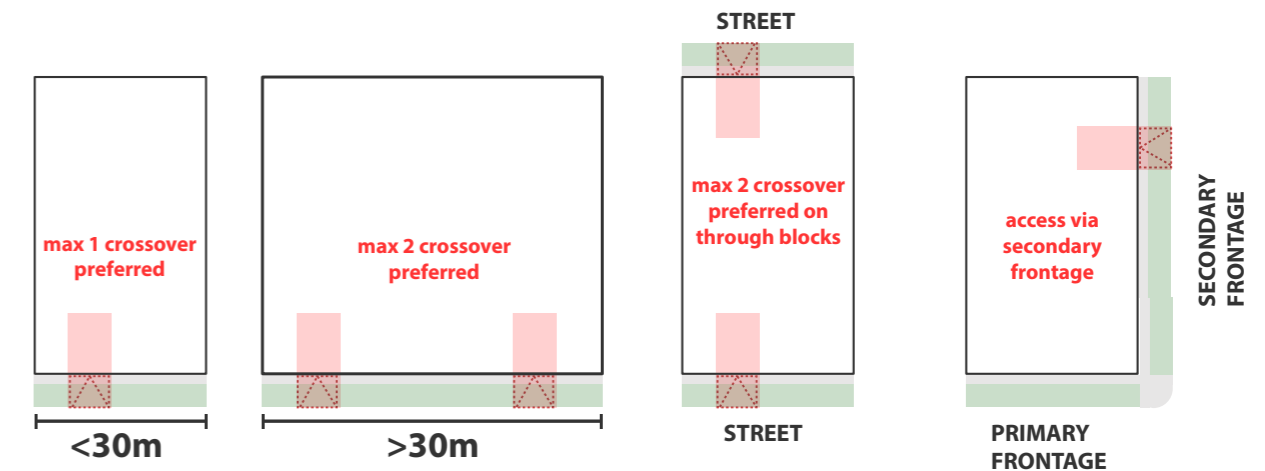
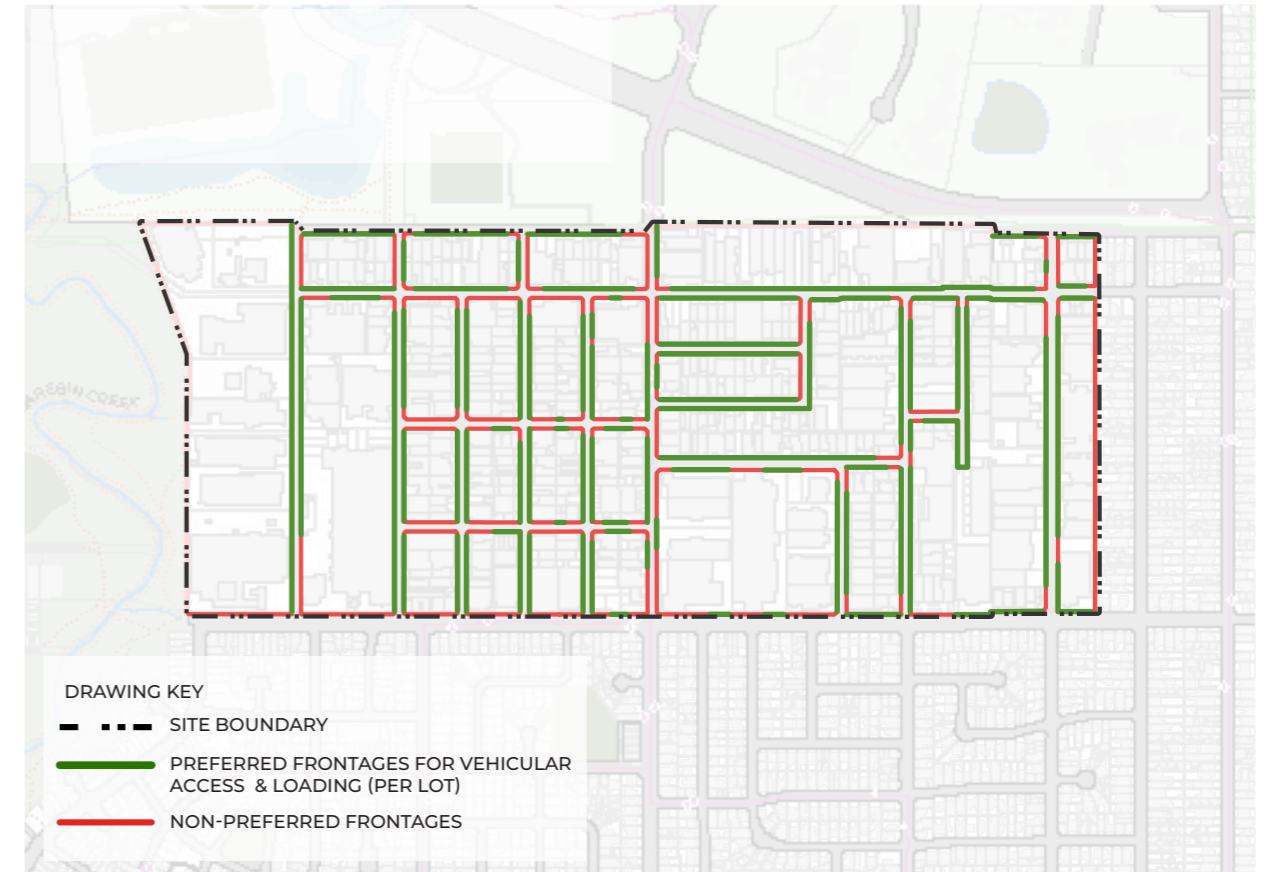
parking areas negatively impacting streetscape



well integrated parking off internal accessway



Preferred Access Plan



PARKING STRATEGY

The Masterplan improves parking outcomes in the precinct ensuring new development provides adequate parking and proposes two mobility hubs that will provide precinct parking to support employment growth while freeing up space in streets.

Objectives

- Ensure the precinct has a structured and sustainable approach to the provision of parking that supports its growth.
- Ensure the transformation of the precinct appropriately considers the location, quantity and design of parking areas to avoid negatively impacting the amenity of the precinct.
- Reduce the reliance on-street parking as 'overflow' parking for surrounding uses.
- Encourage a precinct based approach to car parking in line with the parking precincts identified on the parking strategy plan.

Strategies

- Deliver a mobility hub with precinct parking along Waterdale Road to provide centrally located access to shared parking.
- Deliver a mobility hub with precinct parking in the east of the precinct to provide access to shared parking.
- Prioritise access to shared parking for smaller sites in the precinct with more limited potential to provide on-site parking.
- Encourage larger sites in the precinct, such as within the Campus Creek precinct to deliver on-site parking in basement or consolidated parking to reduce the extent and impact of at-grade parking.
- Locate and landscape parking areas to minimise visual impact to the streets.
- Support the reduction of car parking on sites where a Sustainable Transport Plan is approved by the Responsible Authority.



well landscaped at-grade parking

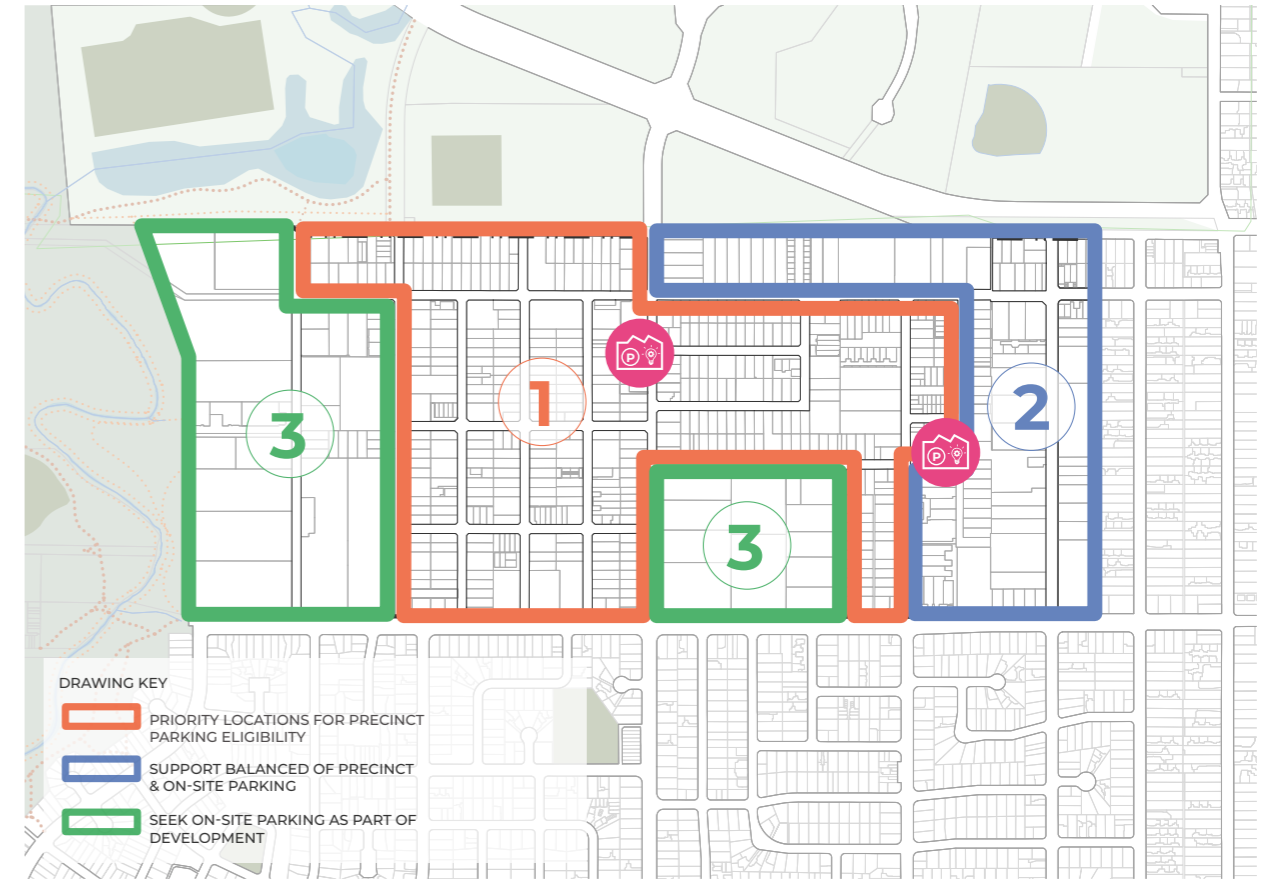


basement and consolidated parking on larger sites



mobility hub precinct parking to support growth

Parking Strategy Plan



What is a mobility hub?

Mobility hubs are places in a community that bring together transit, bike and vehicle transport in a safe, convenient space to seamlessly transfer from one type of transportation to another. They include shared facilities such as precinct parking, charging stations, change rooms, repair stations and hiring facilities.

SUSTAINABLE TRANSPORT NETWORK

Pedestrian and Cycling Network

A precinct wide 'Green Loop' shared path

- Dougharty, Sheehans, Northern and Bamfield Roads will be upgraded with a new 3.0m wide shared path to create a continuous 'green loop' around the precinct for pedestrian, cyclists and micromobility.
- This link will drastically improve off-street connectivity for sustainable transport options across the precinct and reduce the areas where people must share the road with trucks, freight.

Improved pedestrian and public transport experience along Waterdale Road

- Upgrades to Waterdale Road will reduce crossovers along Waterdale Road and provide increased landscaping to buffer pedestrians from traffic and improve pedestrian amenity.
- Space will be provided for sheltered bus stops and waiting areas to improve public transport user experience.

East-west pedestrian priority streets

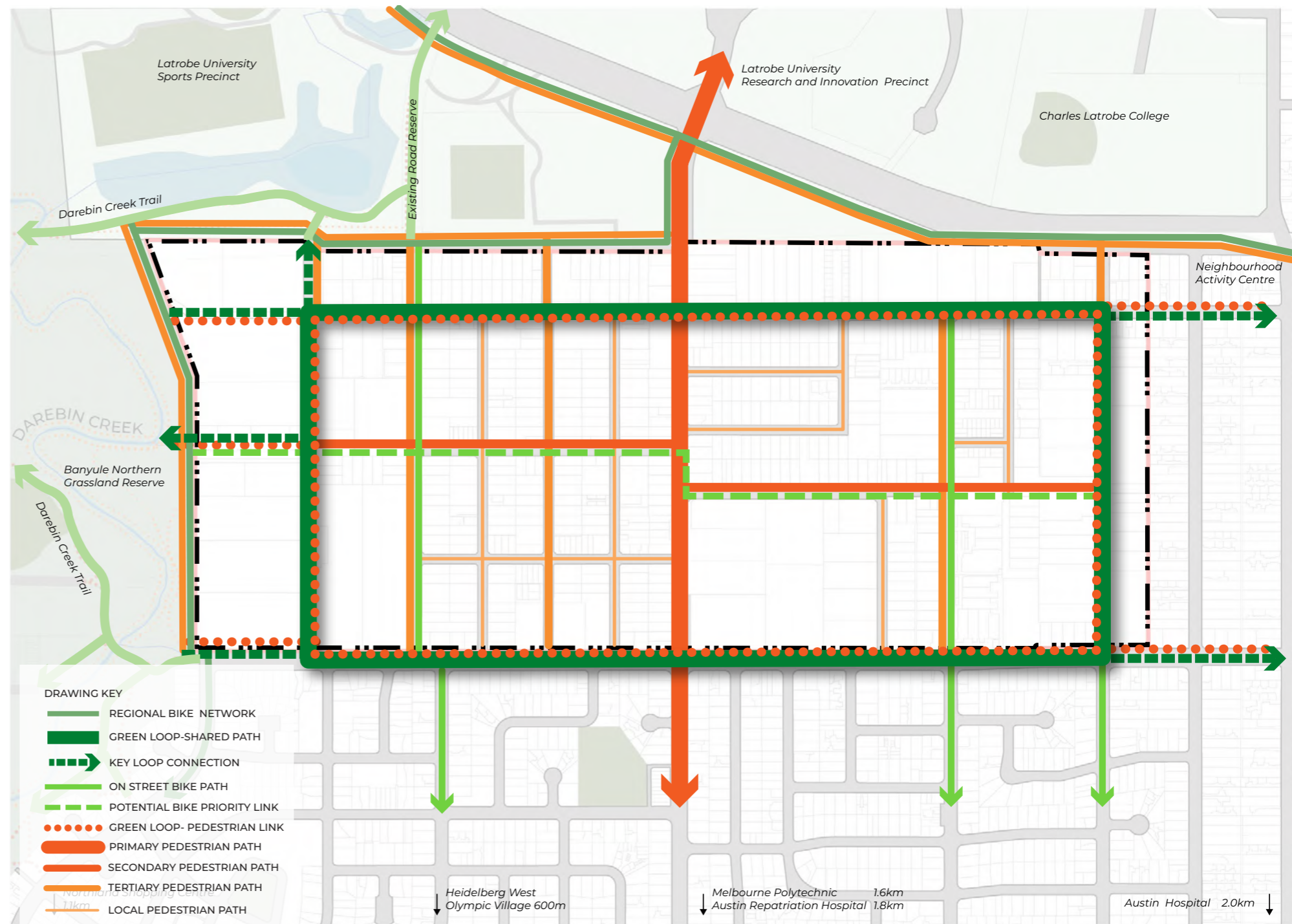
- Lillimur and Vernon Avenue Road will be upgraded as well-lit, safe, green and inviting streets that prioritise the pedestrian and support east-west movement through the precinct.

Improved local streets

- All local streets will be assessed to ensure they provide an appropriate level of safety and amenity for users, including lighting, removal of redundant crossovers and incorporation of street trees and street furniture.

Connections to Darebin Creek

- A new nature share path along the western edge of the precinct in the Banyule Grasslands Reserve will connect workers in the precinct to nature while sensitively respecting the biodiversity and indigenous



SUSTAINABLE TRANSPORT NETWORK

Pedestrians, cyclists and micromobility users will be able to get around HWBP easily on a network of clear, safe and inviting paths.

Objectives

- Provide a clear, safe and efficient pedestrian and cycling network
- Ensure pedestrian and cycling connections link to key destinations
- Create a network that supports the increase in micromobility, e-bikes and scooters and supports transport innovation.
- Improves the protection of pedestrian from vehicles, loading and freight.

Strategies

- Deliver an off-street shared path along Dougharty, Sheehans, Northern and Bamfield Roads to deliver a Green Loop connecting the precinct.
- Improve connections to the Darebin Creek Trail.
- Advocate for the extension of the shared path network along the southern side of Kingsbury Drive up to Plenty Road (to link into the future SRL station).
- Support the upgrading of public space and widening of pedestrian areas along Lillimur and Vernon Avenues.
- Upgrade the footpath conditions along local roads and investigate opportunities to remove crossovers and some on-street parking to improve pedestrian amenity.
- Ensure primary pedestrian links are well lit with clear sight lines to improve safety.'



Accommodating for a variety of active transport modes



LOCAL STREETS

Local streets throughout the precinct will be improved to ensure they provide a safe, clean and inviting pedestrian experience while maintaining efficient access for industry.

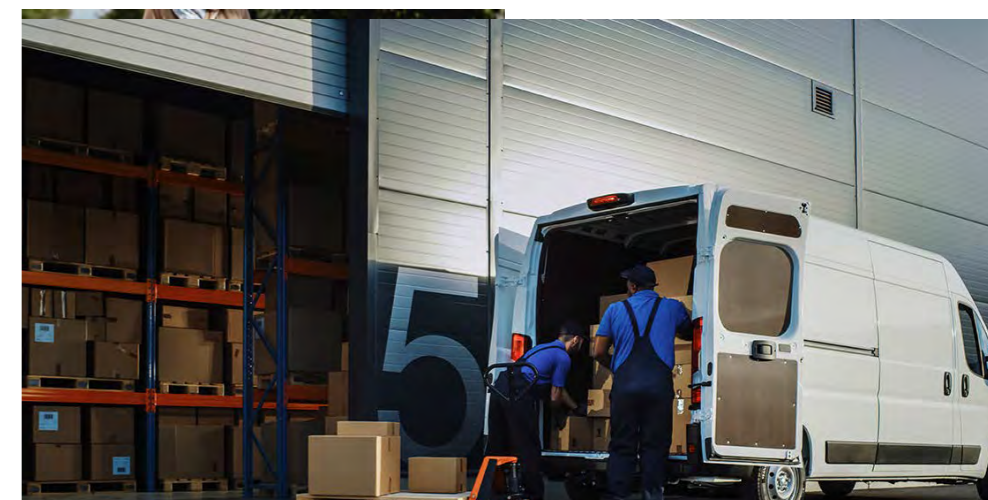
Objectives

- Improve the pedestrian experience of streets throughout the precinct.
- Address pedestrian safety issues within the precinct to ensure the precinct feels and is safe at all times of the day and night.
- Ensure streets remain functional for day-to-day industry functions.

Strategies

- Maintain the existing one-way street network along existing one-way streets.
- Reduce the extent of redundant crossovers along local street to maximise public realm improvements.
- Maintain adequate spaces for short term loading and visitor parking within the streets.
- Assess the availability of on-street parking and look for opportunities to provide increased landscaping within existing streets.
- Prioritise street lighting along identified primary pedestrian streets to improve perceptions of safety.
- Improve canopy coverage across the precinct and reduce urban heat island effects through introducing street tree planting.
- Regularly review street conditions as the precinct transforms to identify areas where redevelopment has unlocked opportunities for further street upgrades.
- Please refer to Appendix A for typical proposed street sections for streets throughout the precinct.

Functional streets that provide pedestrian amenity and safety



WATERDALE ROAD UPGRADE

The Masterplan will upgrade and widen Waterdale Road to a high quality boulevard to address capacity and amenity issues. The Masterplan outlines two possible options with differing benefits.

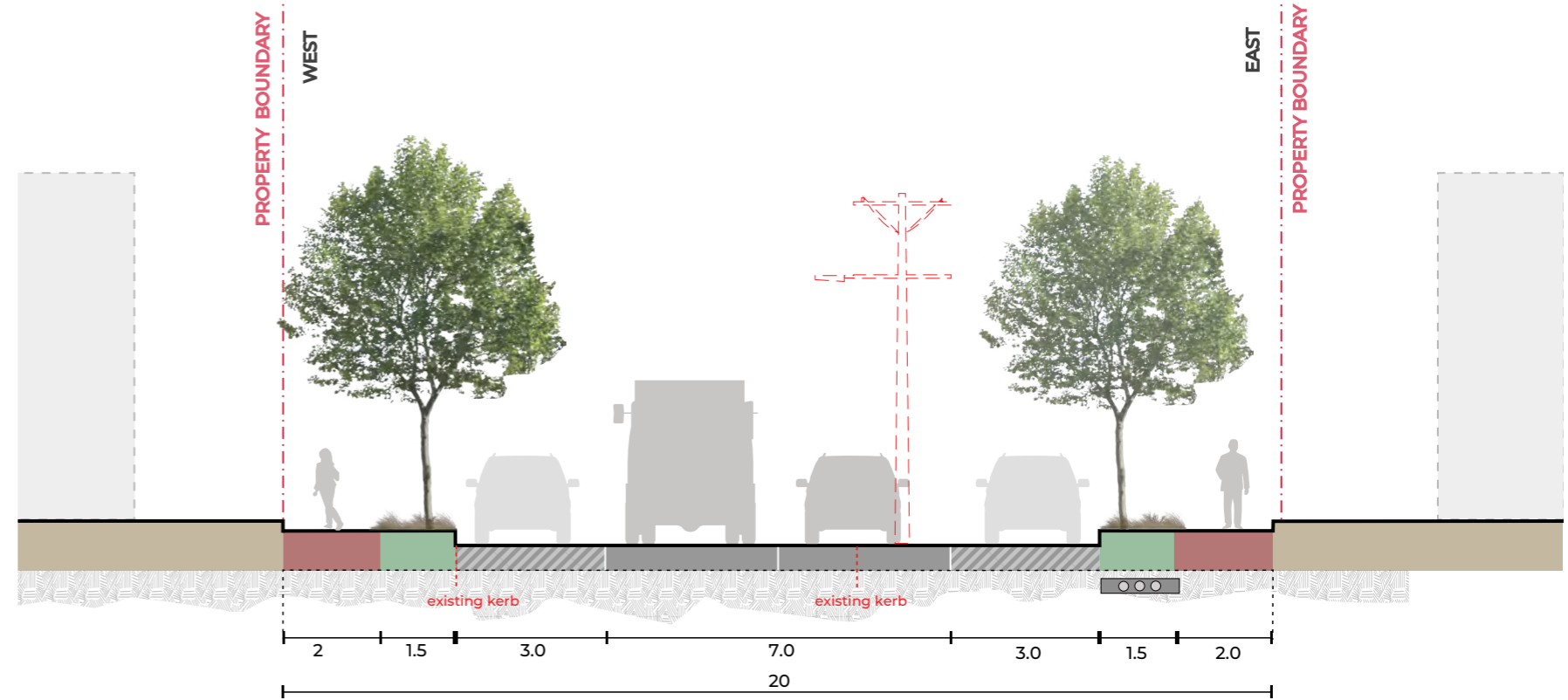
Objectives

- Ensure Waterdale Road meets the future needs of the precinct and delivers a high quality experience of all pedestrian, public transport and vehicles.
- To realise the strategic widening of Waterdale Road gradually over time with a minimum of disruption.

Strategies (both options)

- Gradually assemble land when private redevelopment occurs minimising disruption to existing businesses.
- Retain Waterdale Road as a two-lane carriageway widening to three lanes at key intersections to allow for right hand turn lanes to ease congestion.
- Public parking (parallel or angled) will be introduced along Waterdale Road to offset loss of front setback parking to existing businesses.
- Services and overhead powerlines will be placed underground freeing up space in the street for boulevard street trees.
- Footpaths will be improved and the number of crossovers directly onto Waterdale Road reduced.
- Indented bus bays will be provided at bus stop locations to improve the public transport experience.

Proposed Waterdale Road Section - Option A



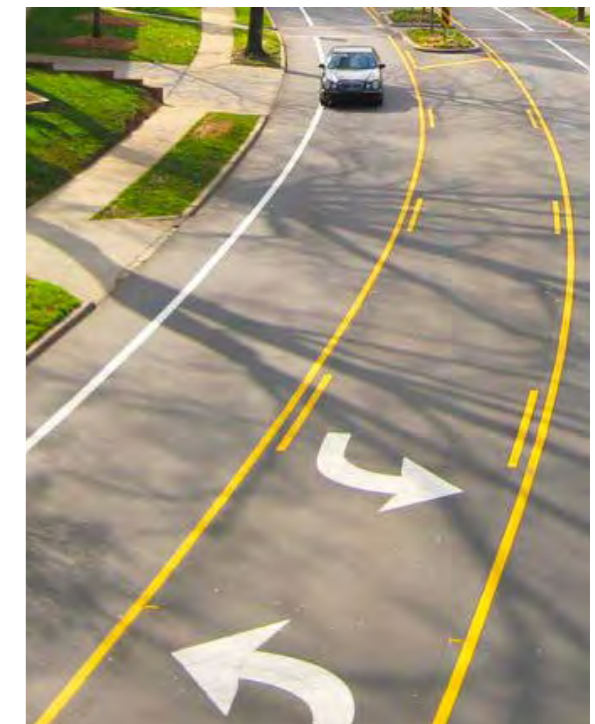
Improve pedestrian experience



upgraded bus stops



Improved traffic flow



WATERDALE ROAD UPGRADE

Option B proposes a wider section which will require more land with the benefit of providing increased on-street parking to offset disruption to existing front setback parking.

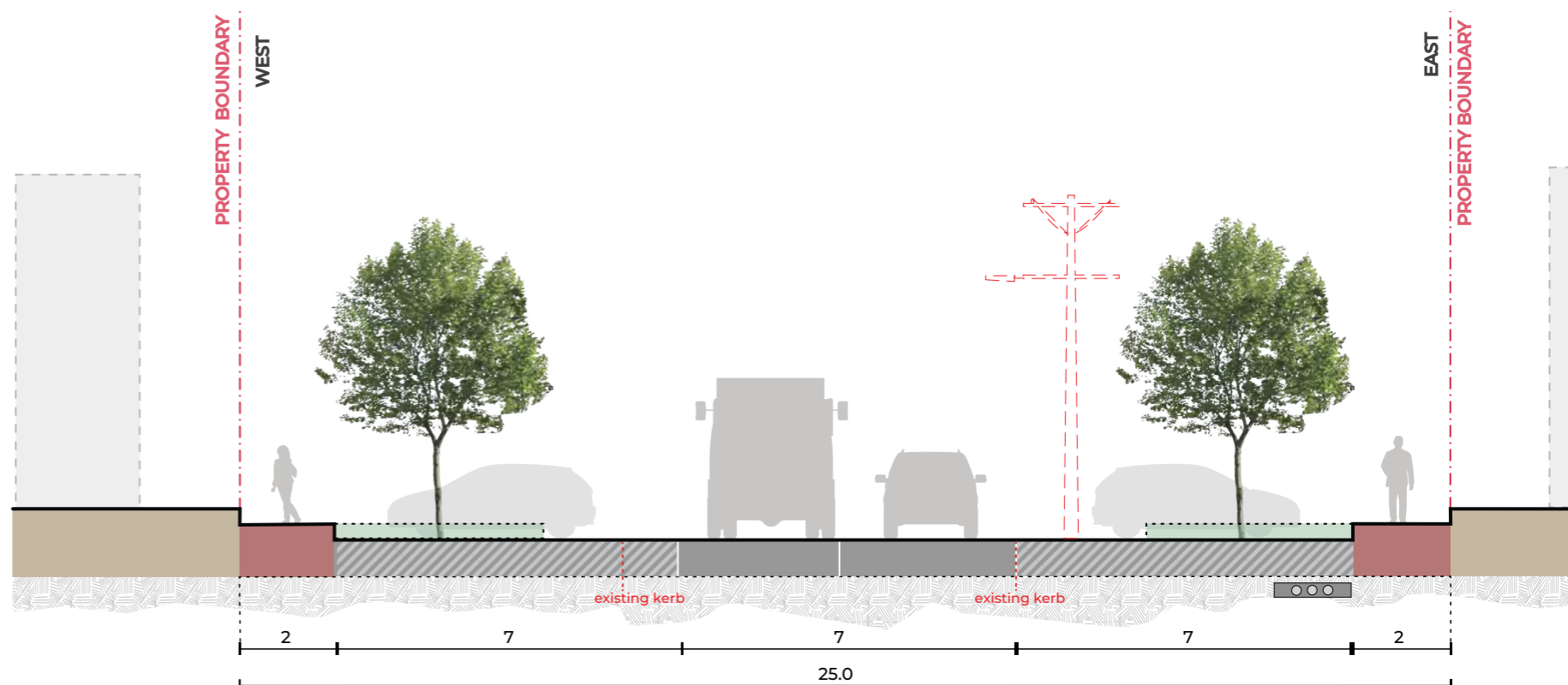
Option A - benefits and constraints

- Option A would widen the existing road reserve (15.2m) to an approximate width of 20.0m, resulting in a requirement to acquire at least 4.8m from affected properties fronting Waterdale Road.
- This could be acquired on one or both sides of Waterdale Road.
- Option A reduces limits impact on private properties but will result in less provision of public on-street parking to offset the loss of front setback parking on affected properties.
- Option A provides all other elements including indented bus bays, dedicated right hand turn lanes at key streets and improved pedestrian amenity.

Option B - benefits and constraints

- Option B provides a similar arrangement to Option A with the addition of angled parking which provides more on-street parking while increasing overall road reserve width.
- Option B would widen the existing road reserve (15.2m) to an approximate width of 26.0m, resulting in a requirement to acquire at least 10.8m from affected properties fronting Waterdale Road.
- It is likely this would require acquisition to both sides of Waterdale Road.

Proposed Waterdale Road Section - Option B



BAMFIELD ROAD LINK

Linking to Kingsbury Drive the Bamfield Road link will provide improved connectivity to the east of the precinct.

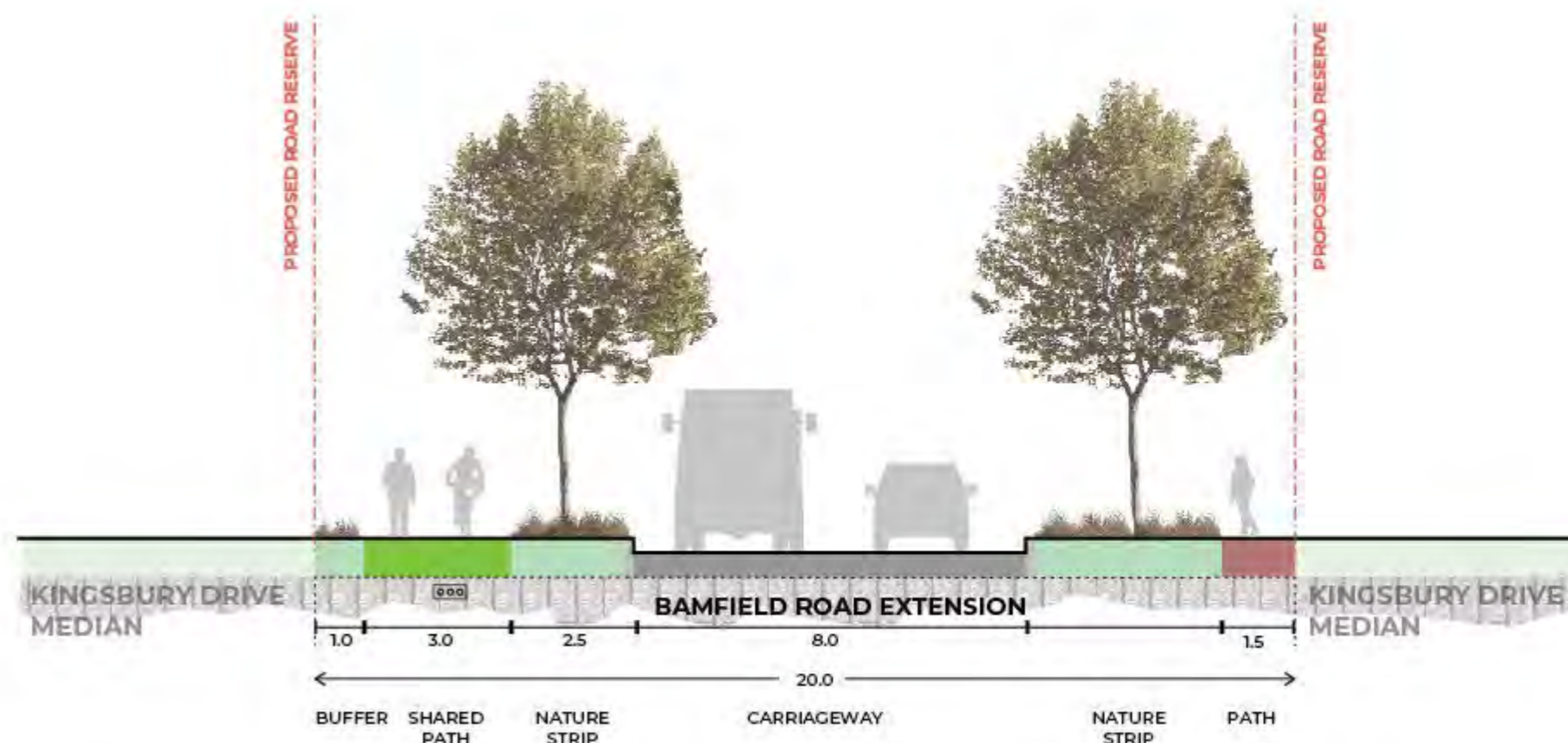
Objectives

- Improve vehicular connectivity to the eastern part of the precinct.
- Ease reliance on Waterdale Road as the sole northern link through the entire Heidelberg West Business Park precinct.
- Improve connections to key northern destinations (Plenty Road, Metropolitan Ring Road, North-east Link)

Strategies

- The proposed link would comprise of a 20.0m wide road reserve comprising of a two-lane street with landscaped verges. A 3.0m wide shared path is proposed to link along the western side of Bamfield Road to connect to the existing shared path on the northern side of Kingsbury Drive.
- A signalised intersection is proposed at this location to facilitate vehicular movements in and out of the precinct.
- Engage with Darebin City Council to establish a shared vision for linkages to Kingsbury Drive to support advocacy to State authorities.
- Liase with the relevant road authority to outline the public benefit of the additional link and advocate for change.

Bamfield Road Extension Sections



Campus Creek character precedents

KYLTA ROAD LINK

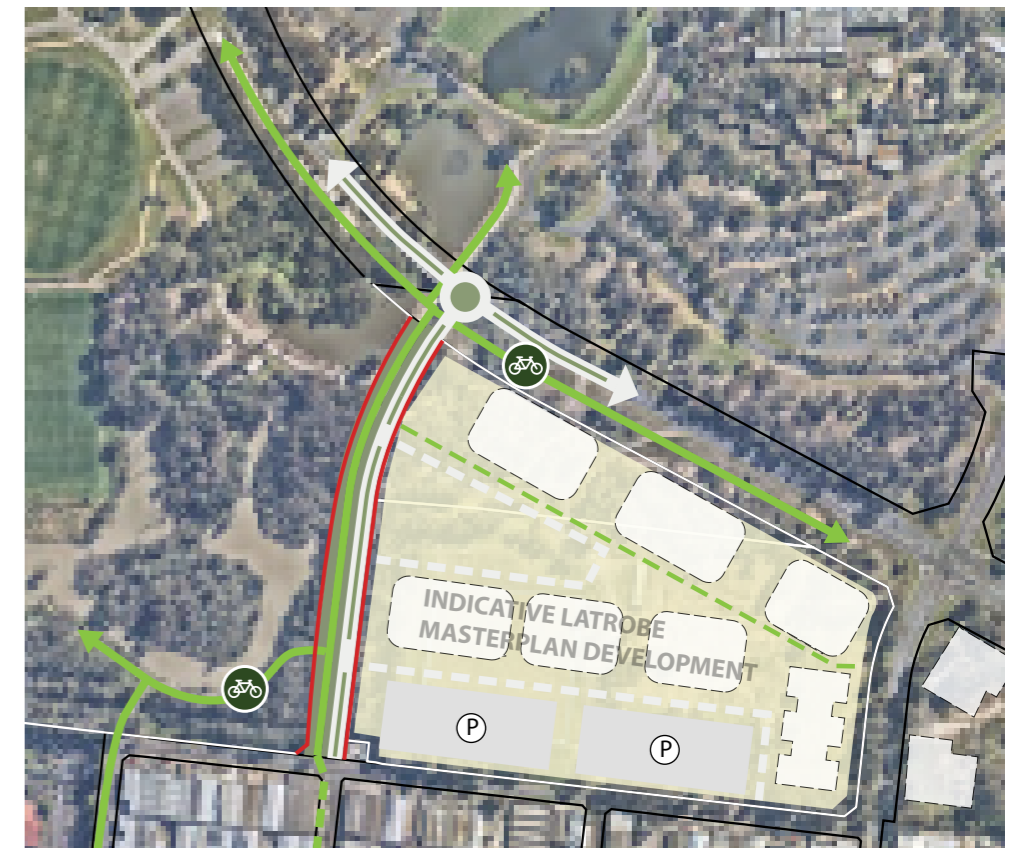
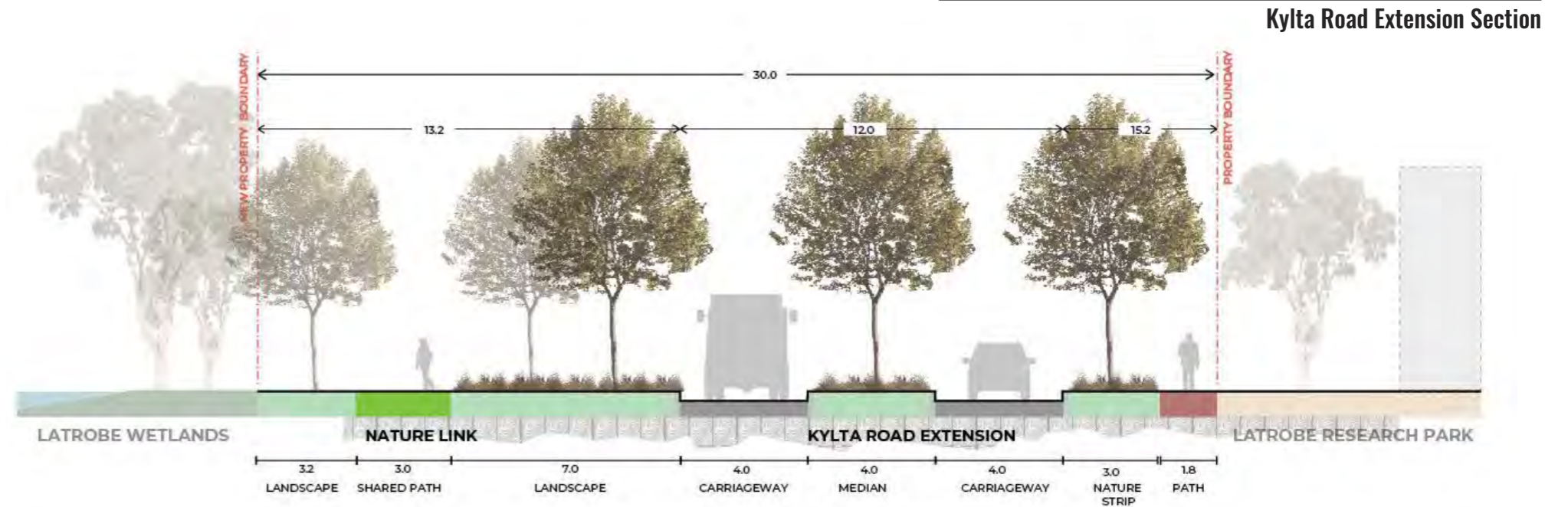
Linking to Kingsbury Drive via an existing unutilised road reserve, the Kylta Road link will provide improved connectivity to the west of the precinct.

Objectives

- Improve vehicular connectivity to the western part of the precinct.
- Ease reliance on Waterdale Road as the sole northern link through the entire Heidelberg West Business Park precinct.
- Improve connections to key northern destinations (Plenty Road, Metropolitan Ring Road, North-east Link)

Strategies

- The proposed link would utilise the existing unutilised 30.0m wide road reserve running north of Kylta Road.
- The link would comprise of a two-lane road with central landscape median. Landscaped verges would buffer a 1.8m pedestrian path on the eastern side providing access to Latrobe’s Research and Innovation Precinct.
- On the western side a significant landscape buffer of 7.0m would separate a 3.0m wide shared path through the existing vegetated landscape that abuts Latrobe University wetlands.
- A signalised intersection is proposed at both the Kingsbury Drive and Crissane Road intersections of the link to facilitate vehicular movements in and out of the precinct.
- Engage with Darebin City Council and Latrobe University to establish a shared vision for linkages to Kingsbury Drive to support advocacy to State authorities.
- Liase with the relevant road authority to outline the public benefit of the additional link and advocate for change.



Indicative Street Section

BUILT FORM AND INFRASTRUCTURE



BUILT FORM OVERVIEW

A diverse mix of built form will be delivered across the HWBP over time. The Masterplan encourages built form intensification to support employment opportunities in key locations while supporting the continuation of lower scale fine grain industry.

Allow for a diverse mix of built form dependent on context

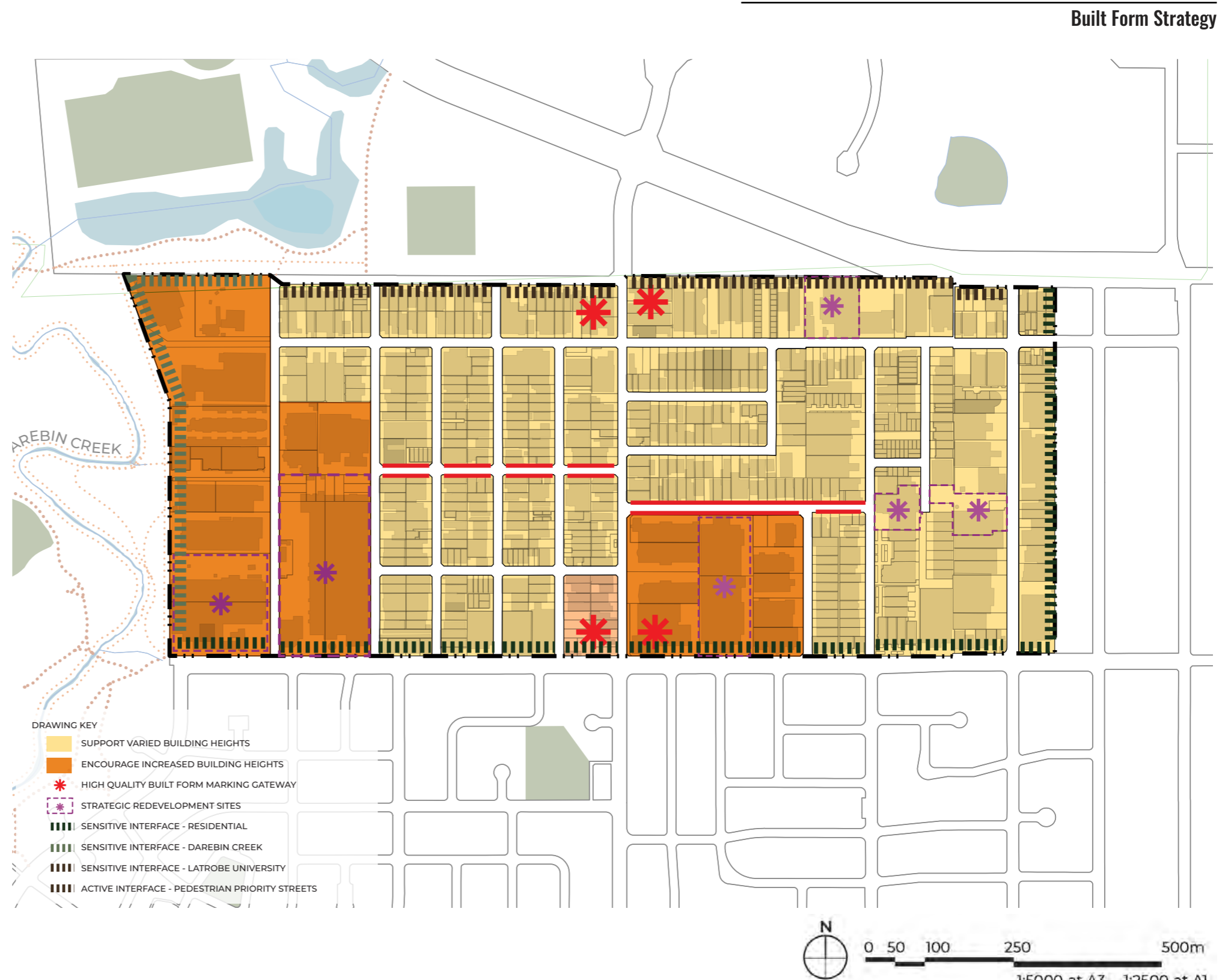
- The Masterplan takes a flexible approach to built form across the employment precinct to ensure enterprise is able to deliver development that meets their needs.
- Higher built form is encouraged in certain areas of the Creek Campus and Gateway precincts where larger scale campus and business headquarter typologies are encouraged. The heights consider the existing lot pattern. If significant land consolidation takes place to realise larger allotments, Council should consider the additional development potential of a larger site to deliver scale.

Built form that contributes to a high quality public realm

- The public realm impact of industrial buildings on the street and pedestrian experience can sometimes be overlooked. The Masterplan seeks for development to improve the street and public realm creating a safe and inviting precinct.
- Interfaces have been identified where particular attention should be given to integrating with the surrounding context such as along interfaces with residential properties and creek landscape.

Gateways and strategic redevelopment sites

- Key gateway locations are identified along Waterdale Road where high quality built form outcomes are sought due to their visibility and impact on the precinct arrival experience.
- Other sites are identified as strategic redevelopment sites due to their size and ability to 'set the tone' of the precinct. It is important that these sites deliver high quality outcomes in keeping with the Masterplan vision and deliver on any identified opportunities for the site.



BUILDING TYPOLOGIES

Proposed Sheehan Road Cross section

We have identified six building typologies that predominate in the HWBP precinct ranging from large warehouses to fine grain sheds. The Masterplan provides built form guidance on how these typologies can be adapted to ensure that both new development and small renovations can contribute positively to the Masterplan.

Objectives

- To ensure that new development delivers improved public realm and amenity outcomes compared to existing building stock.
- To ensure that smaller scale renovations and additions to existing built form contribute positively to delivering the vision of the Masterplan.
- Identifying the constraints and challenges in retrofitting existing buildings compared to new development.

Strategies

- The following pages outline the particular strategies relating to each typology, identifying challenges, opportunities and key considerations.

EXISTING HWBP TYPOLOGIES

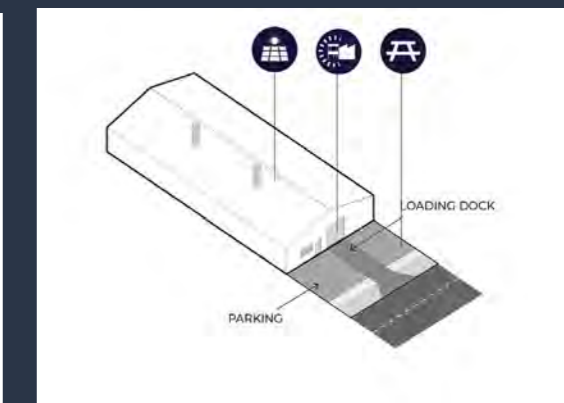
CAMPUS



LARGE SHED



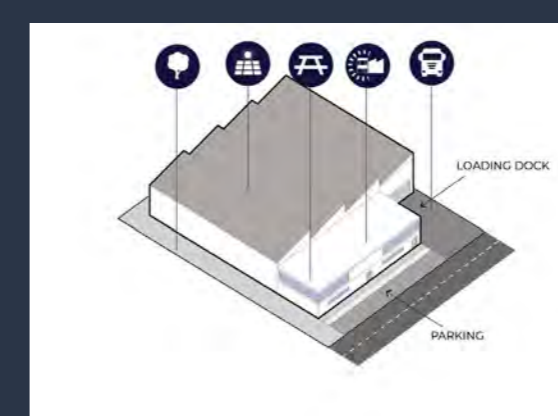
SMALL SHED



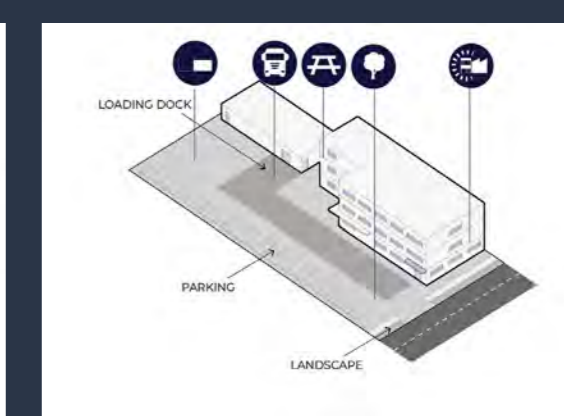
FACTORY-ETTES



SHED/OFFICE



OFFICE



BUILT FORM CHARACTER

New development in HWBP will be diverse providing functional, attractive built form that provides high quality public interfaces, uses robust materials and creates a safe and inviting precinct.

Objectives

- To ensure development contributes positively to the precinct character and delivers on the Masterplan Vision.
- Built form is integrated into the street and landscape.
- Built form creates safe and inviting spaces with clear entries and sensitive interfaces.
- Identify strategic redevelopment sites that should deliver high quality built form outcomes.

Strategies

- Should provide high quality spaces with good access to natural light.
- Office and showroom spaces should be located towards public streets and significant landscapes to create active interfaces. These active areas should be differentiated from other areas of the building through the built form, incorporating glazing, entries and a more detailed architectural outcome.
- Inactive areas should be sleeved or set to the rear of sites.
- Pedestrian entries should be clearly identifiable, safe, inviting and demarcated from vehicle zones.
- Vehicle entries should be consolidated and minimised to reduce the impact on the street.
- Parking areas should be located to the side or rear of a new development. Where that is not possible, parking areas must be screened by significant landscaping to reduce its visual impact.

- Roofs should be utilised for solar panels or green roofs where possible.
- New development should minimise areas of hard-stand surface and maximise landscaping opportunities.
- New development should incorporate rainwater tanks and plumb water tanks to toilets and other sources for industrial reuse.
- Signage should be integrated into the overall design of the development
- Colours, graphics and material changes should be used to create visual diversity and interest in a building.
- Colours, graphics and materials should not be overutilised in building elevation to avoid creating a haphazard built form responses.

Strategic Redevelopment Sites

- The following sites are identified as strategic redevelopment sites due to their size and capacity to deliver a significant development that 'sets the tone' for the precinct. It is important these sites deliver high quality outcomes that deliver the Masterplan vision:
 - 186 Dougharty Road, Heidelberg West
 - 19 Sheehan Road, Heidelberg West
 - 104 Dougharty Road, Heidelberg West
- The following sites are identified as strategic redevelopment sites due to their strategic location and opportunity to provide public pedestrian links to enhance connectivity within the precinct. It is important these sites deliver public access in accordance with the Masterplan as part of any future redevelopment:
 - 108 McEwan Road (link between McEwan Road and Culverlands Street)
 - 135 Bamfield Road (link between Bamfield Road and Culverlands Street)
 - 115 Northern Road (link between Northern Road and Latrobe University land)
 - 19 Sheehan Road, Heidelberg West (link between Kylta Road near Lillimur Avenue and Sheehan Road)

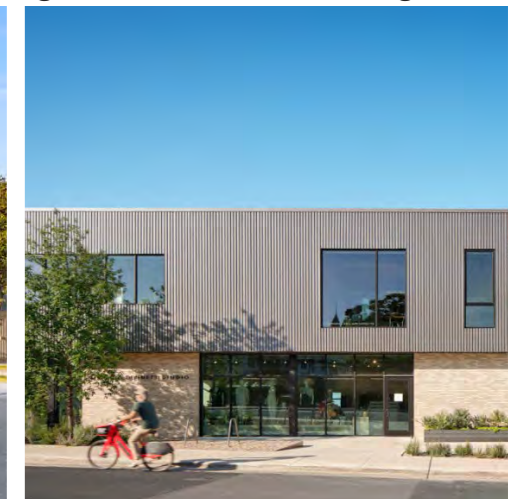
Functional, well detailed built form in robust materials



Engaging facades integrating with landscape



Activating the street with clear inviting entries



RETROFITTING BUILT FORM

Change will also come in the form of alterations to existing buildings. Working with existing buildings poses unique challenges. The Masterplan identifies objectives and strategies for retrofitting to ensure smaller scale redevelopment delivers positive outcomes.

Objectives

- To provide guidance on how additions and alterations to existing buildings can help deliver positive public realm outcomes.
- Support the adaptation and retrofitting of existing building stock as interim development prior to new development occurring.
- Identifying the key challenges facing adapting existing building typologies.
- Outlining differing built form expectations for adapting existing buildings compared to new development.

Strategies

- Evaluate the constraints of the existing building and whether the proposed additions and alterations are a net improvement and provide.
- Encourage the relocation of parking out of front setbacks to the side and rear of the property.
- Seek to consolidated and minimise total number of crossovers required to access retrofitted developments.
- Look for opportunities to introduce small landscape strips and buffers into existing developments to help reduce impervious surface coverage and
- Support alterations and additions forward of the existing building that improves the public street interface.
- Seek the installation of solar panels and solar hot water as part of any upgrades to an existing building.
- Encourage improved natural light and ventilation to existing buildings.
- Encourage the replacement of solid roller doors with transparent roller doors to improve visual connection to the street and passive surveillance.
- Encourage the use of vibrant colour, vegetation and recladding to revitalise tired building facades.
- Support

Improved ground level interfaces

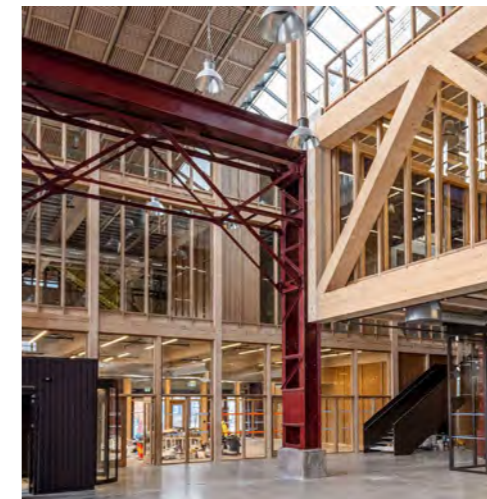


Improving access to natural light



internal retrofits

Contemporary additions engaging the



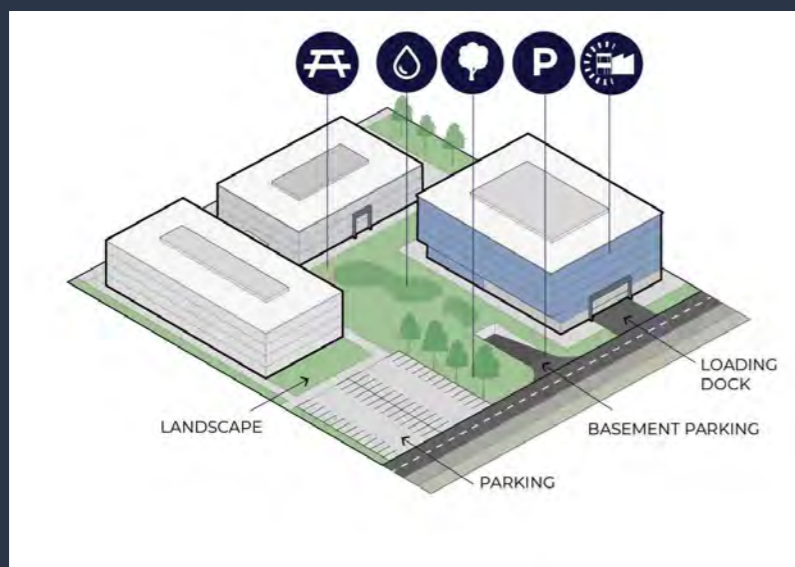
RETROFITTING TYPOLOGIES

Guidance is provided on key considerations for retrofitting existing building stock while working with existing constraints.

EXISTING

FUTURE RETROFIT

CAMPUS



CAMPUS+



RETROFIT STRATEGIES

- Consolidate parking in precinct or basement parking to free up the ground plane
- Incorporate solar energy generation on rooftops and consider on-site batteries
- Utilise the scale of the site to deliver water sensitive landscapes and stormwater management.
- Create common outdoor spaces for workers to sit, relax and meet.
- Upgrade building facades to address the street and key landscapes

LARGE SHED



LARGE SHED+



RETROFIT STRATEGIES

- Provide parking to the side and screen from the street with landscaping.
- Consolidate vehicular access and loading areas to reduce hard stand areas.
- Utilise the large roof space for solar.
- Address access to natural light in a large building through increased glazing, clerestory windows and the creation of internal courtyards.
- Open up long blank facades and encourage integrated extensions to improve public interfaces.

RETROFITTING TYPOLOGIES

EXISTING

FUTURE RETROFIT

FACTORY-ETTES



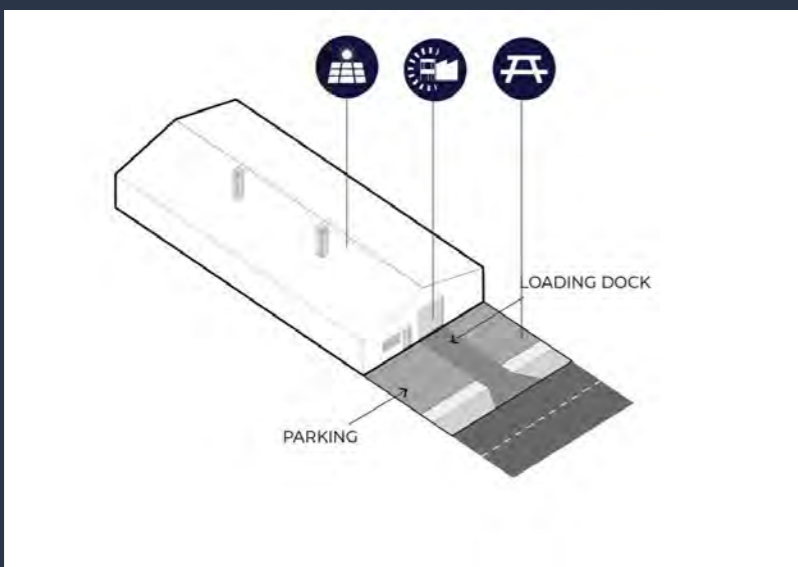
FACTORY-ETTES+



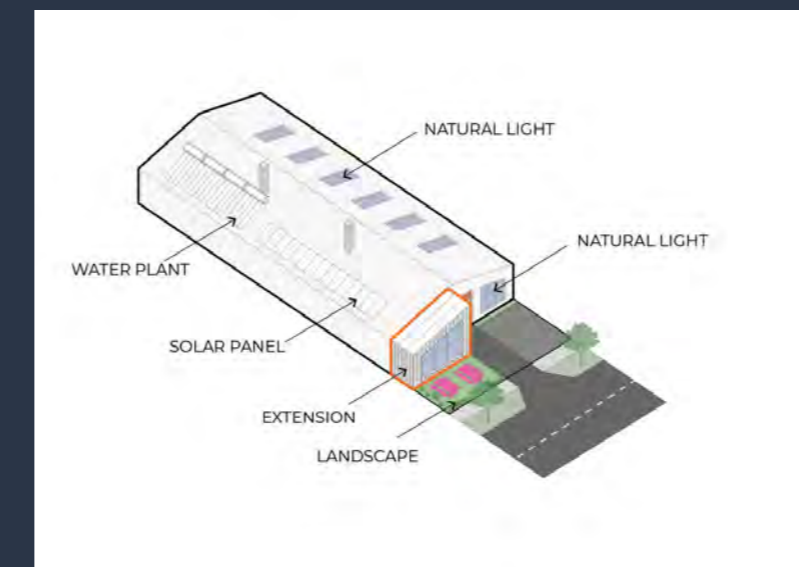
RETROFIT STRATEGIES

- Create diversity and identity amongst factoryettes through varying colours, materials and graphics.
- Redress blank walls facing public spaces with graphics or screen with vegetation.
- Create pocket spaces for workers to rest, eat and take a break.
- Incorporate solar and explore opportunities for shared power.
- Provide buffering landscape where possible and to the street.

FINE GRAIN SHED



FINE GRAIN SHED+



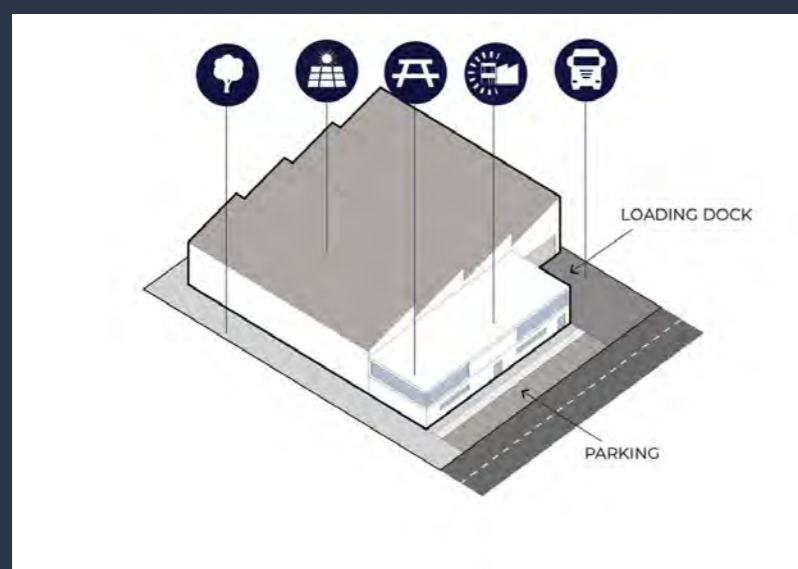
RETROFIT STRATEGIES

- Provide solar panels and solar hot water on the roof.
- Improve natural light through alterations to the roof.
- Support integrated extensions that provide improved interfaces to the street.
- Create a clear and inviting public entry.
- Reduce the amount of hard stand surfaces in the front setback and provide opportunities for screening landscaping and break out spaces.
- Minimise the extent of frontage impacted by crossovers.

RETROFITTING TYPOLOGIES

EXISTING

SHED/OFFICE



FUTURE RETROFIT

SHED/OFFICE+



RETROFIT STRATEGIES

Provide solar panels and solar hot water on the roof.

Support integrated extensions that provide improved interfaces to the street.

Create a clear and inviting public entry separated from vehicles.

Reduce the amount of hard stand surfaces in the front setback and provide opportunities for screening landscaping and break out spaces.

Minimise the extent of frontage impacted by crossovers.

OFFICE



OFFICES+



RETROFIT STRATEGIES

Consolidate parking in a convenient location and improve screening landscaping.

Create a clear public address for new buildings developed on site.

Utilise rooftops for solar energy generation and worker outdoor spaces.

Consolidate loading and vehicular access between multiple buildings

Upgrade building facades to address the street and key landscapes

SUSTAINABILITY & PUBLIC REALM



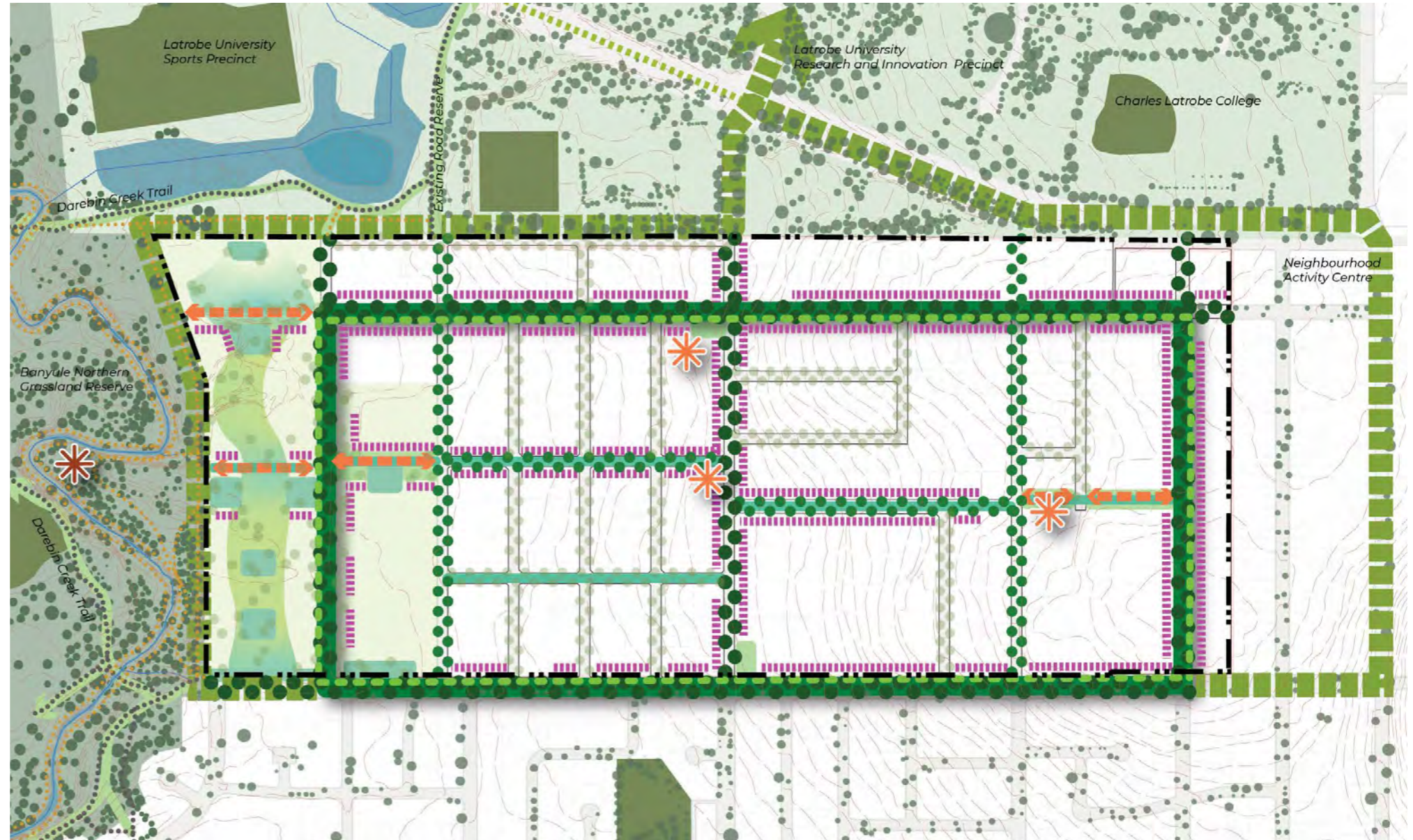
PUBLIC REALM OVERVIEW

The Draft Masterplan endeavors to create an holistic approach to the future planning and upgrades required within the public realm of the Heidelberg West Business Park. Seeking to creating improved connections and pedestrian experience not only throughout the business park but also to the Darebin Creek and surrounding key destinations such as Latrobe University, whilst also considering precinct scale sustainability upgrades and initiatives.

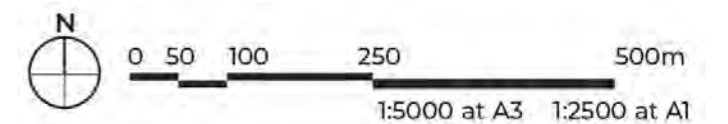
This section is further broken down into the following topics to explore the holistic approach to the public realm and sustainability through objectives, strategies and actions for the Heidelberg West Business Park:

- Cultural Sustainability
- Connecting People with Place
- Versatile & Diverse Experiences
- Integrating the Blue & Green
- A Healthy, Sustainable Environment

Lastly, this section addresses the potential sustainability targets that have been identified to incorporate and plan for in the future development and evolution of the business park with input and supported of Banyule City Council.



DRAWING KEY	
	SITE BOUNDARY
	EXTERNAL ACTIVE TRANSPORT LOOP
	GREEN LOOP SHARED PATH
	PRIMARY STREET TREES / SHADEWAY
	SECONDARY STREET TREES / SHADEWAY
	TERTIARY STREET TREE PLANTING
	SURROUNDING TREES
	BLUE-GREEN STRTEETSCAPES
	DAREBIN CREEK TRAIL
	NATURE TRAILS
	POTENTIAL CATALYST PROJECTS
	POTENTIAL GATHERING LOCATION
	CONTOURS
	WATER COURSE / BODY
	PEDESTRIAN CONNECTIONS
	CREEK CAMPUS PRECINCT
	POTENTIAL OPEN SPACE
	POTENTIAL CREEK CAMPUS OPEN SPACE
	EXTERNAL OPEN SPACE
	POTENTIAL STREET INTERFACE ACTIVATION



CULTURAL SUSTAINABILITY

The masterplan seeks to respect, acknowledge and celebrate the rich culture and connection the Wurundjeri people of the Kulin Nation have as the Traditional Owners of the land and waters to which the Heidelberg West Business Park relates and work collaboratively with First Nations in the future planning of the precinct.

Objectives

- To celebrate and respect the knowledge, culture and identity of the Wurundjeri people and their connection with the land and water to which the Heidelberg West Business Park relates to.
- To ensure the continued engagement and collaboration with the Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation and Wurundjeri Land Council to ensure Indigenous culture, languages and stories is integrated in the future development of the precinct.
- To ensure the embedding of the themes of the celebration and role of water established by the Wurundjeri people is incorporated into the future projects, development and evolution of the site.

Strategies

- Establish an ongoing relationship with Wurrundjeri people of the Kulin Nation to identify projects and opportunities within the precinct to celebrate local indigenous experience and culture.
- Ensure major Council projects within the precinct include engagement with Wurundjeri to provide opportunity to influence the design outcome.
- Explore the integration of indigenous language into place and street names in collaboration with Wurundjeri Land Council.
- Investigate opportunities to connect to Water Country within the precinct, particularly celebration of and connection to the significance of Darebin Creek to Wurundjeri cultural significance.
- Encourage employment of local First Nations people to manage the landscape, particularly that of the Darebin Creek and surrounding environs.
- Encourage engagement with local Indigenous artists through collaboration with First Nation people to incorporate Indigenous public art throughout the precinct.
- Encourage collaboration and knowledge sharing with First Nations for planting of indigenous species throughout the precinct landscaping and opportunities for learning landscapes.
- Investigate opportunities in collaboration with First Nations people to creating a space of gathering and celebration of waters role in the indigenous community within the precinct.

TOP - BANYULE LANTERN FESTIVAL
MIDDLE - DAREBIN CREEK TODAY
BOTTOM - DAREBIN CREEK LOOKOUT SMOKING CEREMONY



CONNECTING PEOPLE WITH PLACE

Innovation precincts are more than just places to work. They provide places to relax, connect, meet, learn and explore. The public realm at HWBP will provide a diversity of spaces as well as link to what makes the area special including its industrial quality, Darebin Creek and its water story.

Objectives

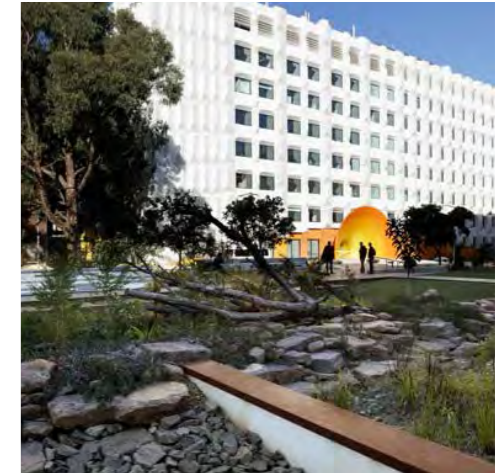
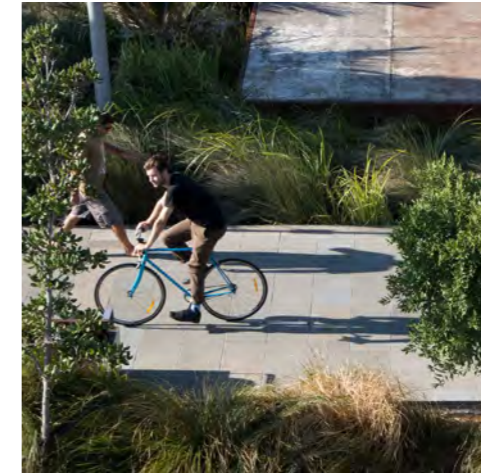
- To celebrate and connect with First Nations culture and landscape with guidance from the Wurundjeri people of the Kulin Nation.
- To establish a clear, network of safe, accessible and connected public spaces and streetscape environments that support a variety of transport choices for people of all abilities.
- To protect and celebrate existing natural landscape features and support the local wildlife with improved corridors.
- To support the championing of new industry growth within the business park by providing a high amenity public realm and celebrate the existing urban industrial local landscape character of the business park.

Strategies

- Continue to work with and build relationships with the Wurundjeri people of the Kulin Nation to create places that reflect, respect and continue to the rich culture and identity of the indigenous community.
- To support a connected, inclusive and involved community.
- Establish future street and pathway connections to follow site topography to create a distinct urban form.

- Ensure a high-quality shared path network is delivered to encourage active transport for commuters and visitors to, from and through the business park.
- Ensure sufficient parking is provided for commuters as well as customers.
- Provide clear wayfinding and signage throughout the business park.
- Improve surface materiality throughout the business park.
- Utilise existing healthy large trees in future development to have instant landscape amenity and shade.
- Establish consistent, dense and expansive street tree planting through streetscapes
- Support innovative responses to parking and logistics, such as provision of multi-level parking and the consolidation of loading.
- Ensure consideration of appropriate and sensitive lighting and passive surveillance is established within existing and future development and design of the precincts, open spaces and streetscapes throughout the industrial precinct and transitioning to the adjoining residential areas.
- Encourage sleeving of parking within private frontages to contribute to the public realm, where appropriate.
- Promote planting of local indigenous species across the precinct.
- Encourage opportunities for planting out of industrial frontages and verges to contribute further to the public realm, the local biodiversity and promote a greener industrial environment.
- Encourage opportunities for vertical greening of industrial buildings to soften the predominantly hardscape environment and contribute to the public realm and local biodiversity.

PUBLIC REALM PRECEDENTS



VERSATILE & DIVERSE EXPERIENCES

Striving for the creation of diverse and well facilitated public spaces that allow for a variety of activities and experiences for all people and workers that inhabit the Heidelberg West Business Park. These spaces endeavour to providing the versatility, dynamic environments in which multiple iterations of working, living, socialising, exercising or playing can occur.

Objectives

- To provide a variety of versatile public spaces and experiences that caters to the diverse community needs within and surrounding the business park.
- To ensure assets and facilities are well-considered and distributed appropriately throughout the business park.

Strategies

- Ensure sufficient public assets and facilities are provided for the needs of the HWBP.
- Support opportunities for frontage activation of businesses, such as cafes, retail or office spaces on the ground floor.
- Support opportunities for a variety of differently extents of activation of spaces, short to long term interventions, such as temporary and permanent parklets or closing of certain streetscapes to cater for community events such as markets.
- Ensure a consistent use of furniture and materiality across the business park's public realm.
- Consider locations for passive or active recreation for workers to socialize and be active during breaks or before and after a workday.
- Encourage flexible working environments for office workers within the business park.

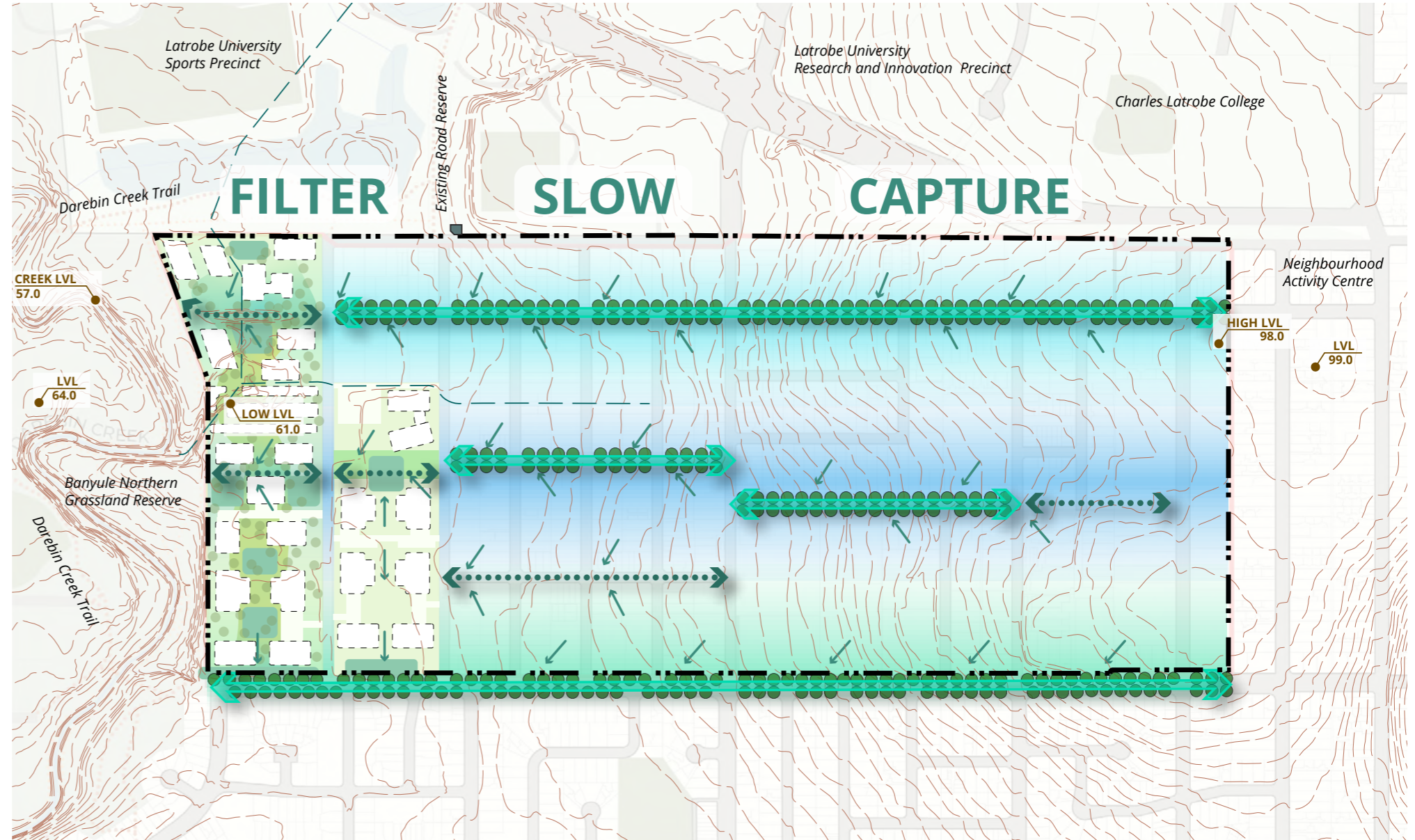
PUBLIC REALM PRECEDENTS



INTEGRATING THE BLUE & GREEN

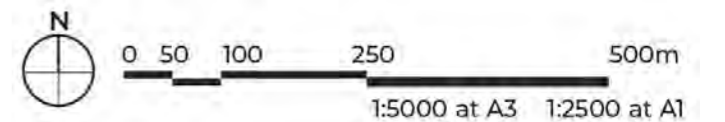
PROPOSED BLUE-GREEN STREETS

The Masterplan will improve stormwater management to create a network of 'blue-green' streets that will be a centrepiece of the precinct's public realm, capturing, slowing and filtering the high amount of polluted stormwater runoff that normally flows straight into Darebin Creek.



DRAWING KEY

- CONTOURS
- PROPOSED BLUE-GREEN STREET
- INCREASE STREET TREE CANOPY
- EXTENSION OF BLUE-GREEN INFRASTRUCTURE
- WATERFLOW DIRECTION
- MELBOURNE WATER DRAINAGE ASSET
- PUMP STATION
- INDICATIVE WETLAND / OPEN SPACE / WATER TREATMENT
- INDICATIVE GREENLINKS
- INDICATIVE SOFTSCAPE AREA
- INDICATIVE BUILTFORM



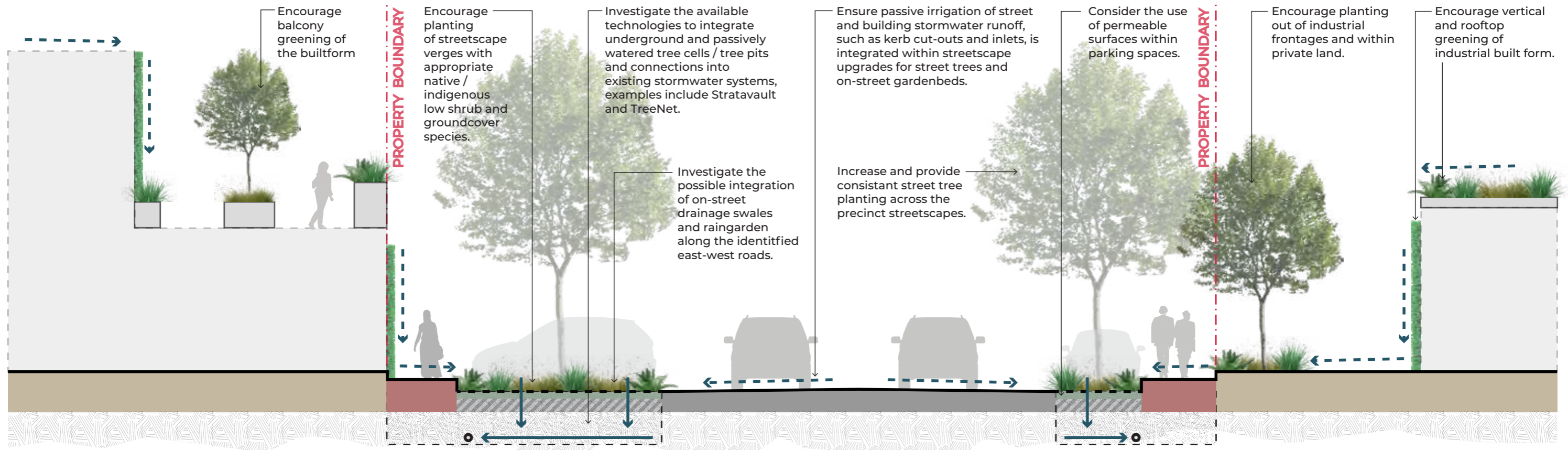
INTEGRATING THE BLUE & GREEN

Objectives

- To promote a greener urban industrial environment and combat climate change and urban heat island effect.
- To establish a precinct approach to water by the integrating best practice methods of water capture, management and filtration.
- To improve creek health from improved stormwater management.

Strategies

- Establish blue-green streetscapes along key east-west streets to capture, filter and slow down stormwater runoff from buildings and streetscapes: a key environmental impact of the precinct.
- Potential to capture the vast majority of stormwater across the precinct and treat it on site.
- Establish larger water sensitive landscapes at the western end of the precinct, due to sufficient room to treat and detain water flows further.
- Increase site permeability to reduce peak runoff flows.
- Integrate WSUD infrastructure to aid stormwater capture, management and filtration, including:
 - + Alternative water supply and passive irrigation systems
 - + Integrated tree pits or tree cells, such as TreeNet and Stratavault.
 - + Drainage swales / raingardens.
 - + Permeable paving, garden-beds with kerb cut-outs.
- Integrate the 100% use of grey water/recycled water for irrigation of vegetation across the business park.
- Encourage vertical, rooftop and balcony greening of industrial built form.



Potential Blue-Green Street Integration

3.5.5 A HEALTHY, SUSTAINABLE ENVIRONMENT

Embedding innovative, healthy and sustainability future changes within the evolution of the business park, this ensures an adaptable and resilient environment for the Heidelberg West Business Park and future generations to enjoy and work within.

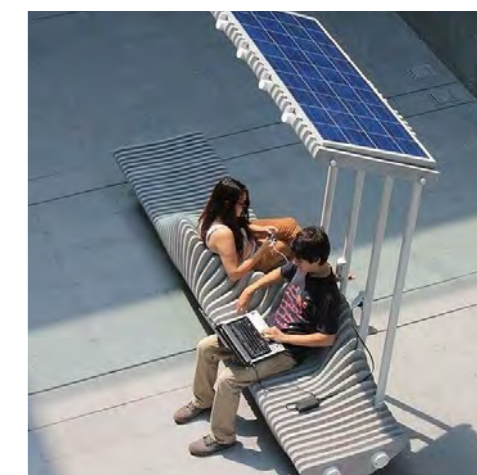
Objectives

- To create an adaptable, innovative and resilient business park and public realm.
- To encourage a sustainable and healthy environment and lifestyle.
- To improve the health of Darebin Creek and surrounding riparian environs.
- To promote and integrate ecological and sustainable best practice in water, energy and waste management.

Strategies

- Create unique landscapes with increase tree planting for urban cooling.
- Establish precinct level commitment and strategy, if any, to reducing climate change impacts and transitioning to net zero emissions.
- Increase street tree planting and canopy coverage along all streetscape where possible and appropriate.
- Encourage the reduction of impermeable surfaces.
- Encourage vertical or rooftop greening of the builtform environment to contribute to establishing the green urban vision of the business park.
- Encourage uptake in renewable energy usage, particularly solar.
- Establish a waste management strategy for the HWBP. Alternatively, Council to commit to delivering an onsite recycling/waste management facility.
- Encourage uptake in electric vehicles (EV's) for business and freight vehicles.
- Encourage uptake in public transport and active transport modes.
- Ensure the protection and revegetation of Darebin Creek and surrounding environs.
- Encourage planting a diverse planting palette that will contribute to increase biodiversity.

SUSTAINABILITY PRECEDENTS



3.5.6 SUSTAINABILITY TARGETS & ACTIONS

TARGETS	ACTIONS
T3.5-01 Achieve a Net Zero rating for the whole of the HWBP by 2050	<p>A3.5-01 Establish HWBP Net Zero strategy</p> <p>A3.5-02 Establish carbon offset strategy</p> <p>A3.5-03 Investigate opportunities for Council to provide incentives/schemes for HWBP businesses to take up more sustainable processes, eg. Waste & hazardous materials reduction; production or use of sustainable products; transfer to renewable energy; encouragement of staff using public or active transport to commute to and from work; applying for sustainable certifications; and sustainable improvements to freight services.</p>
T3.5-02 Achieve an overall Carbon Positive Public Realm in HWBP by 2055	
T3.5-03 Permit application Sustainability Reporting	<p>A3.5-04 Operational Sustainability Report</p> <p>A3.5-05 Building Sustainability Report</p>
T3.5-04 Contribute to Heidelberg West suburb achieving 30% Tree Canopy coverage by 2050	
T3.5-05 Achieve 20% Tree Canopy coverage in the Creek Campus	
T3.5-06 Achieve 30-45% canopy coverage across the footpath and local road network within HWBP by 2050	
T3.5-07 Achieve 30-50% canopy coverage across the open space and shared path network (Green Loop) within the HWBP by 2050	
T3.5-08 Establish a strategy for water treatment on site	A3.5-06 Creek Campus or larger site >1ha, are required to manage additional water flows to pre-development flows

TARGETS	ACTIONS
T3.5-09 Achieve 100% renewable energy usage across the HWBP by 2050, solar & EV's are	<p>A3.5-07 All development sites to be incorporating solar, where the roof space allows</p> <p>A3.5-08 Site hosting XX employees, have to deliver an EV charging station</p> <p>A3.5-09 Freight switching to EVs</p>
T3.5-10 Achieve 100% use of grey water/recycled water for industrial and other uses across the site	<p>A3.5-10 Implement water tanks of a ?? size per ?? ha for a site</p> <p>A3.5-11 Requirement to integrate plumbing from water tanks for industrial use</p>
T3.5-11 Achieve ?% reduction of waste / hazardous chemicals and materials production	<p>A3.5-12 Establish a waste management strategy for the HWBP</p> <p>A3.5-13 Establish incentives for existing or new businesses to establish a recycling/waste management facility on site</p> <p>A3.5-14 Alternatively Council to commit to delivering an on site recycling/waste management facility</p>
T3.5-12 Achieve ?% biodiversity increase across the business park	<p>A3.5-15 Establish a biodiversity strategy for the HWBP</p> <p>A3.5-16 Establish tree and planting palettes for the HWBP</p>
T3.5-13 Achieve 80% native planting across the HWBP	A3.5-16 Establish tree and planting palettes for the HWBP
T3.5-14 Achieve 100% reduction of use of fossil fuels within the HWBP and transition to 100% renewable energy use.	
T3.5-15 25-30% increased overall uptake in public transport and active transport modes for commuters	Existing 17% using every other mode of transport other than cars
T3.5-16 Improve high speed data connections	

CATALYST PROJECTS



KICKSTARTING TRANSFORMATION

Kickstarting transformation

A number of identified catalyst projects will be instrumental in encouraging the transformation of HWBP. These projects are outlined in the following pages.

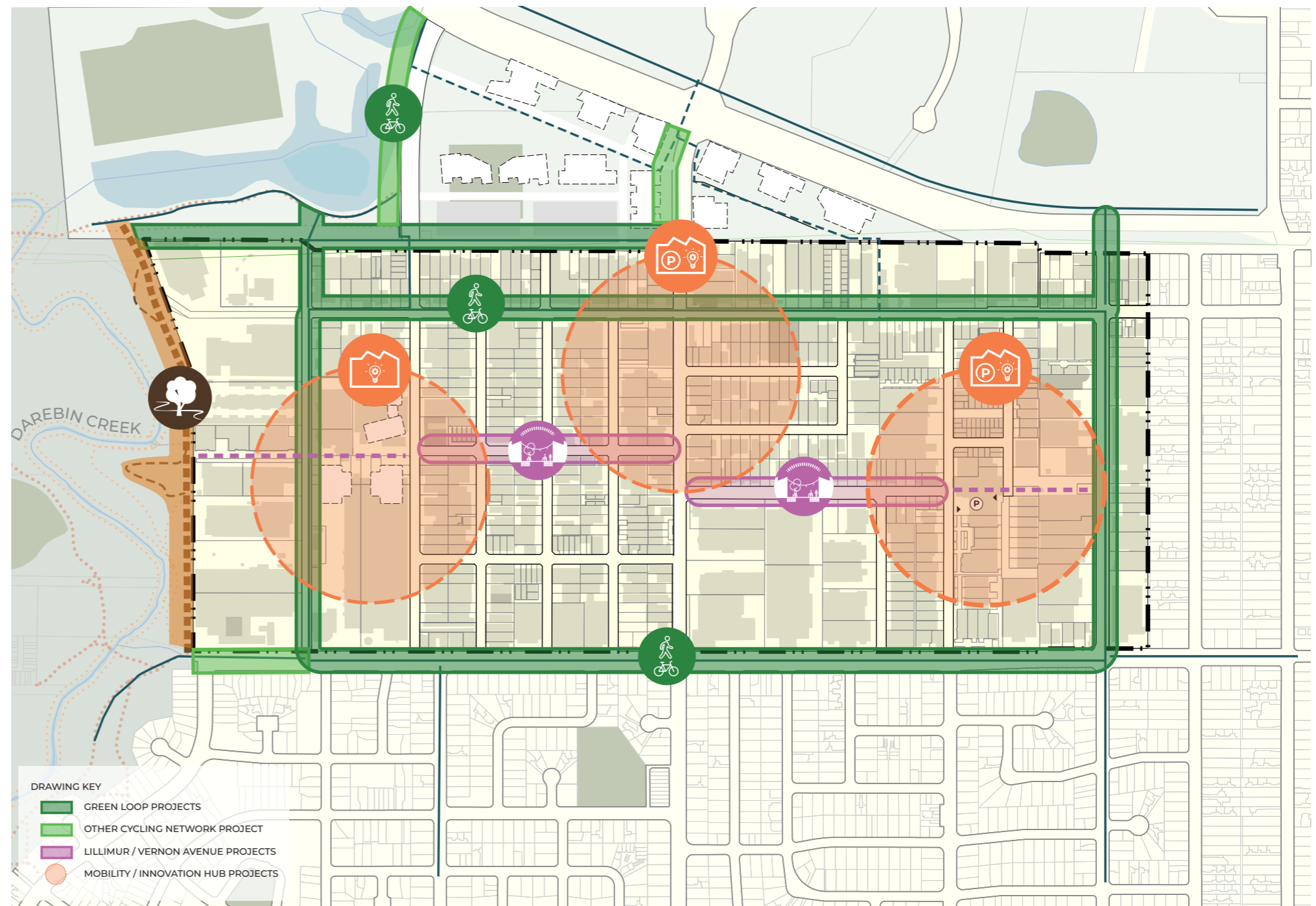
Kick starting a long term vision

- The Masterplan sets out a vision for the HWBP that will guide its development over the next 30 years.
- As a long term vision, it is important that catalyst projects, led by all levels of government (local, state and federal) are key drivers of this change, giving confidence to private enterprise to attract investment.
- Catalyst projects in the early stages demonstrate 'proof-of-concept' and help attract investment to certain areas of HWBP which will benefit most from public investment.
- Catalyst project in the middle and later stages maintain momentum and help encourage new areas of the precinct transform in an orderly coordinated fashion.

Non site specific but locationally important

- Some catalyst projects, namely the three identified hubs sought to be created within the Masterplan will require the purchasing of land to realise.
- No specific sites have been identified for the development of catalyst projects on private land. The Masterplan identifies preferred areas where these catalyst projects should be located.
- The examples shown in this Masterplan are for illustrative purposes only and do not represent the only suitable locations for these hub projects.
- The recommended staging of these projects can be found in the Implementation Chapter.

Catalyst Project Locations



CATALYST PROJECTS

Waterdale Road Hub

This centrally located hub will be a key landmark along the main Waterdale road spine of the precinct, providing precinct infrastructure and business support in the heart of the HWBP opportunities.

Hub locational considerations

- The hub will be located at a suitable location along Waterdale Road, ideally on a corner site with two or more street frontages to improve accessibility and visibility.

Hub functional considerations

- It is anticipated that the hub would provide multi-deck precinct parking sleeved by active uses at the ground storey that support innovation and research industry.
- The hub is proposed to be 4 storeys high and should have a minimum footprint of 1,500 square metres to ensure adequate space for provision of between 200-300 precinct parking spaces.
- Precinct parking will reduce the requirement for on-street parking and support the development of employment on fine grain lots that would otherwise struggle to deliver sufficient on-site parking. Access to precinct parking will be managed by Council.
- A minimum of 50% of the ground floor of the mobility hub should be set aside for a business/innovation hub to support creative and innovative industries. The focus of this hub should be coordinated with the role of other identified hubs in the precinct to support a different focus to other hubs (eg. creative and maker industries vs tech/research industries).
- The mobility hub should include sustainable transport infrastructure including e-charging stations, e-scooter hire, secure bike parking, bike repair, showers and change rooms.

Example Development of Waterdale Hub



Proposed Northern Road Cross section

CATALYST PROJECTS

Bamfield Road Hub

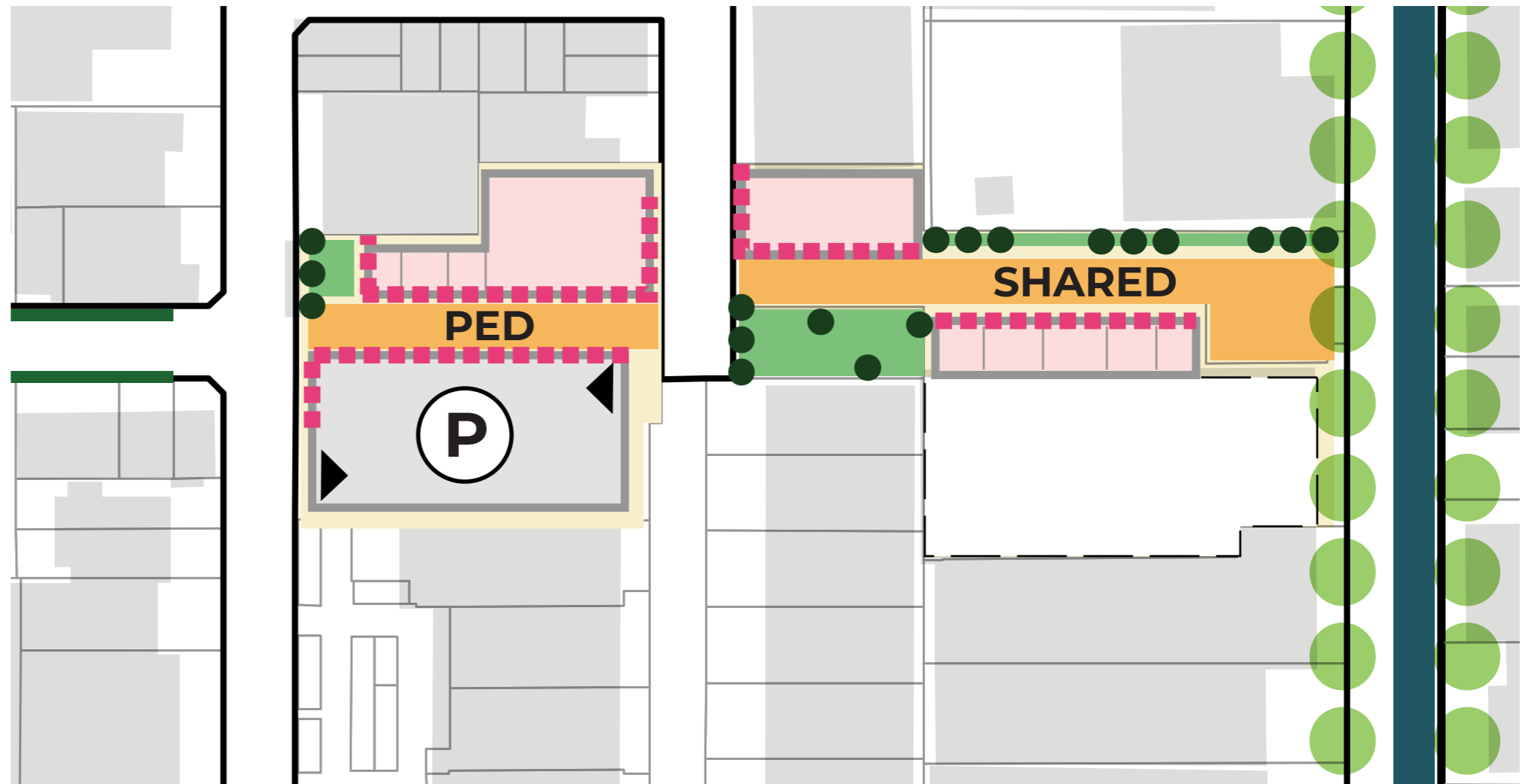
A mobility and innovation hub that will provide the east of the HWBP with improved parking and business support opportunities.

Hub locational considerations

- The hub would be ideally located east of Waterdale Road, along Bamfield Road or McEwan Road. It would ideally help facilitate a public pedestrian link between Bamfield and Culverlands Street to support east-west connectivity.
- The site would ideally have more than one street frontage to allow for improved access to the mobility hub.

Hub functional considerations

- It is anticipated that the hub would provide multi-deck precinct parking sleeved by active uses at the ground storey that support innovative and creative industry.
- The hub is proposed to be 4 storeys high and should have a minimum footprint of 1,500 square metres to ensure adequate space for provision of between 200-300 precinct parking spaces.
- Precinct parking will reduce the requirement for on-street parking and support the development of employment on fine grain lots that would otherwise struggle to deliver sufficient on-site parking. Access to precinct parking will be managed by Council.
- A minimum of 50% of the ground floor of the mobility hub should be set aside for a business/innovation hub to support creative and innovative industries.
- The mobility hub should include sustainable transport infrastructure including e-charging stations, e-scooter hire, secure bike parking, bike repair, showers and change rooms.



CATALYST PROJECTS

Darebin Creek Innovation Hub

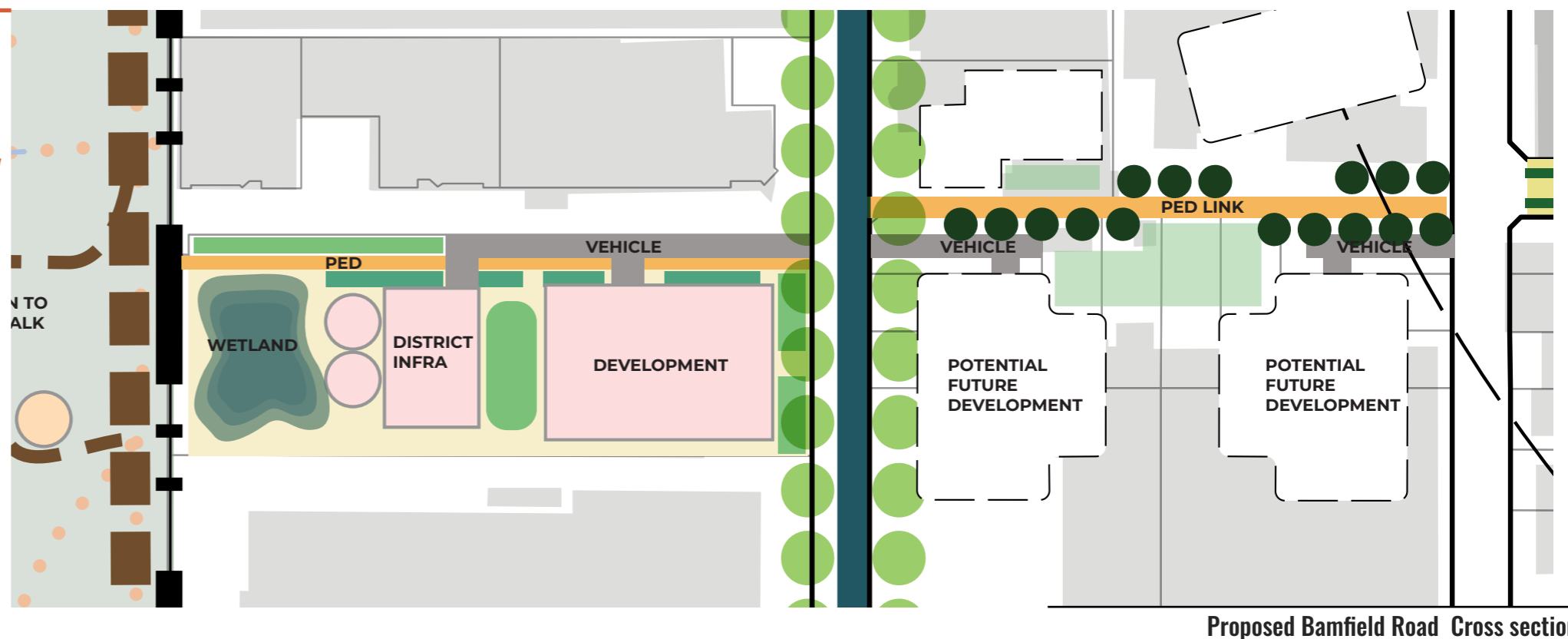
This catalyst project raises the potential for an innovation hub near the Darebin Creek that provides a hub for innovation and new business while showcasing the sustainability credentials of the precinct.

Hub locational considerations

- The hub would be ideally located west of Waterdale Road, along Sheehans Road with a direct interface to Darebin Creek and the Banyule Northern Grassland Reserve.
- The hub would provide a public pedestrian link through to Darebin Creek improving connectivity.
- Ideally the hub would be located close to the proposed public link provided between Lillimur Avenue and Sheehans Road to align connections.

Hub functional considerations

- The hub is envisaged to provide an opportunity to showcase the sustainability of the precinct, providing an innovation hub specialising in sustainable industry and research and business support.
- This might be colocated with district sustainable infrastructure which could include varying uses such as a recycling centre, precinct water treatment and recycling, wetlands, community battery infrastructure and thermal storage.



CATALYST PROJECTS

Lillimur Avenue & Vernon Avenue

These two streets will be revitalised as pedestrian friendly streets improving east-west connectivity and providing spaces to sit, walk and meet in the precinct.

Initial interventions

- Improve the public realm amenity of Lillimur Avenue and Vernon Avenue beginning with small scale interventions that work within the existing context.
- Along Lillimur Avenue encourage the upgrading of footpaths and lighting alongside the instatement of street trees, street furniture and landscaping.
- Along Vernon Avenue upgrade footpaths, lighting and locate public break-out spaces near existing street trees to leverage existing amenity.
- Support the removal of some on-street parking along both streets to create pocket parks and break-out spaces to sit, eat and meet for surrounding workers.

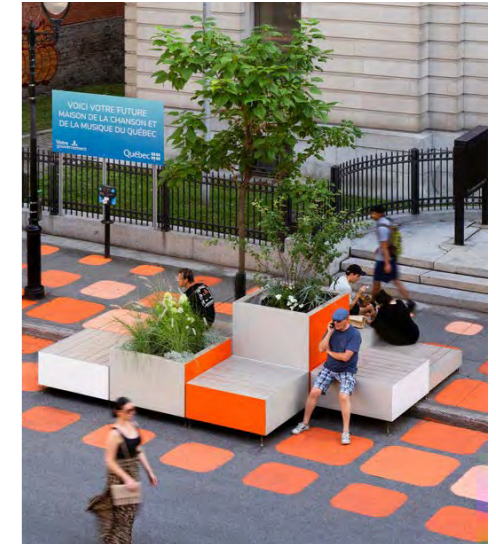
Transitioning access over time

- As redevelopment occurs vehicular access off Lillimur Avenue and Vernon Avenue will be discouraged where access can be provided from other streets. This will increasingly free up space in the street for further public realm upgrades.
- Implement traffic calming measures along both streets to improve pedestrian amenity and create a slow-speed environment.
- Support narrowing or adapting the road space to provide more public realm improvements.
- Integrating WSUD elements into the streetscape to improve stormwater management.

Lillimur and Vernon Avenue today



Lillimur Avenue - greening and pop-up interventions



Vernon Avenue - water sensitive landscapes and break out spaces

CATALYST PROJECTS

The Green Loop

Creating a continuous micromobility corridor around the precinct to support sustainable transport.

A micromobility corridor

- The Green Loop will be an off-street shared path that provides a contiguous loop around the HWBP to improve safe, off-street connectivity for pedestrians, cyclists and micromobility.
- The Green Loop will run along Dougharty Road, Sheehans Road, Northern Road and Bamfield Road as the primary transit corridors.
- The path will be wide enough (min. 2.5m with a preferred width of 3.0m) to comfortably accommodate the co-mingling of pedestrians and cyclists at appropriate speeds
- The Green Loop will be inserted into the existing road reserve Along some streets, the relocation of services underground will need to be explored to facilitate the Green Loop.
- Development abutting the Green Loop should be designed to minimise the number and width of crossovers to reduce conflicts with the Green Loop.
- Landscaping and street furniture should be incorporated alongside the Green Loop to buffer it from the road reserve.
- In some locations, kerbs will be moved to facilitate the creation of the Green Loop where the back-of-kerb space is insufficient to reach the minimum width.
- The Green Loop will link into the Darebin Creek trail at Dougharty Road and at the top of Sheehans Road to link to the regional bike network.
- The Green Loop will be extended along Crissane Road to connect to a future shared path along Kingsbury Drive linking to the future SRL station to the north and Latrobe University.



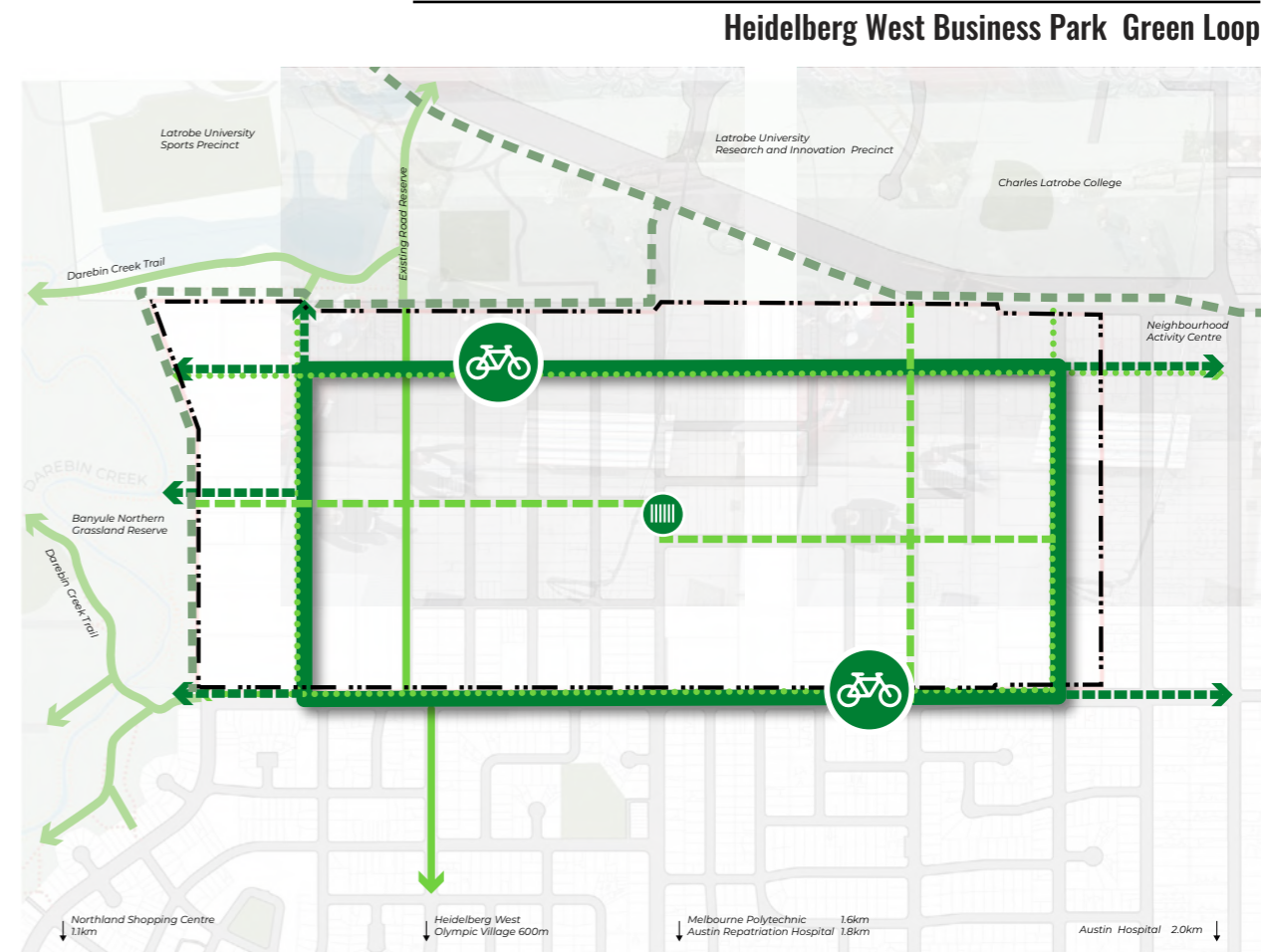
generous shared path arrangement



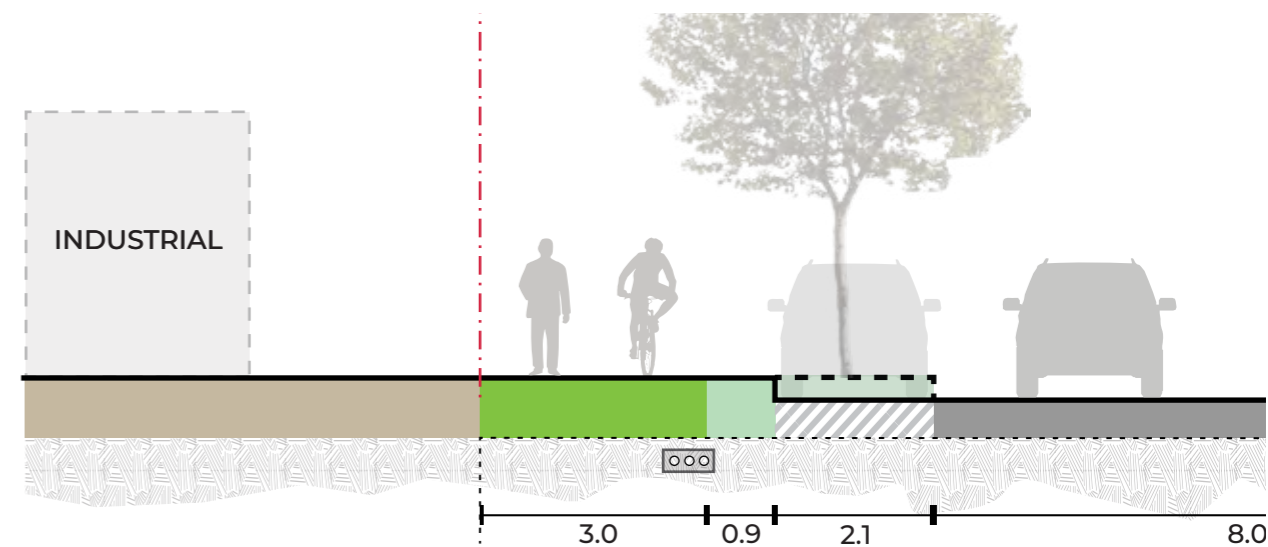
support innovative personal transport



interface safely with adjacent properties



Example section of Green Loop integrated into existing street



CATALYST PROJECTS

Darebin Creek Edge

HWBP's interface to the Darebin Creek will be revitalised through the upgrading of the Banyule Grasslands Reserve to connect people to the indigenous significance of Darebin Creek and provide sensitive places to walk, relax and explore.

An opportunity to Connect to Country

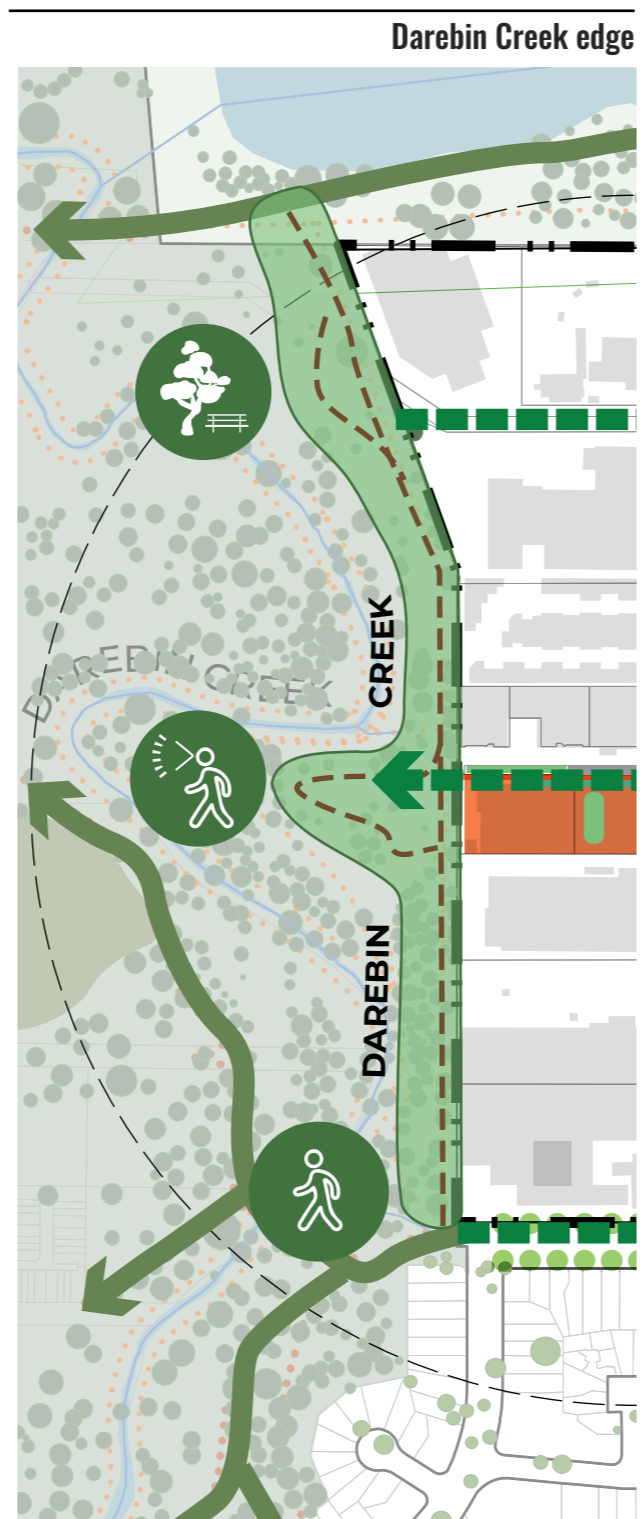
- The project should collaborate with local First Nations groups to identify opportunities to celebrate the ongoing cultural significance of the area. This might include learning landscapes, yarning circles and other indigenous spaces.

Sensitive activation of the creek landscape

- Interventions in this area will be 'light touch' and maintain the ecological integrity of the area. Lighting should be carefully considered to protect local fauna while providing safety.
- Interventions should support passive activities including seating, pavilions/yarning circles and bush gardens
- Interfacing development should be setback to provide significant native landscaping screening built form and 'bleeding' the landscape into HWBP.

Improved connections and interfaces

- A shared path link along the edge of the HWBP will combine with the Darebin Creek trail to create a 1.8km continuous loop supporting lunchtime recreation opportunities.
- Additional public pedestrian linkages will be sought between Sheehans Road and the Banyule Grasslands Reserve to improve east-west connectivity.
- Secure rear gate access from private land directly to the Banyule Grasslands Reserve will also be encouraged to improve access



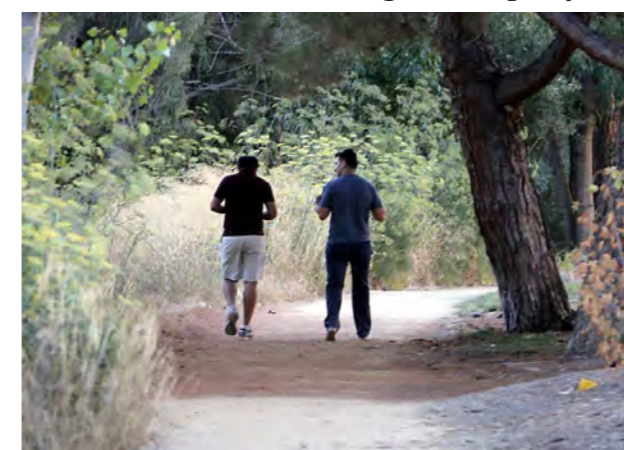
indigenous learning landscapes



places to reflect and gather on Country



walking / running loop trail



PART 4: IMPLEMENTATION

IMPLEMENTATION

Overview

Making the vision of the Masterplan a reality requires a clear implementation strategy. The following pages outline the identified actions and projects that will deliver the Masterplan along with indicative staging.

Four key areas have been identified for implementation actions with further detail around these areas provided below.

Strategic Policy Development

Ensuring that the Masterplan is backed up by strong and clear planning policy will be key to realising the vision successfully.

The vast majority of the Masterplan area is located within private land meaning transformation will occur gradually, over time and at the instigation of private third parties. Much of this change will take place through permit applications. As a result, a number of actions have been identified which update the Planning Scheme to ensure local policy and development controls align with the Masterplan. This could include a suite of planning tools rather than a single instrument and could potentially span incorporating the Masterplan into the Planning Scheme as a reference document, development of stronger local planning policy for employment precincts and introduction of design, parking and development contributions controls through overlays.

Catalyst Projects

Making change can be difficult, especially in an established precinct where change can be disruptive to existing business. A key element of instigating change and building trust in the Masterplan is through identifying key projects that will start the transformation, acting as a catalyst to show all stakeholders that the masterplan is being taken seriously and will be implemented. These catalyst projects are important parts of the public realm armature that will support the transformation of Heidelberg West Business Park. These projects are:

- The upgrading of Lillimur Avenue and Vernon Avenue as high quality pedestrian priority streets providing improved east-west connectivity through the precinct.
- The upgrading and widening of Waterdale Road into a high quality boulevard that provides a suitable gateway experience to the precinct while improving transport capacity, public transport and pedestrian experience.
- The creation of the Green Loop shared path along Northern, Bamfield, Dougharty and Sheehans Road to form a sustainable transport loop around the precinct.
- The delivery of three mobility/innovation hubs across the precinct that will drive innovation, provide precinct parking and sustainable transport opportunities.
- The creation of an indigenous learning landscape and trail in the Banyule Grasslands Reserve abutting the western edge of the Heidelberg West Business Park

Other public works projects

Alongside catalyst projects there are also a wide range of more minor works that nevertheless remain crucial elements of the Masterplan.

The upgrading of local roads, repair and improvement of pedestrian footpaths alongside the review and upgrading of street lighting to improve safety at all hours are key objectives of the Masterplan and identified in these actions.

Advocacy and Partnerships

The Masterplan also requires many diverse actors and stakeholder to work collaboratively to unlock the precinct's full potential as the engine room of the Bundoora National Employment and Innovation Cluster.

State authorities such as DTP and Melbourne Water alongside Darebin City Council will be key stakeholders in achieving some of the key strategic links proposed in the Masterplan. Engaging with them on an ongoing basis to build a shared understanding and support of the Masterplan will be key to success.

Latrobe University is the public land manager of much of the land to the north and has long shared ambitions for the land immediately to the north of the HWBP to be redeveloped as part of its Research and Innovation Precinct. Ensuring that transformation both within HWBP and on adjacent land occurs in a coordinated and complimentary manner will ensure that both stakeholder flourish and benefit from a well integrated precinct.

INDICATIVE STAGING

While transformation of HWBP will be partly dependent on private redevelopment. There is a significant opportunity for upgrades and projects within the public realm to instigate renewal and signal investment in the area.

The following pages outline the envisaged staging for public works projects within the HWBP.

Initial Projects (0-5 years)

Lillimur Avenue catalyst project

- Commence public realm upgrades along Lillimur Avenue introducing street trees, urban parklets and pop-up spaces along this avenue in locations where service access is not required.

Green Loop - Sheehans Road segment

- Develop the Sheehans Road Green Loop segment as the first part and 'proof of concept' of the Green Loop. Linking it into the Darebin Creek Trail at both ends.

Plan for future links and roads

- Undertake necessary strategic planning work to identify and require the delivery of identified future public links.
- Undertake necessary strategic planning work to facilitate the acquisition of land along the eastern side of Waterdale Road to facilitate future road widening in an orderly manner.

Earlier Projects (0-10 years)

Green Loop - west of Waterdale Road

- Deliver the Green Loop along Northern Road and Dougharty Road west of Waterdale to complete the western half of the project.

Gradual acquisition to facilitate Waterdale Road

- Being land assembly to facilitate widening Waterdale Road along its eastern side as sites redevelop.

Gradual realisation of western pedestrian links

- Secure safe high quality public access between Lillimur Avenue and Sheehans Road and Sheehans Road to the Darebin Creek as sites redevelop.

Increase advocacy for strategic road links

- Work with state authorities, local business and Latrobe University to build support for the delivery of the proposed new road links to Kingsbury Drive

Darebin Creek edge catalyst project

- Develop the Darebin Creek edge catalyst project to activate the western edge of the HWBP and support renewal of the Creek Campus precinct.

Interim innovation / business incubator hub

- Secure an interim location for an innovation hub within a central location within the precinct to help drive change within the precinct.
- Begin investigations to identify and secure suitable sites for the proposed mobility/innovation hubs.

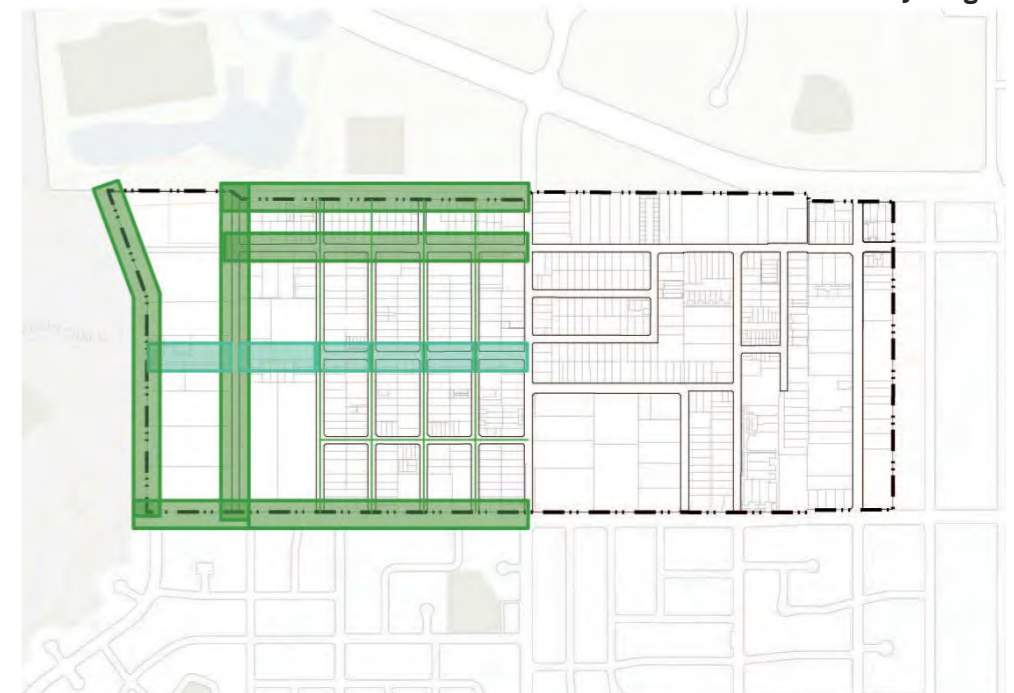
Public realm safety upgrades to west HWBP

- Undertake general upgrades of public realm, lighting and streetscapes to improve western side of HWBP.

Initial Stages



Early Stages



STAGING

Later Projects (10-20 years)

Green Loop - east of Waterdale Road

- Complete the eastern portion of the Green Loop network (east half of Northern and Dougharty and all of Bamfield) to complete the Green Loop network.

Vernon Avenue catalyst project

- Develop the Sheehans Road Green Loop segment as the first part and 'proof of concept' of the Green Loop. Linking it into the Darebin Creek Trail at both ends.

Deliver mobility / innovation hubs

- Deliver one or more identified mobility and innovation hub catalyst projects to provide a wide range of support uses for the precinct including precinct parking, innovation hub and potential district infrastructure.

Deliver new strategic road links

- Work with state authorities and stakeholders to deliver the Kylta Road and Bamfield Road links to Kingsbury Drive.

Deliver eastern pedestrian links

- Secure safe high quality public access between Bamfield Road and Culverlands Street through acquisition or agreement as part of private redevelopment.

Public realm safety upgrades to east HWBP

- Undertake general upgrades of public realm, lighting and streetscapes to improve western side of HWBP.

Final Projects (20+ years)

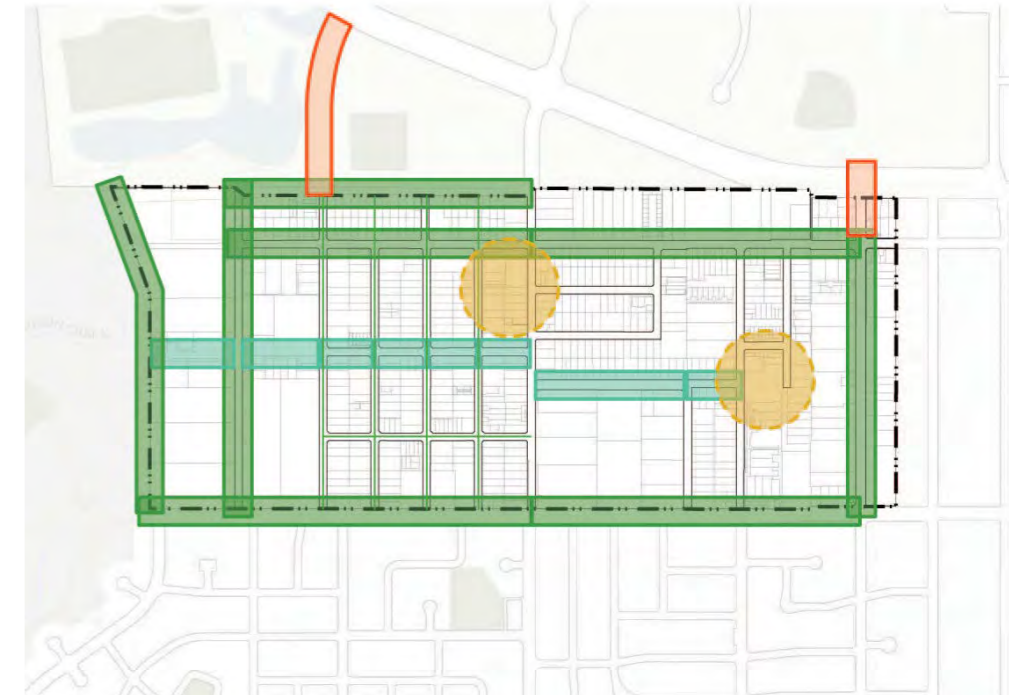
Delivery of upgraded Waterdale Road

- Complete acquisition of land necessary to widen Waterdale Road to its preferred street profile improving public amenity, transport capacity and public transport experience.

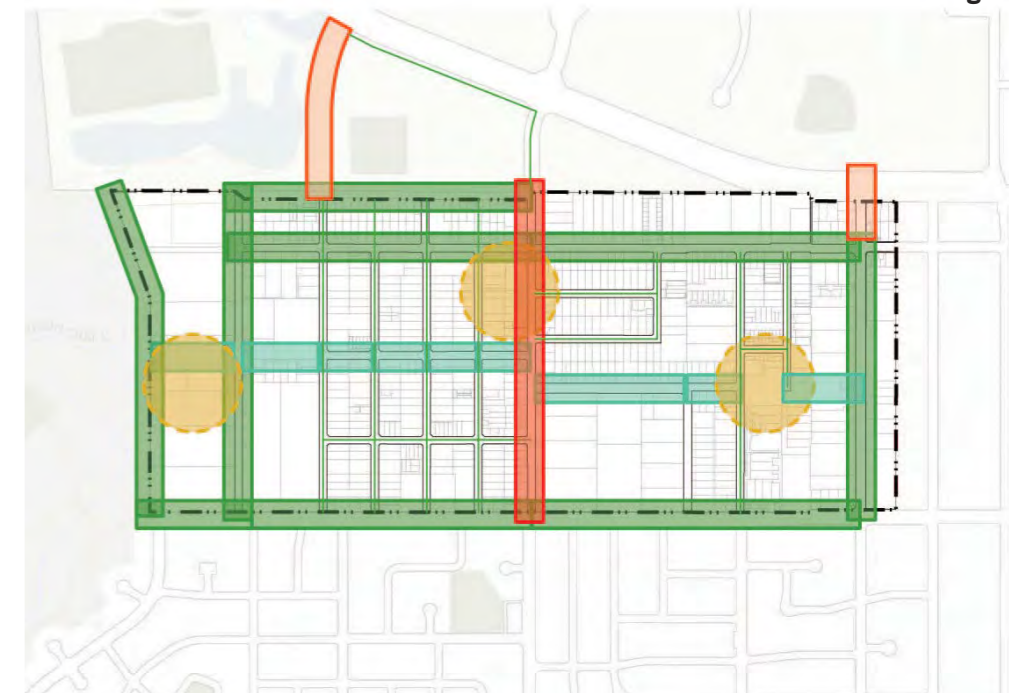
Deliver remaining mobility/innovation hub

- If required, deliver a final mobility/innovation hub in the west of the HWBP per the Masterplan.

Later Stages



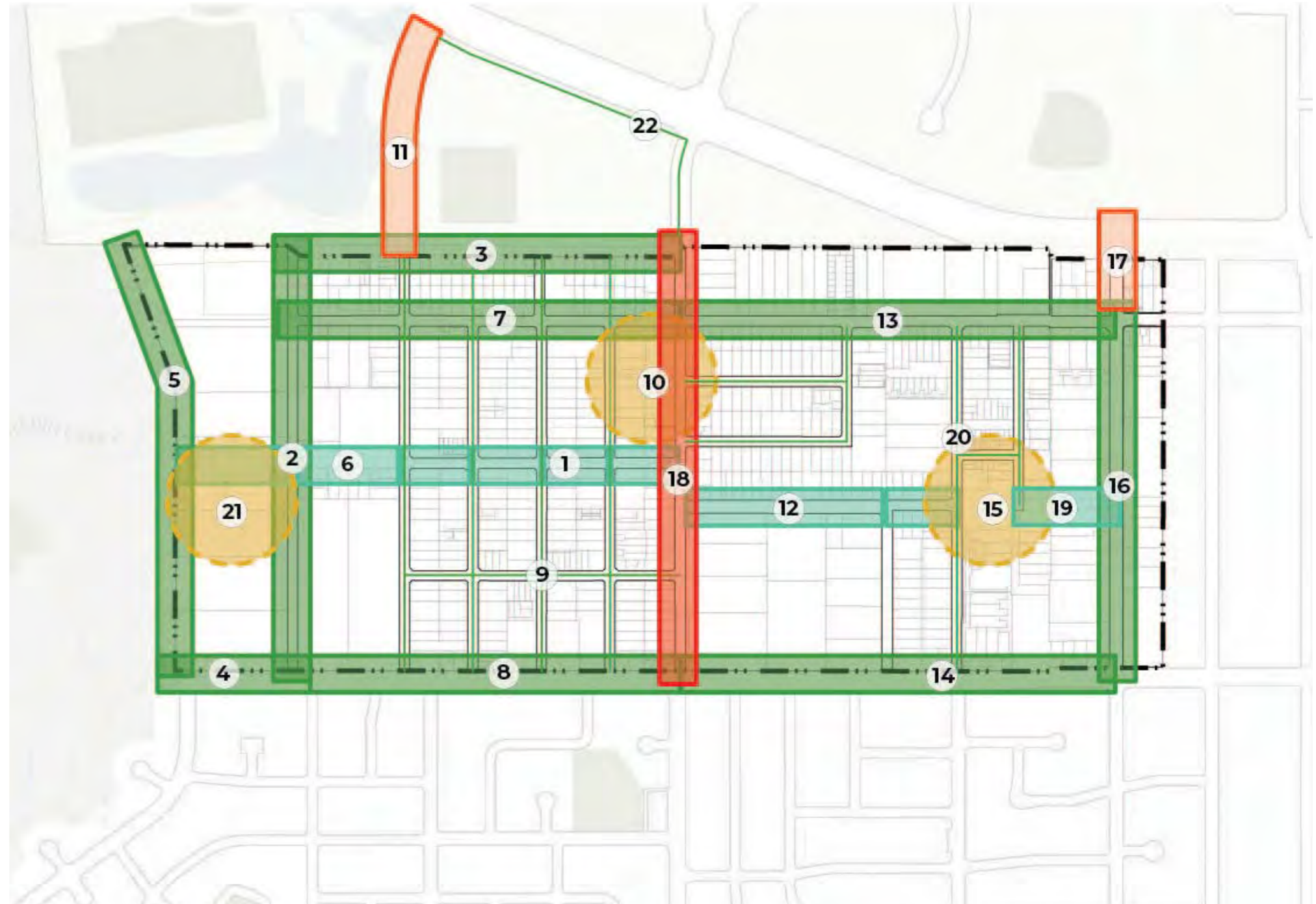
Final Stages



IDENTIFIED PROJECTS

The Masterplan will improve streets, public realm and connections throughout the precinct. A full list of actions and projects can be found on the following pages.

1. Lillimur Avenue public realm upgrades
2. Green Loop - Sheehans Road segment
3. Green Loop - Crissane Road segment
4. Green Loop - Dougharty Road to Darebin Creek Trail
5. Darebin Creek Edge indigenous learning landscape and trail
6. Pedestrian link - Lillimur - Sheehans - Darebin Creek
7. Green Loop - Northern Road western segment
8. Green Loop - Dougharty Road western segment
9. Street safety upgrades - west of Waterdale Road
10. Mobility/innovation hub - Waterdale Road
11. Kylta Road link to Kingsbury Drive
12. Vernon Avenue public realm upgrades
13. Green Loop - Northern Road eastern segment
14. Green Loop - Dougharty Road eastern segment
15. Mobility/innovation hub - Bamfield Road
16. Green Loop - Bamfield Road
17. Bamfield Road link to Kingsbury Drive
18. Waterdale Road upgrades and widening
19. Pedestrian link - Bamfield Road to Culverlands Street
20. Street safety upgrades - east of Waterdale Road
21. Mobility/innovation hub - Darebin Creek



SUMMARY OF ACTIONS

The following table summarises all key actions identified to implement the Masterplan.

The table below outlines the actions required to support the Masterplan, including the indicative staging, responsibility and potential key stakeholders. The actions are divided into five action types; Strategic Policy Development, Catalyst Projects, Other Public Works Projects and Advocacy and Partnerships

Actions provide a brief description of the action/task or project required to be taken as part of the Masterplan.

Indicative Staging outlines the stage at which this project should be undertaken. It should be utilised as a guide only, noting that timing may be dependent on other factors such as funding availability, land assembly and political support. Timing should be responsive to key stakeholder needs.

Responsibility identifies the primary Council departments that should be involved in the undertaking of the action.

Stakeholders identifies any other notable parties who will have a direct interest or influence in the outcomes of the project. It is recommended to ensure that the project plan incorporate an appropriate level of engagement with these stakeholders to realise the project successfully.

	Actions	Indicative Staging	Responsibility	Stakeholders
1	Strategic Policy Development			
1.1	Development of local policy for industrial land / employment precincts to support the Masterplan vision.	Initial	Strategic Planning, Economic Development	HWBP land owners and businesses, DTP
1.2	Investigation and implementation of appropriate zoning and overlay controls to support the Masterplan (eg. DDO, DPO)	Initial	Strategic Planning, Economic Development	HWBP land owners and businesses, DTP
1.3	Development of a Parking Overlay to implement future parking rates, requirements for sustainable transport and eligibility for precinct parking options	Early	Strategic Planning, Transport	HWBP land owners and businesses, DTP
1.4	Develop appropriate planning mechanism to realise widening of Waterdale Road, potentially through the application of a Public Acquisition Overlay	Initial	Strategic Planning, Transport	Landowners adjacent to Waterdale Road, DTP
1.5	Assess the appropriateness of implementing a Development Contributions Overlay in relation to supporting the delivery of capital works improvements within the precinct.	Early	Strategic Planning, Assets and Transport	HWBP land owners and businesses, DTP
1.6	Incorporation of the Masterplan into the Banyule Planning Scheme either as a Reference document or Incorporated Document.	Early	Strategic Planning	DTP
1.7	Establish appropriate mechanism to gain public pedestrian links between the following locations: 1) Lillimur Ave and Sheehans Road 2) Sheehans Road and Darebin Creek 3) Bamfield Road and Culverlands Street	Early	Strategic Planning	affected landowners

SUMMARY OF ACTIONS

Summary of Actions Table

	Actions	Indicative Staging	Responsibility	Stakeholders
2	Catalyst Projects			
2.1	Lillimur Avenue public realm upgrades	Initial (ongoing until completion)	Strategic Planning, Assets, Open Space, Traffic	Landowners adjacent to Lillimur Avenue
2.2	Vernon Avenue public realm upgrades	Later	Strategic Planning, Assets, Open Space, Traffic	Landowners adjacent to Vernon Avenue
2.3	Green Loop - Sheehans Road segment	Initial	Strategic Planning, Sustainable Transport, Assets, Traffic,	Jemena
2.4	Green Loop - Northern Road segment (west of Waterdale)	Early	Strategic Planning, Sustainable Transport, Assets, Traffic,	Jemena
2.5	Green Loop - Northern Road segment (east of Waterdale)	Later	Strategic Planning, Sustainable Transport, Assets, Traffic	Jemena
2.6	Green Loop - Dougharty Road segment (west of Waterdale Road)	Early	Strategic Planning, Sustainable Transport, Assets, Traffic	Jemena, DTP
2.7	Green Loop - Dougharty Road segment (east of Waterdale Road)	Later	Strategic Planning, Sustainable Transport, Assets, , Traffic	Jemena, DTP
2.8	Green Loop - Bamfield Road segment	Later	Strategic Planning, Sustainable Transport, Assets, Traffic	Jemena
2.9	Green Loop - Crissane Road extension (west of Waterdale Road)	Initial	Strategic Planning, Sustainable Transport, Assets, , Traffic	Melbourne Water, Darebin City Council, Latrobe University
2.10	Darebin Creek Edge indigenous discovery landscape and trail	Early	Open Space, Assets, Sustainable Transport	Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation Barrbunin Beek Melbourne Water Adjacent landowners

SUMMARY OF ACTIONS

Summary of Actions Table

	Actions	Indicative Staging	Responsibility	Stakeholders
2.11	Bamfield precinct mobility and innovation hub	Later/Final	Economic Development, Assets, Transport	
2.12	Waterdale precinct mobility and innovation hub	Later	Economic Development, Assets, Transport	
2.13	Sheehans precinct innovation hub	Final	Economic Development, Assets	
2.14	Waterdale Road boulevard upgrade	Final	Traffic, Assets, Open Space, Strategic Planning and Urban Design	DTP, affected landowners, PTV, Latrobe University
3	Other public works projects			
3.1	Undertake an audit of redundant crossover across the precinct to reinstate nature strips in local streets	Early	Transport, Strategic Planning, Assets	
3.2	Undertake an audit of street parking to identify suitable locations for parklet public realm improvements in local streets	Early	Transport, Strategic Planning, Assets	
3.4	Upgrade pedestrian amenity of local streets, reinstate footpath and kerb conditions, plant street trees and safety lighting (west of Waterdale Road)	Early	Assets, Open Space, Transport	
3.5	Upgrade pedestrian amenity of local streets, reinstate footpath and kerb conditions, plant street trees and safety lighting (east of Waterdale Road)	Later	Assets, Open Space, Transport	

SUMMARY OF ACTIONS

Summary of Actions Table

	Actions	Indicative Staging	Responsibility	Stakeholders
4	Advocacy and Partnerships			
1.1	Advocate and support the delivery of the Kylta Road extension to Kingsbury Drive	Later	Transport, Strategic Planning	DTP, Latrobe University, State Government
1.2	Advocate and support the delivery of the Bamfield Road extension to Kingsbury Drive	Later	Transport, Strategic Planning	Darebin City Council, DTP
1.3	Work with DTP and Jemena to plan for the future widening of Waterdale Road	Early	Transport, Strategic Planning	DTP, Jemena, PTV
1.4	Advocate for the extension of a shared path along the southern side of Kingsbury Drive up to the Plenty Road intersection	Later	Sustainable Transport, Strategic Planning	Latrobe University, DTP, Darebin City Council
1.5	Maintain ongoing engagement with Latrobe University to ensure development of the land immediately to the north of HWBP integrates well with the Masterplan.	Initial	Economic Development	Latrobe University, State Government
1.5	Establish an ongoing working group with Darebin City Council to ensure the regional sustainable transport network links seamlessly across municipal boundaries.	Initial	Sustainable Transport	Darebin City Council

mesh

APPENDIX A - STREET SECTIONS



SHEEHAN ROAD - GREEN LOOP

BamCampus Creek character precedents

Sheehan Road

15.3m existing road reserve.

Retain two-way truck capable carriageway (7.7m).

Retain informal on-street parking (approx. 2.5m)

Underground powerlines along full extent.

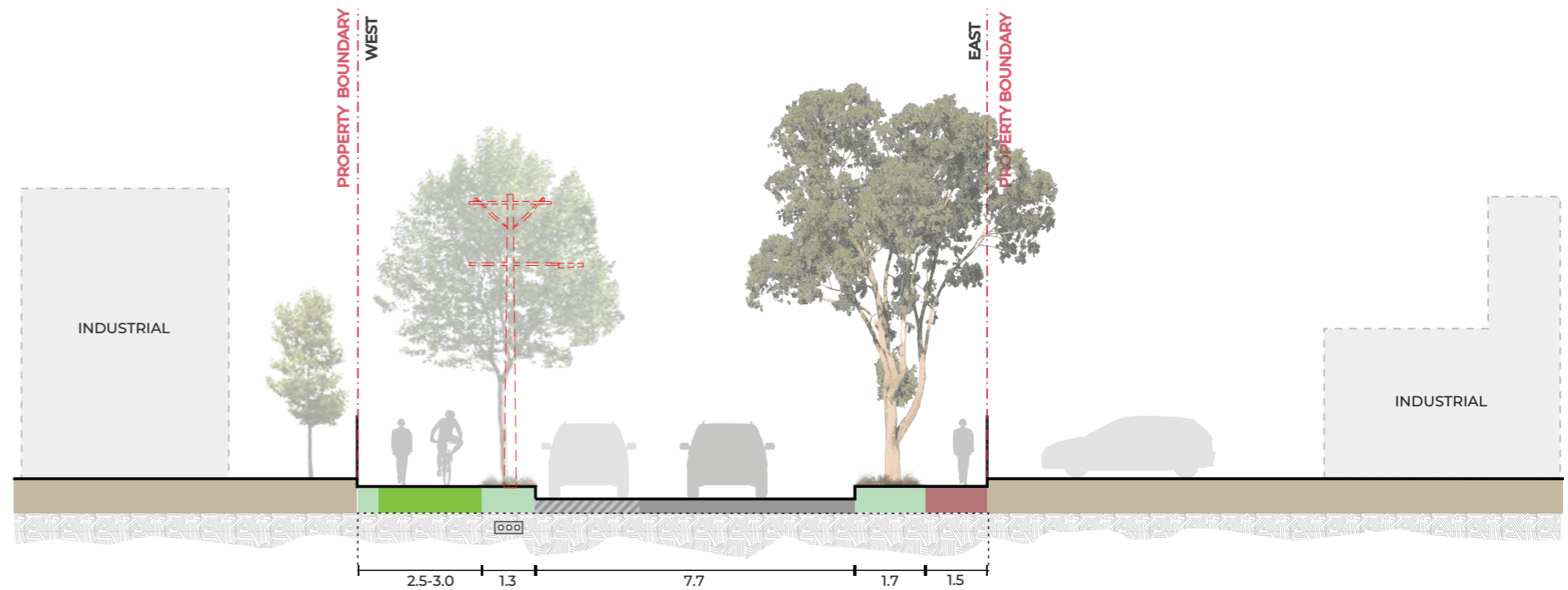
Wide, frequent driveway crossovers to industrial lots.

Locate 3.0m shared path on western side.

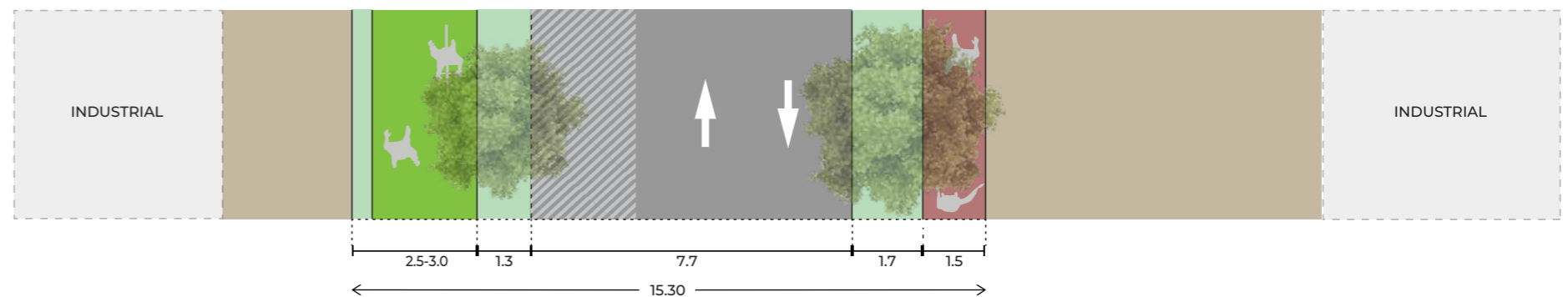
Additional shade provided on western side from buildings.

Resulting narrow verges, will only accommodate small/stunted trees.

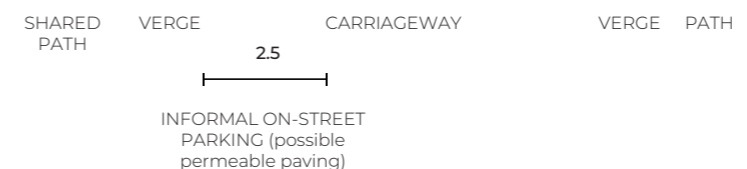
Recommend tree pits.



SECTION A - PROPOSED
SCALE 1:100



SECTION PLAN A - PROPOSED
SCALE 1:100



NORTHERN ROAD - GREEN LOOP

Northern Road

15.3m existing road reserve.

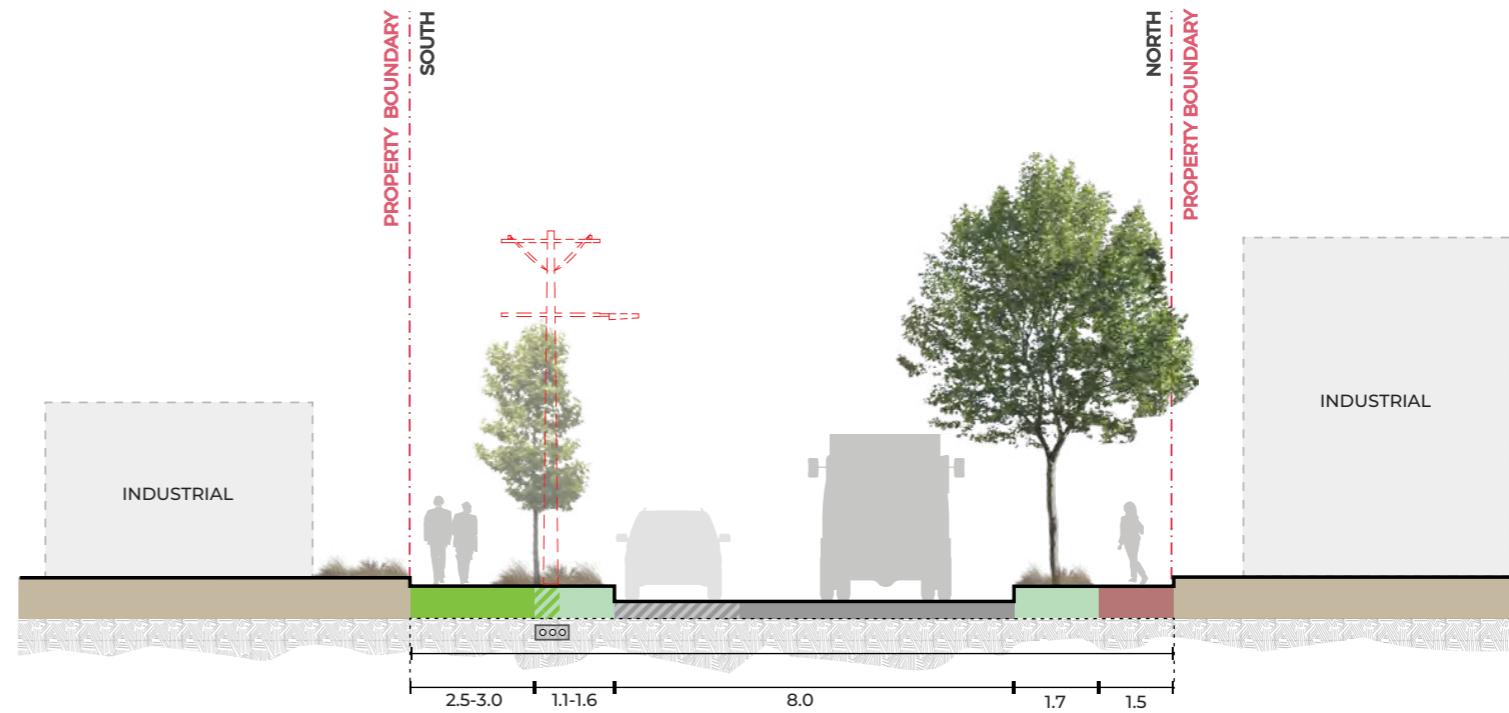
Retain informal on-street parking (approx. 2.5m)

Retain existing southern powerlines.

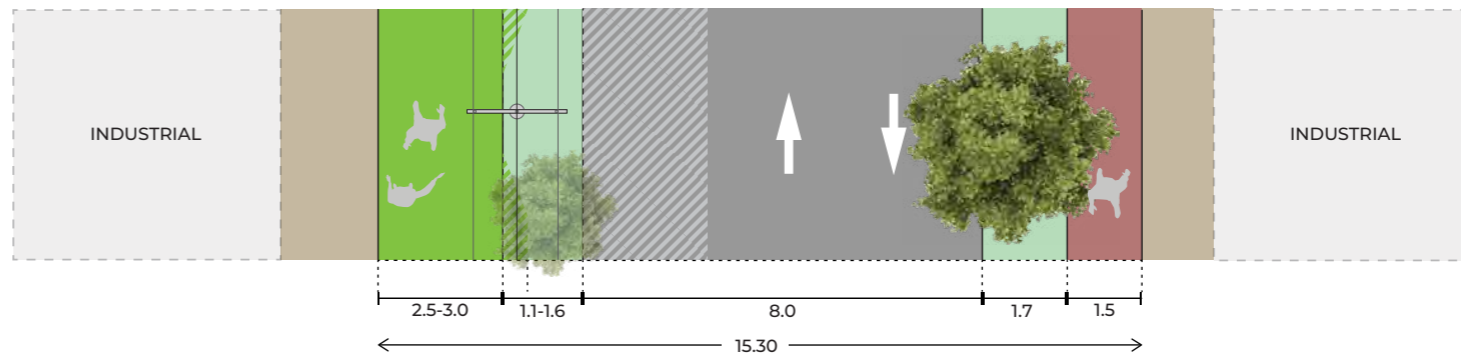
Wide, frequent driveway crossovers to industrial lots.

Locate 2.5-3.0m shared path on southern side.

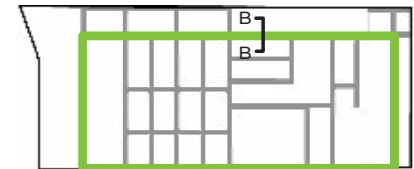
Resulting narrow verges, will only accommodate small/stunted trees. Consider tree pits.



SECTION B - PROPOSED
SCALE 1:100



SECTION PLAN B - PROPOSED
SCALE 1:100



DOUGHARTY ROAD - GREEN LOOP

Dougharty Road

30.2m existing road reserve.

Retain existing powerlines.

Locate 3.0m shared path on northern side.

Retain 1.8m footpath on southern side

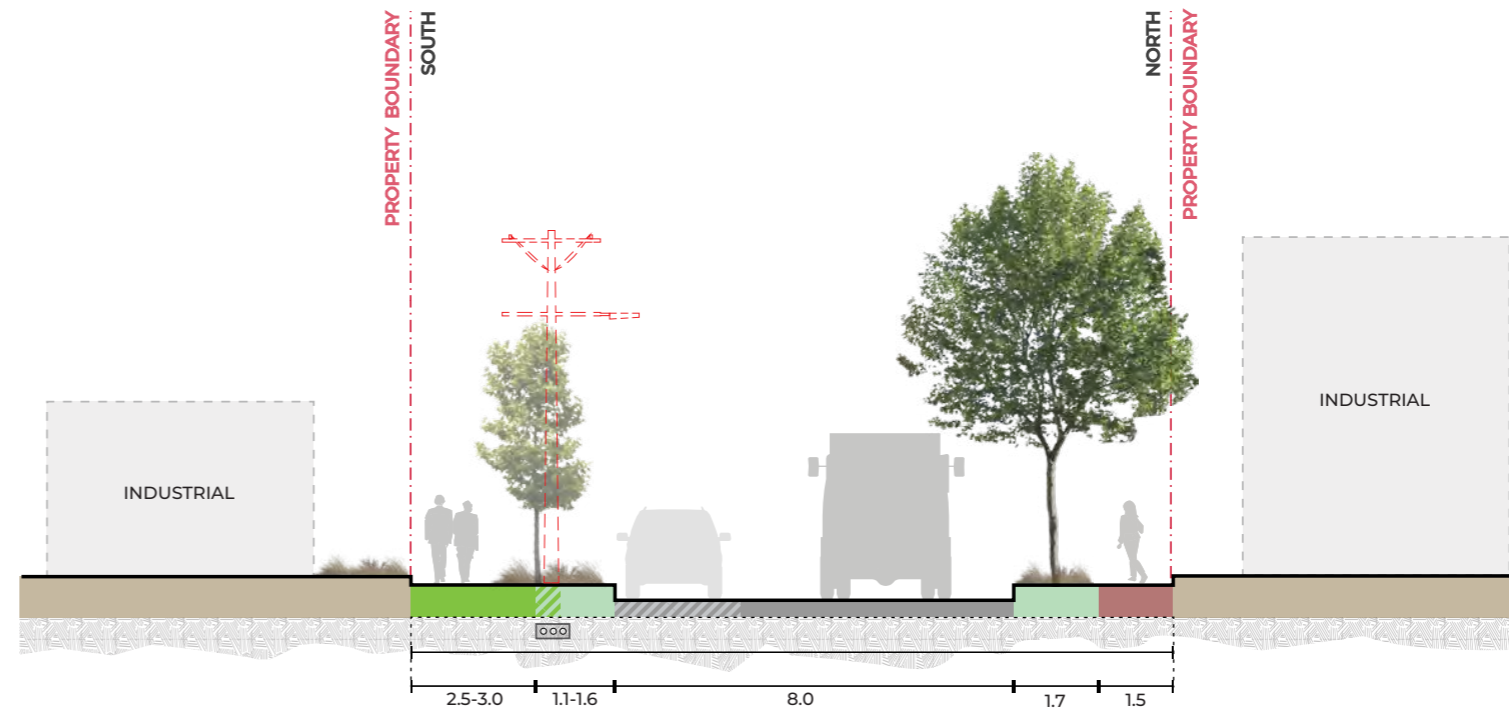
Additional shade provided on northern side from buildings.

Tree outstands.

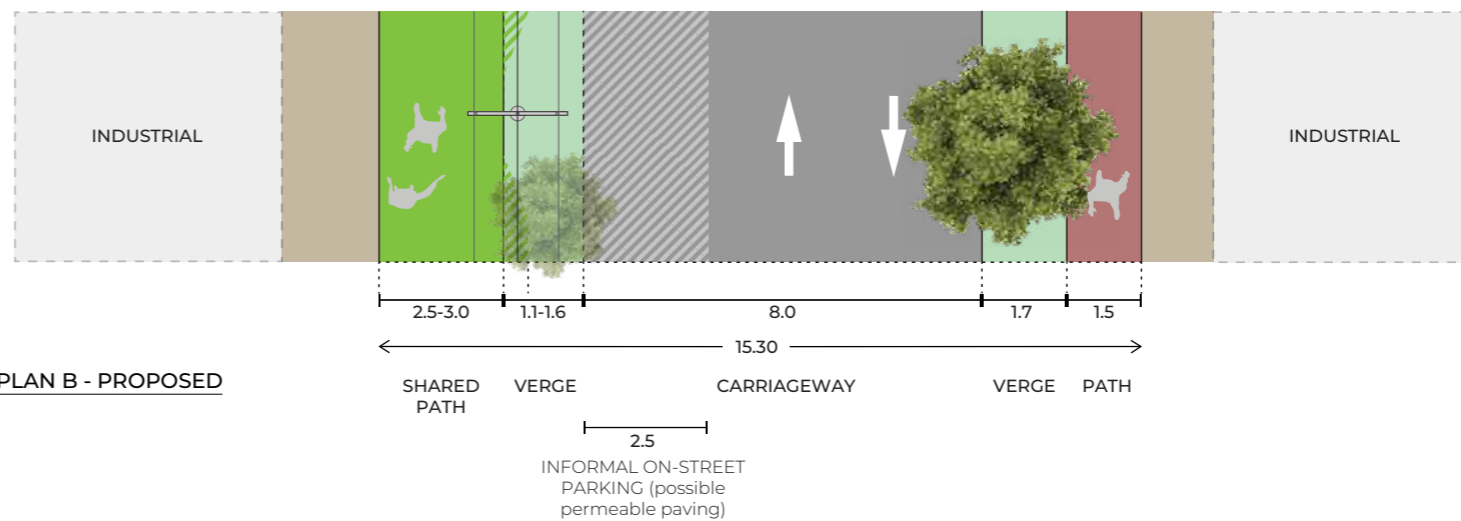
Activation opportunities e.g. parklets, seating, public art, etc.

WSUD opportunities.

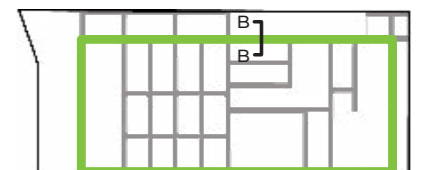
Indicative Street Section



SECTION B - PROPOSED
SCALE 1:100



SECTION PLAN B - PROPOSED
SCALE 1:100



BAMFIELD ROAD - GREEN LOOP

Diagrammatic Plan

Bamfield Road

20.0m existing road reserve.

Change on-street parking to parallel on western side (approx. 2.1m)

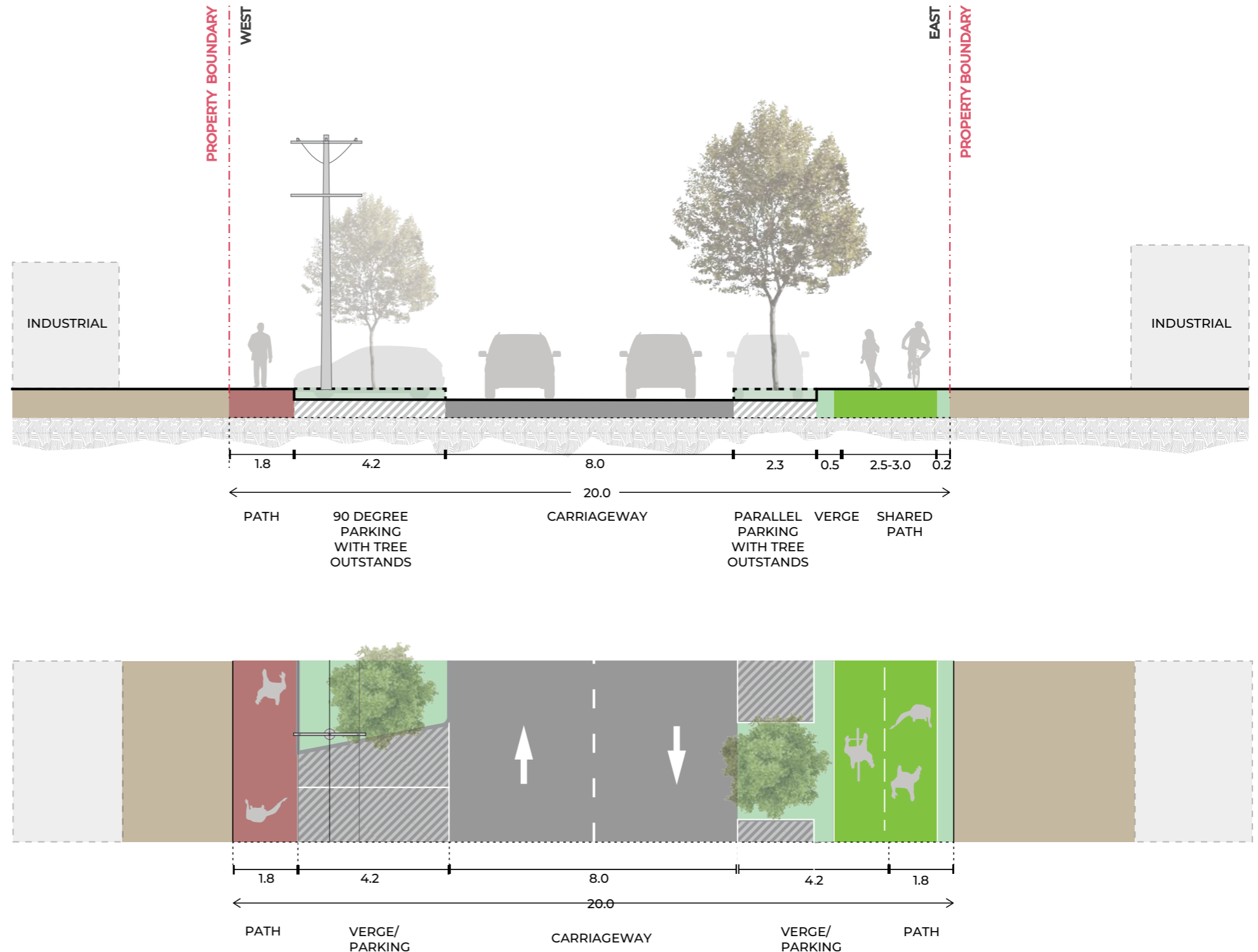
Underground powerlines on the western side.

Locate 3.0m shared path on western side.

Retain 1.8m footpath on eastern side

Resulting narrow or no verges, will only accommodate small/stunted trees. Consider tree pits.

Tree outstands, where possible and appropriate.



LILLIMUR AVENUE

Proposed Bamfield Road Cross section

Lillimur Avenue

20.0m existing road reserve.

Change on-street parking to parallel on western side (approx. 2.1m)

Underground powerlines on the western side.

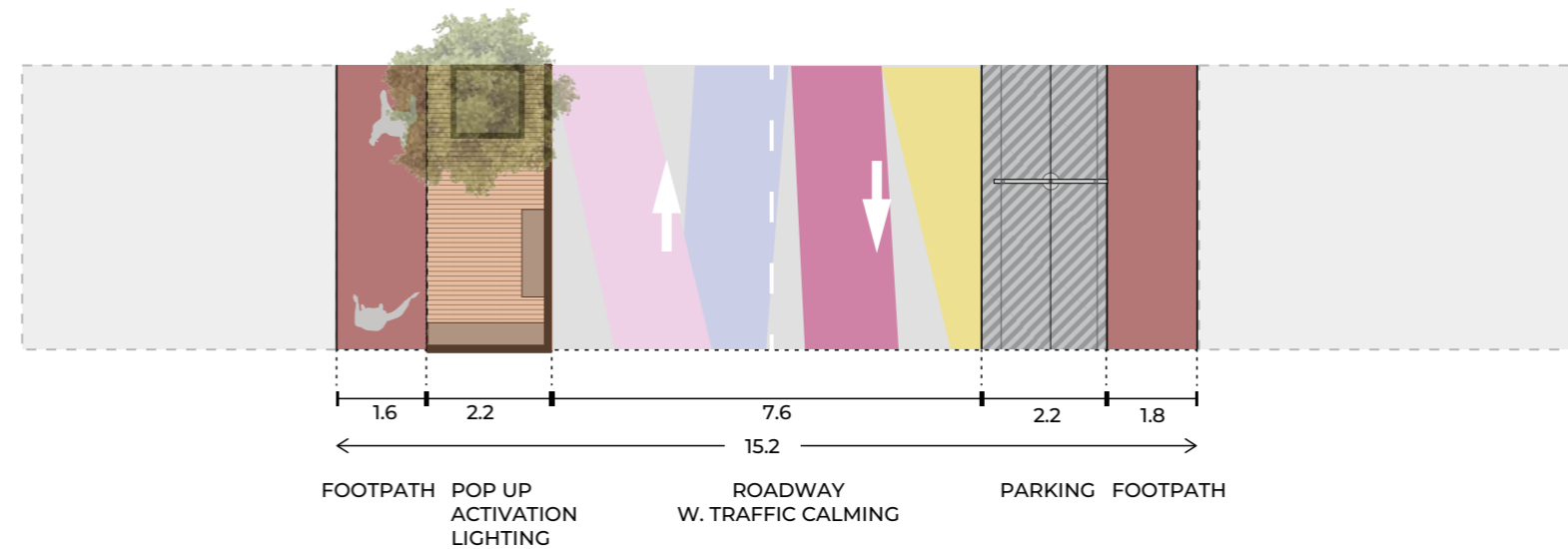
Locate 3.0m shared path on western side.

Retain 1.8m footpath on eastern side

Resulting narrow or no verges, will only accommodate small/stunted trees. Consider tree pits.

Tree outstands, where possible and appropriate.

LILLIMUR AVENUE



VERNON AVENUE

Proposed Bamfield Road Cross section

Vernon Avenue

20.0m existing road reserve.

Change on-street parking to parallel on western side (approx. 2.1m)

Underground powerlines on the western side.

Locate 3.0m shared path on western side.

Retain 1.8m footpath on eastern side

Resulting narrow or no verges, will only accommodate small/stunted trees. Consider tree pits.

Tree outstands, where possible and appropriate.

