



Footscray

Opportunities Paper





Acknowledgement of Country

Maribyrnong City Council is proud to represent a municipality filled with important and significant Aboriginal history. It acknowledges the Traditional Custodians of this land, the Kulin Nation, and acknowledges the rich culture and considerable contributions Aboriginal and Torres Strait Islander Peoples have made and continue to make to this City.

We recognise and celebrate the enduring connection of First Nations peoples to the lands, waters, and skies. We are committed to working in partnership with First Nations communities to foster a future grounded in equity, respect, and shared prosperity.



Contents

PART 1 – INTRODUCTION AND CONTEXT

Planning for Footscray’s Future	4
We’re creating a new long-term plan for Footscray	6
A shared vision for Footscray	8
How is Footscray changing?	10
What’s happened so far?	12
Challenges	14
What we’ve heard	16
What is Council doing right now?	17

PART 2 – OPPORTUNITIES

Opportunities	18
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PART 3 - IMPLEMENTATION

How will the plan be brought together?	37
What role does Council play in delivering a new plan for Footscray?	38
Indicative road map	39

Planning for Footscray's Future

Footscray is a special place, with a strong community, rich culture and lots of energy. As the centre grows and changes there is a need to think about how we can make it an even better place for people to live, work and spend time.

Council is developing a plan for central Footscray to guide how the centre will grow and evolve over time, but first we need to create a shared vision with our community.

The opportunities explored in this paper illustrate what Footscray could become in the future. They focus on responding to things that are changing, whilst keeping the things people already love. They have been shaped from what we've heard so far, including the things people value and the challenges that need to be considered.

Footscray has many strengths including its diverse community, strong cultural identity and great location. At the same time, there are opportunities to make the centre even better. For example, making it more welcoming, easier and safer to move around and bring more life into the core of Footscray. Improving public spaces with more greenery and shade would also make the area more comfortable and welcoming.

By building on what already makes Footscray special and responding to what people need today, this work will help create a more vibrant, safe, and connected place for everyone.

Each opportunity in this paper includes a set of 'Big Ideas'. These are not final decisions. Instead, they are a starting point to help people imagine what could be possible.

We want to hear from the community about what you like, what you think is missing, and what matters most to you. This will help shape the next steps in planning for Footscray's future.



We’re creating a new long-term plan for Footscray

Footscray is changing and growing in exciting ways so it’s important to plan for its future.

The State Government has identified Footscray as a ‘Metropolitan Activity Centre’ (MeAC) because of its strong public transport connections and its important role as a hub for jobs, services, and community life in the west. As a result, ‘Plan for Victoria’ expects the centre to continue supporting significant housing growth into the future.

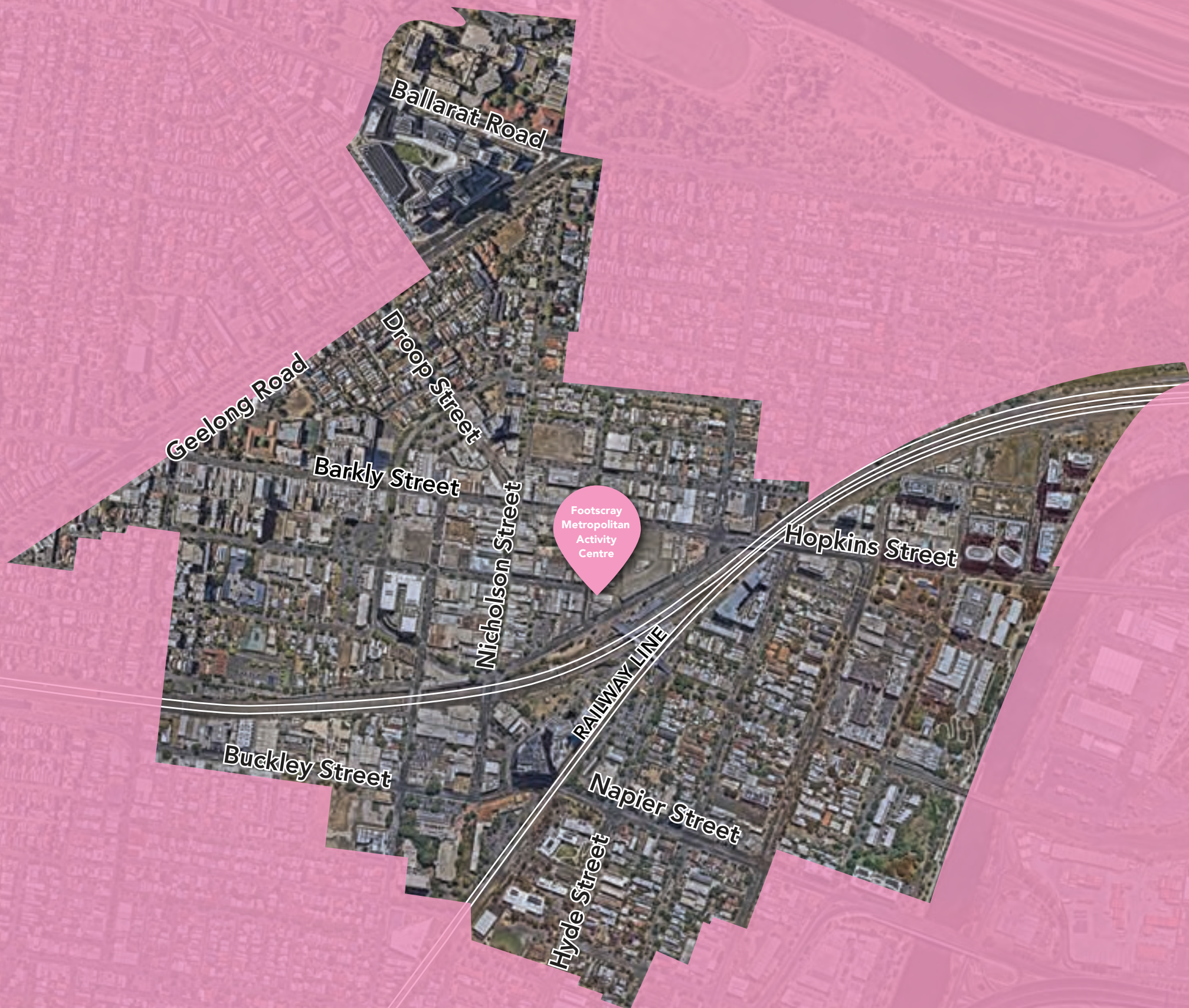
It has been over 10 years since Council adopted its current ‘Footscray Structure Plan’ in 2014. This plan has been the key document to guide growth, development and investment across the whole MeAC. Since then, more people have moved into the area, the local economy has evolved and Footscray is taking on a bigger role in Melbourne’s west. New opportunities are emerging and it is time to plan for the next chapter.

What is a Structure Plan?

A ‘Structure Plan’ is a long-term strategic document for an area that sets out a shared vision for the future and how an area should grow and change over time, such as:

- Where homes, jobs, shops and parks should go
- How people move around into the future
- What new services and infrastructure is needed

Structure Plans help Councils, the community and landowners make decisions so that growth happens in a well-organised and positive way.



A shared vision for Footscray

Building on Footscray's rich culture, diversity and community life

Creating a shared community vision is an important first step in planning Footscray's future. It will help make sure the ideas for the centre reflect what local people value, need and want to see.

The community plays an important role in shaping the vision and ideas, by sharing local knowledge and lived experience. People who live, work, study or visit the area understand what works well and what needs to improve. The community's valuable input will help to make sure the plan reflects real needs, supports local character and creates a place that is welcome for everyone.

This Opportunities Paper is designed to start that conversation by sharing some big ideas and inviting community feedback.

These ideas are not final. They are a starting point to hear from the community and work together to shape a clear, shared vision before developing a new Structure Plan.



HAVE

YOUR

SAY

Your voice will help shape what
Footscray becomes in the future.

Tell us what you think...

- What do you love most about living, working or spending time in Footscray?
- What are the things that make Footscray special and should be kept?
- What challenges or issues do you see in the centre?
- What would you like to see improved or changed in the future?
- What is your vision for Footscray in the years ahead?

Share your ideas on Your City Your Voice
www.yourcityyourvoice.com.au

You can complete a survey, provide written feedback, attend a pop-up event, or speak directly with project officers.

Visit the website for the latest information on how to get involved.



How is Footscray changing?

Over the past two decades, the centre has seen significant residential, cultural and economic change.

There are fewer factory jobs and more service jobs, more people are living in apartments, and first-generation Australians continue to become part of the community and find work in the centre. The number of residents and jobs in the centre is projected to increase rapidly over the next 25 years.

The health care sector is expected to lead the way in new job creation following the establishment of the new Footscray Hospital.

Population, Dwellings, and Jobs Growth

2026	2051
13,900 residents	32,750 residents
8,100 dwellings	19,120 dwellings
11,890 jobs	19,100 jobs



An additional

- +18,850 residents
- +11,020 dwellings
- + 7,210 jobs

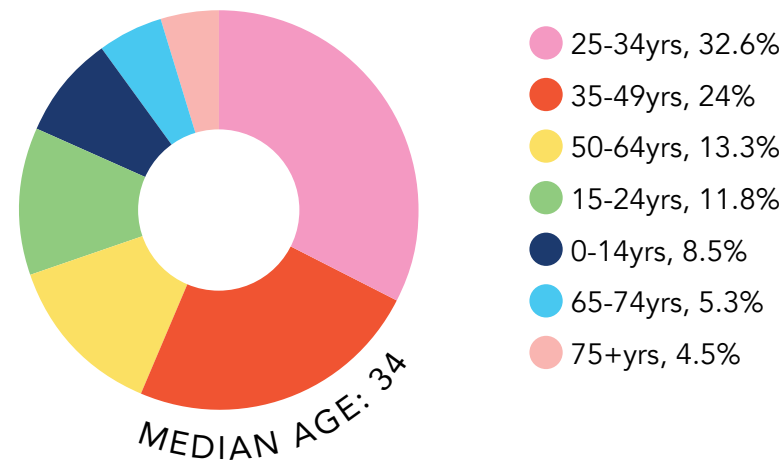
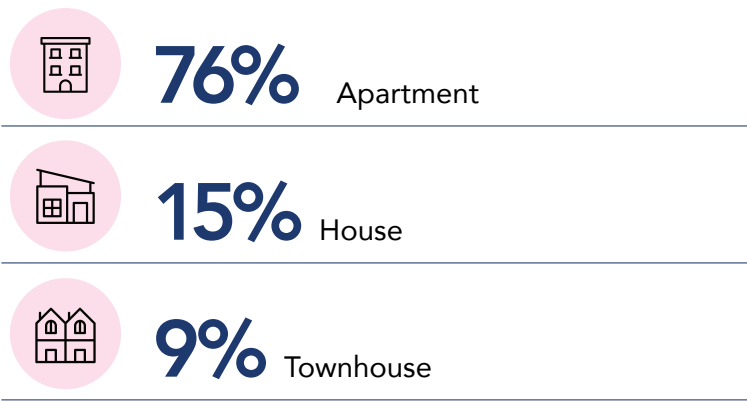
expected by 2051

Dwelling Composition

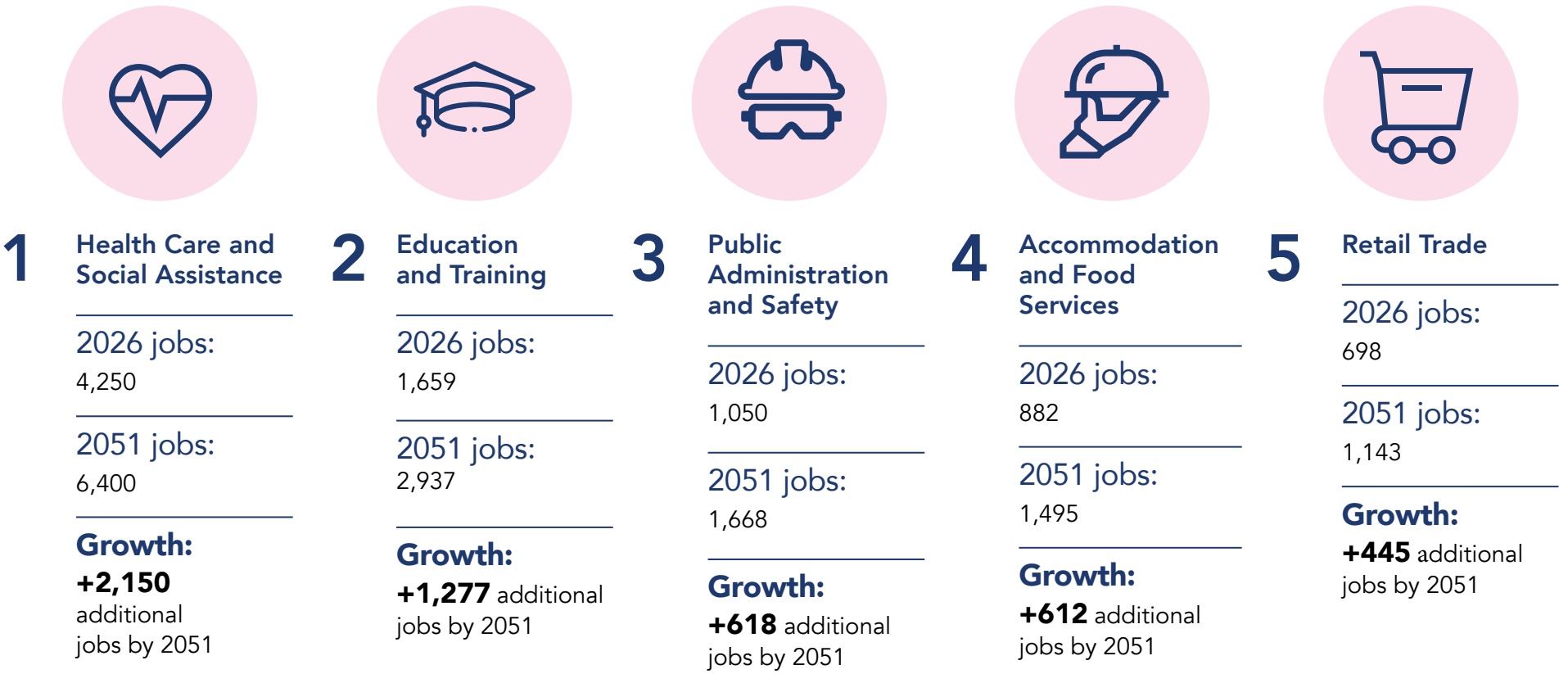
Age Structure

2021 census data

2021 census data



Top 5 Growth Industries

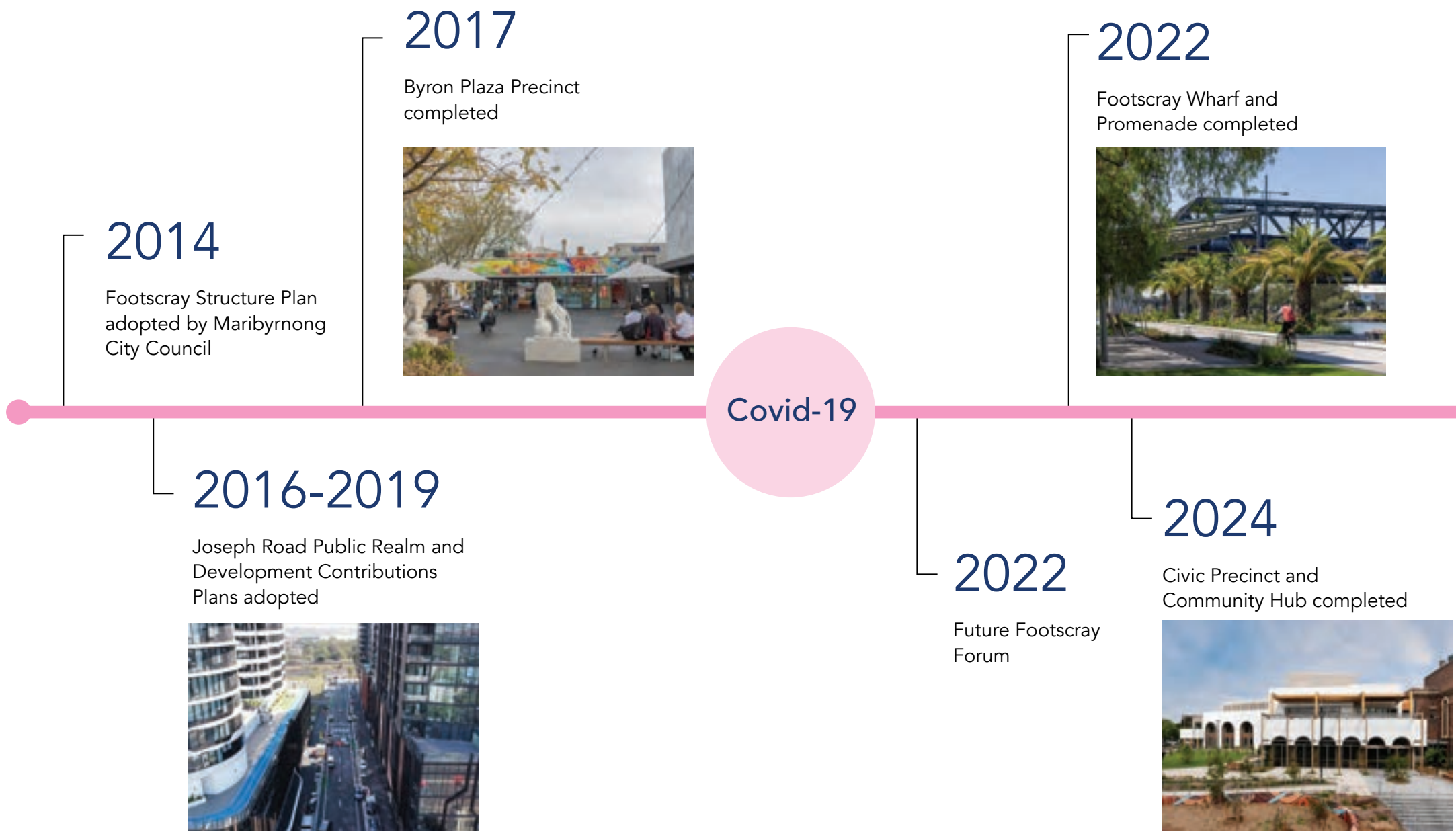


What’s happened so far?

The 2014 Footscray Structure Plan set out to implement a range of planning rules and infrastructure projects. Many of those have now been realised – such as Footscray Wharf, Byron Plaza, and the new Civic Precinct and Community Hub at Footscray Town Hall.

Over the past decade many other major infrastructure projects have been delivered by the State Government or are on the way. This includes the newly completed Footscray Hospital, Metro Tunnel, West Gate Tunnel, and the upcoming Route 82 Tram upgrades.

In 2025, Council also received federal funding for planning and design of the ‘Creative West’ project – a new contemporary library, theatre, and town park on the existing library site on Paisley Street.



These changes will bring more people, jobs and visitors to the area. It’s important that we now update our plan for Footscray in response to all these changes, so we can make sure Footscray develops in a way that works well for the community now and into the future.

Planned Projects:

- ▶ *Tram Route 82 Upgrades*
- ▶ *Melbourne Airport Rail Line*

2025

Footscray Community Arts Centre new outdoor performance space completed



2025

CBD Place Plan adopted

2025

West Gate Tunnel completed

2026

New Footscray Hospital completed



2025

Creative West planning and design commences

2025

State Government housing targets require more housing across Melbourne, including in Footscray

2026

Metro Tunnel completed



2026

Footscray Opportunities Paper consultation



Challenges



1. Gaps in how people move around

The gaps in the walking, cycling and public transport network impact connectivity to and from Footscray, making it harder for people to move around safely and efficiently.



2. Residents are shopping elsewhere

Local shops in central Footscray are missing out on business from local residents who shop elsewhere for their regular shopping needs.



3. Economic divide between the core and periphery

There is a deepening divide between the central core, which has declined in population and is lagging economically, and the areas around the edges which are growing and generally higher income.



4. Feelings of safety and discomfort in public space

Aged and poorly presented stores, large hoarded up sites and disconnected nodes of activity undermine the shopping experience and exploration of the centre. It affects feelings of safety and comfort in public spaces, discouraging visitation and results in depletion of economic activity.



5. Urban heat, not enough shade and public spaces

Footscray is facing increasing heat alongside limited tree cover and green space. A lack of shade, seating, and greenery reduces comfort and discourages people from spending time in public areas, weakening both the social appeal and environmental resilience of the centre.



6. Lagging development and under-utilised land

Several major sites in Footscray's core remain vacant despite having approved planning permits, reducing local amenity and contributing to a perception of decreased safety in the streetscape.

What we've heard

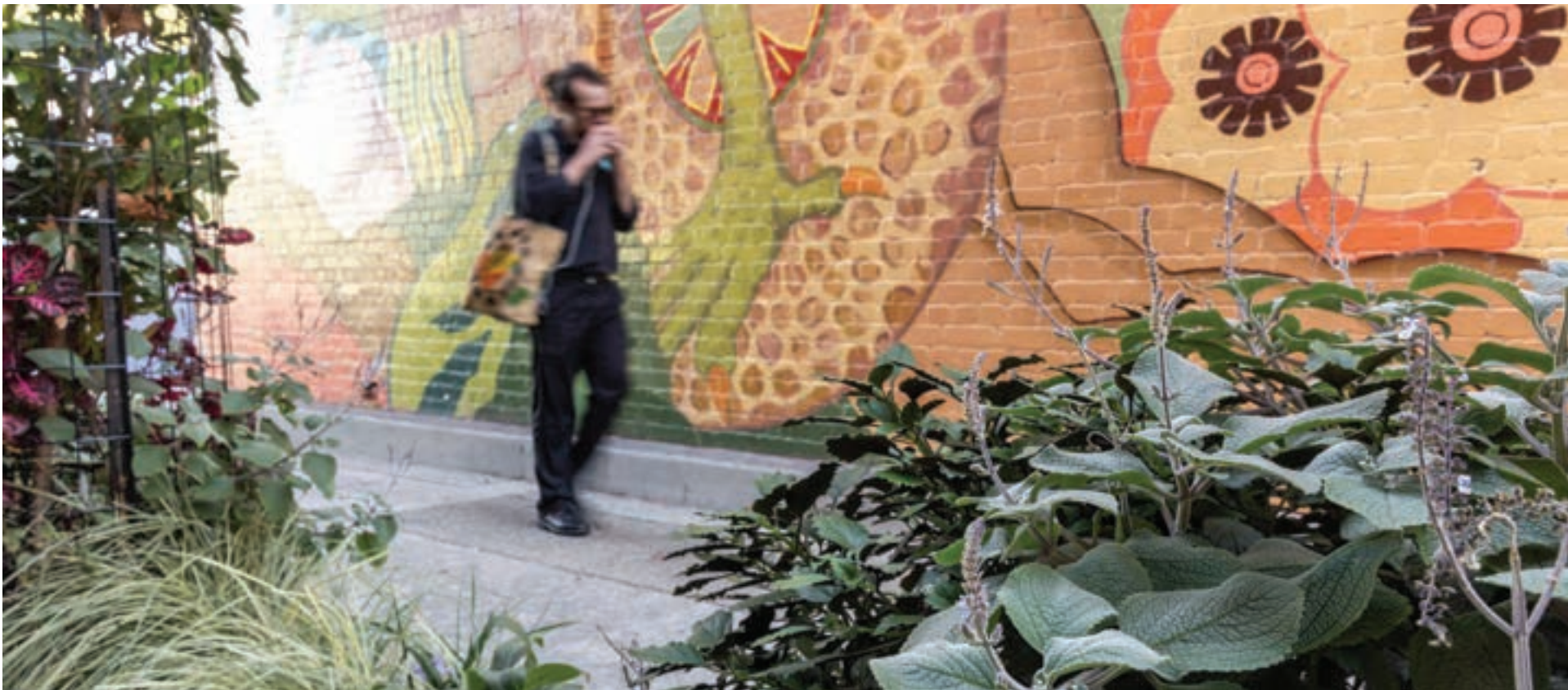
Past engagement with the Footscray community has helped develop an understanding of the public sentiment, concerns, and aspirations. In 2022, Council conducted a broad community engagement called 'Visioning Footscray' followed by an in-depth facilitated workshop with community leaders called the 'Future Footscray Forum'.

The recent annual municipal-wide community satisfaction survey, engagement with the community on the Council Plan, Council Budget, and other strategies relevant to Footscray have been considered.

The community feedback from these consultations has informed the preparation of this Opportunities Paper.

It indicates a **desire for**:

- more open spaces and trees
- improved feeling of safety
- better cleaning and upkeep of streets
- improved bike paths and footpaths
- celebrating Footscray's diversity, culture, and heritage
- improved commercial business activity
- enabling key projects and developments
- more affordable housing
- better quality new apartment buildings



What is Council doing right now?

Council’s ‘Dream Big Footscray’ revitalisation program is now implementing the CBD Place Plan.



In response to community concerns about safety in central Footscray, Council adopted the Footscray CBD Place Plan in 2025. It outlines a range of actions to strengthen Footscray as a place where people feel safe, public spaces are inviting and businesses can thrive. Building on several existing Council strategies including the Footscray Structure Plan 2014, the actions focus on immediate achievable results to help the community.

Council also meets regularly with key stakeholders including traders and landowners to discuss challenges and opportunities in Footscray.



Footscray CBD Place Plan

The ideas presented in this Opportunities Paper have a strong alignment to the objectives of the CBD Place Plan and build upon its ongoing actions.

CBD Place Plan objectives

1. Safety and amenity

Enhancing safety through improved place management, lighting, cleaning and maintenance.

2. Community participation and inclusion

Helping local services, traders, and community work together, and creating spaces that support belonging and participation.

3. Economic development, activation and experience

Working with landlords, traders, and creatives to bring life back to empty shops, support new businesses, and create events and activity in streets and laneways.

4. Public realm

Upgrading streets and public spaces with improvements to lighting, footpaths, seating and greenery to create a more attractive and accessible environment.

5. Partnerships and coordination

Aligning work across Council, services, government and community to deliver coordinated actions and lasting outcomes.

Opportunities

We’ve identified eight opportunities to make Footscray a better place now and for the future.

While keeping and strengthening things that people love about Footscray, a set of eight opportunities show what could be possible. They also aim to respond to the challenges and changes in Footscray.

From creating more vibrant streets and public spaces, to supporting business and jobs, housing and culture these ideas aim to help Footscray enter a new chapter of growth and evolution.

Each opportunity has a range of ‘big ideas’ for how this could look like in the centre.

This is a starting point for a conversation about Footscray’s future. We want your thoughts on these ideas to create a shared vision for the centre.

1. A regenerated heart

Strengthen central Footscray with more jobs, housing, improved public safety, and securing it as the premier fresh food and dining destination of the west.



2. Buzzing streets for people

Transform the pedestrian experience of central Footscray by upgrading streets, providing alfresco dining opportunities and making sure new buildings allow sun into the streets.



3. A creative and cultural place

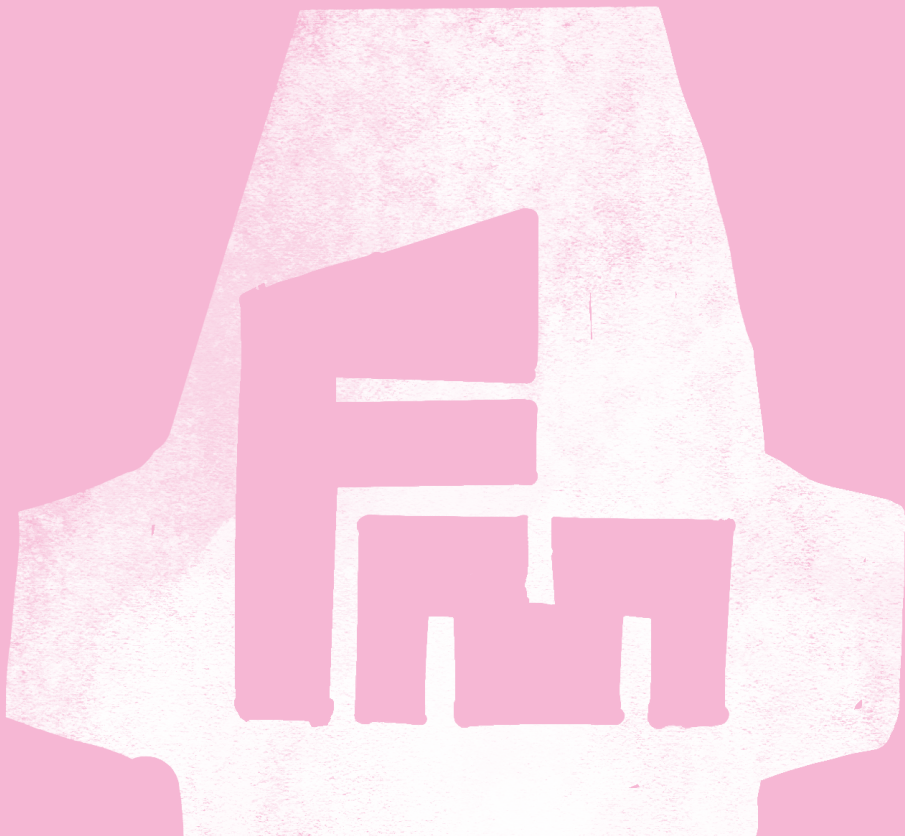
Connect and foster Footscray’s creative and cultural community by delivering a landmark new performing arts venue, a contemporary library and activating the riverfront.



4. Movement meets place

Ensure arrival into Footscray is welcoming and safe and it is easy to move around in ways that are cleaner and sustainable.





5. A cooler and greener city

Create more public spaces in key locations that are shaded and include nature for people to relax, gather and enjoy Footscray.



6. Catalyst developments

Transform under-used sites in central Footscray into places that attract people, improve public amenity and boost Footscray's economy.



7. An employment hotspot

Position Footscray as a magnet for jobs and business, building on its great transport links and local culture so it can become an employment hub in inner Melbourne.



8. Quality apartment developments

Deliver well designed apartment buildings that provide good quality homes and respect Footscray's streets and character.



Opportunity 1

Strengthen central Footscray with more jobs, housing and an improved feeling of safety.

Secure central Footscray as the premier fresh food and dining destination of the west.

Related CBD Place Plan actions:

- Increase the frequency of deep-cleaning and graffiti removal in high foot-traffic areas.
- Engage precinct stakeholders in consultation and co-design of public art, wayfinding and language interpretation in Footscray CBD.
- Shopfront restoration grants continue to provide practical support to traders, access to marketing tools, and networking opportunities.
- Advocate for redevelopment and interim activation of strategic sites such as Forges and Little Saigon.

A regenerated heart

Central Footscray’s main shopping area is unique because of its mix of different shops and restaurants from many different cultures, along with its historic buildings.

There is an opportunity to bolster central Footscray’s role as the premier fresh food retail and dining destination of the west. This could be achieved by promoting Footscray as a destination, supporting small businesses and attracting more anchor retailers. Bringing more people to live and work in the centre of Footscray would help create a stronger and more resilient local economy.

Upgrading key streets in the core of Footscray can help bring this vision to life. By extending the kerbs and widening footpaths, there will be more space for outdoor dining and pedestrians. This can encourage people to stay longer, creating a more vibrant and welcoming atmosphere during both the day and at night.



There are currently:

179
food and
beverage outlets



57
specialty food
stores in central
Footscray

Opportunity 1 - What could this look like?

Big ideas

Promote Footscray as a thriving hub for fresh food and dining

Promote Footscray as a regional hub for authentic multi-cultural food and dining and support fresh food markets as an important part of the centre’s identity.

More anchor retailers

There is a need for more anchor retailers in the centre such as supermarkets and department stores to help retain local expenditure.

Centre for small businesses and entrepreneurs

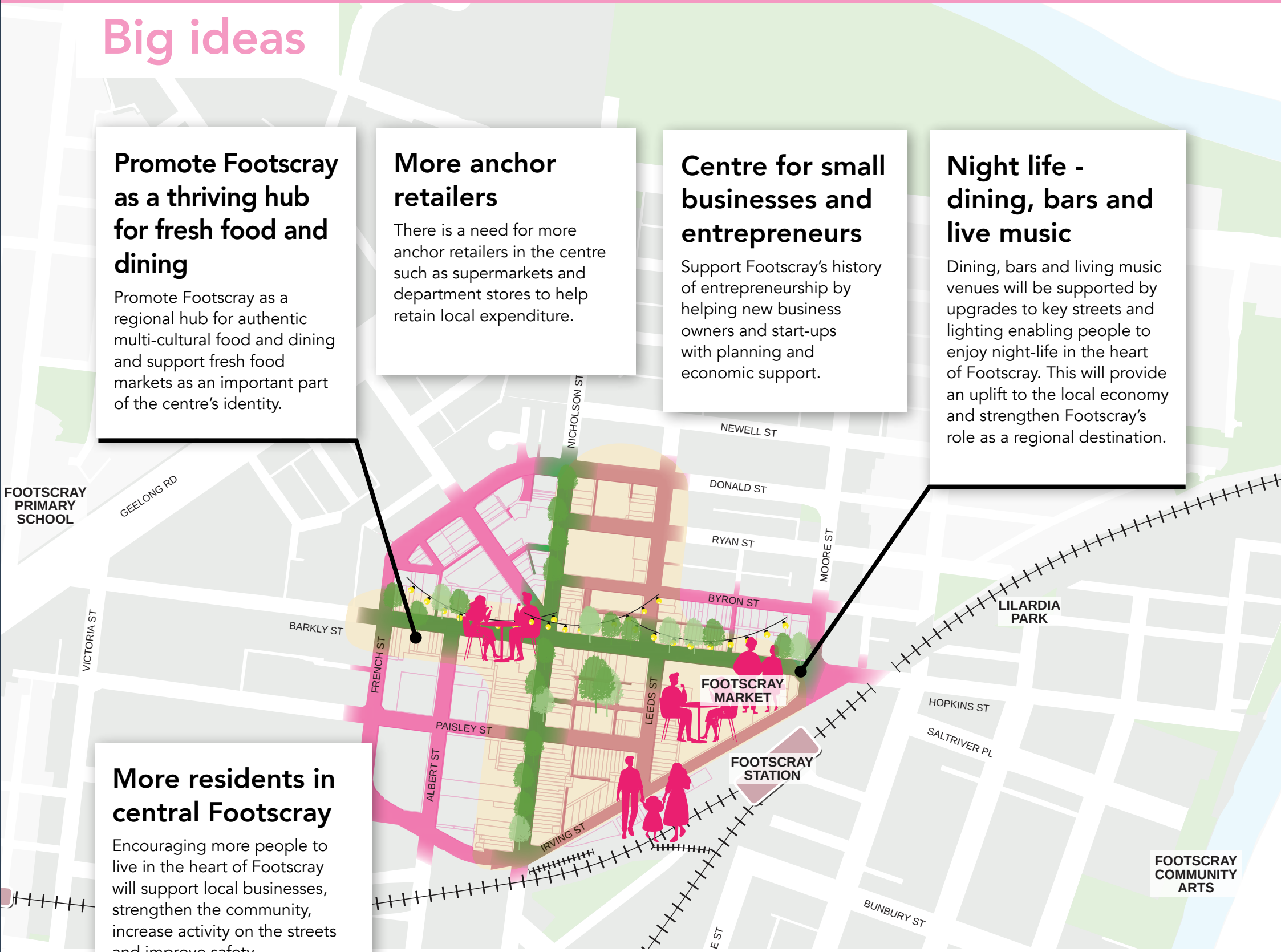
Support Footscray’s history of entrepreneurship by helping new business owners and start-ups with planning and economic support.

Night life - dining, bars and live music

Dining, bars and living music venues will be supported by upgrades to key streets and lighting enabling people to enjoy night-life in the heart of Footscray. This will provide an uplift to the local economy and strengthen Footscray’s role as a regional destination.

More residents in central Footscray

Encouraging more people to live in the heart of Footscray will support local businesses, strengthen the community, increase activity on the streets and improve safety.



Opportunity 2

Buzzing streets for people

Transform the pedestrian experience of central Footscray by upgrading streets, providing alfresco dining opportunities and making sure new buildings allow sun into the streets.

The streets of central Footscray could be improved so the centre feels more vibrant, welcoming and enjoyable for people walking around.

One of central Footscray’s natural strengths is its unique structure of gridded small street blocks, laneways and pedestrian plazas. Council can strengthen these by creating wider footpaths, more places to stop and rest and improve lighting. More outdoor dining on streets would also bring more activity throughout the day and night.

Creation of a new pedestrian friendly plaza along Hopkins Street would invite more people and families to enjoy the heart of Footscray, while slower vehicle speeds would help streets feel safer to stroll and enjoy.

The rules for the design of new buildings can also be updated to make sure streets and open spaces stay sunny throughout the year.

Together, these steps can help small businesses and a buzzing street life in central Footscray.

Related CBD Place Plan actions:

Prioritise public realm upgrades (including creative treatments, outdoor dining, parklets and other greening) in priority locations such as Paisley St, Nicholson St, Barkly St and Leeds St.

Opportunity 2 - What could this look like?

Big ideas

Upgrade Barkly/ Hopkins corridor and Paisley Street

Upgrades would include wider footpaths, better lighting, more trees and outdoor dining. Council will also advocate for relocation of bus stops from Paisley Street to Irving Street.

Sunny streets

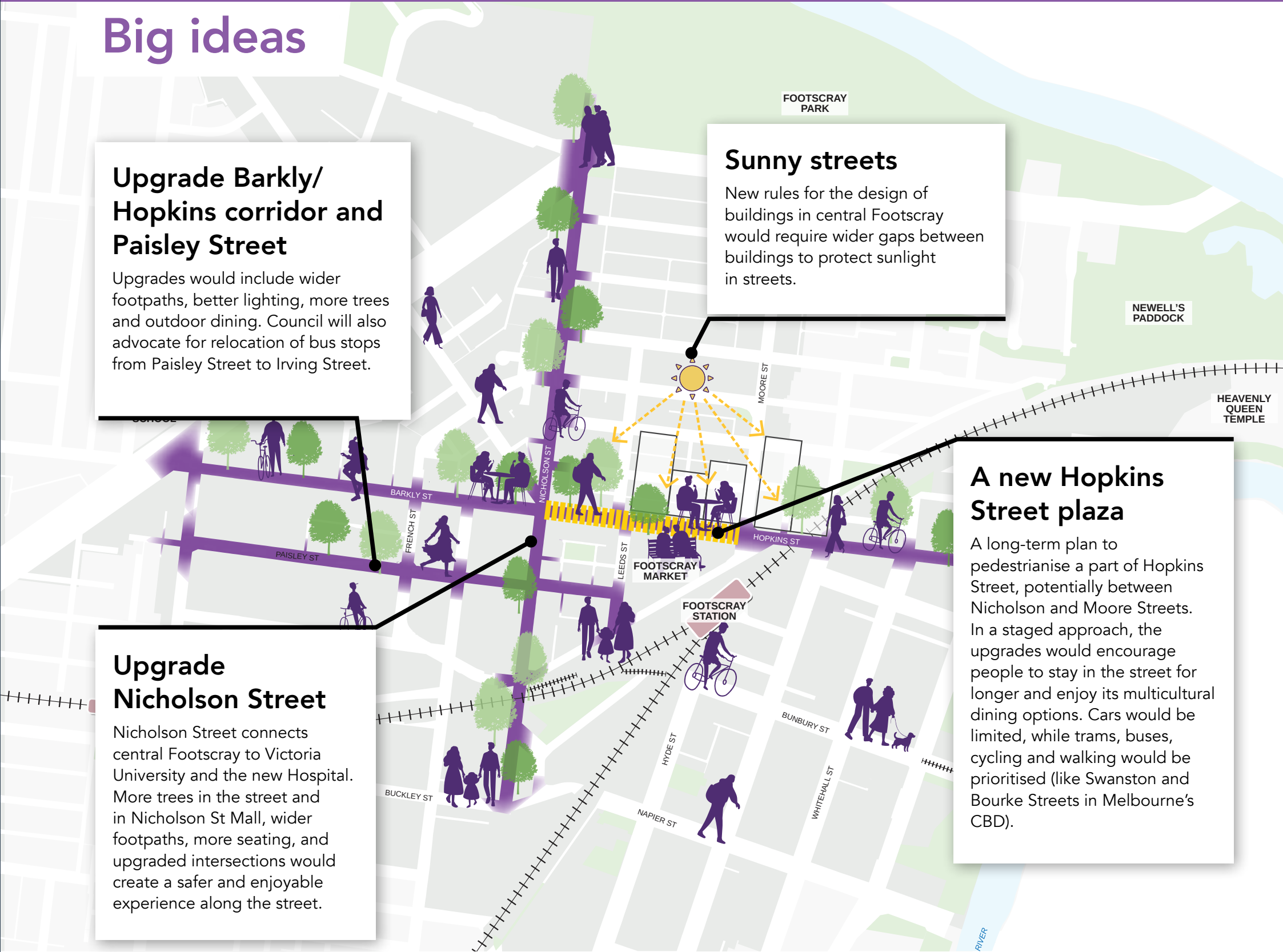
New rules for the design of buildings in central Footscray would require wider gaps between buildings to protect sunlight in streets.

A new Hopkins Street plaza

A long-term plan to pedestrianise a part of Hopkins Street, potentially between Nicholson and Moore Streets. In a staged approach, the upgrades would encourage people to stay in the street for longer and enjoy its multicultural dining options. Cars would be limited, while trams, buses, cycling and walking would be prioritised (like Swanston and Bourke Streets in Melbourne’s CBD).

Upgrade Nicholson Street

Nicholson Street connects central Footscray to Victoria University and the new Hospital. More trees in the street and in Nicholson St Mall, wider footpaths, more seating, and upgraded intersections would create a safer and enjoyable experience along the street.



Opportunity 3

Creative and cultural place

Connect and foster Footscray’s creative and cultural community by delivering a landmark new performing arts venue, a world class library and activating the riverfront

Footscray is already recognised as a creative place in Melbourne’s west with a mix of artists, cultures and local businesses shaping its identity. There is an opportunity to build on this by creating better connected and visible cultural destinations. This includes new and existing creative enterprises across the centre.

Council’s ‘Creative West’ project will lead the way, by redeveloping Councils existing library site on Paisley St. The project will deliver a new cultural hub in Footscray that includes a performing arts venue, contemporary library and a large town park for community gathering.

Paisley Street and Bunbury Street could be upgraded to become the cultural spine through central Footscray, connecting the new hub to lots of other cultural destinations we love such as the Footscray Market and Little Africa. This could include wider footpaths with places to enjoy public art, activities and murals on display.

An upgraded river wharf and edge could also create a corridor destination with a sculptural trail, linking up to the Heavenly Queen Temple.

Together these changes will support a vibrant day and night-time economy, help celebrate local culture and create a centre that feels inclusive and full of life.

Related CBD Place Plan actions:

Deliver a Council-led program of signature events and activations to increase foot traffic, enhance the visitor experience, and support local economic activity across the precinct.

Attract and support partner/producer-led events and activations through targeted incentives, streamlined approvals, and place-based facilitation to encourage increased precinct use and foot traffic.

Opportunity 3 - What could this look like?

Big ideas

New creative and cultural hub

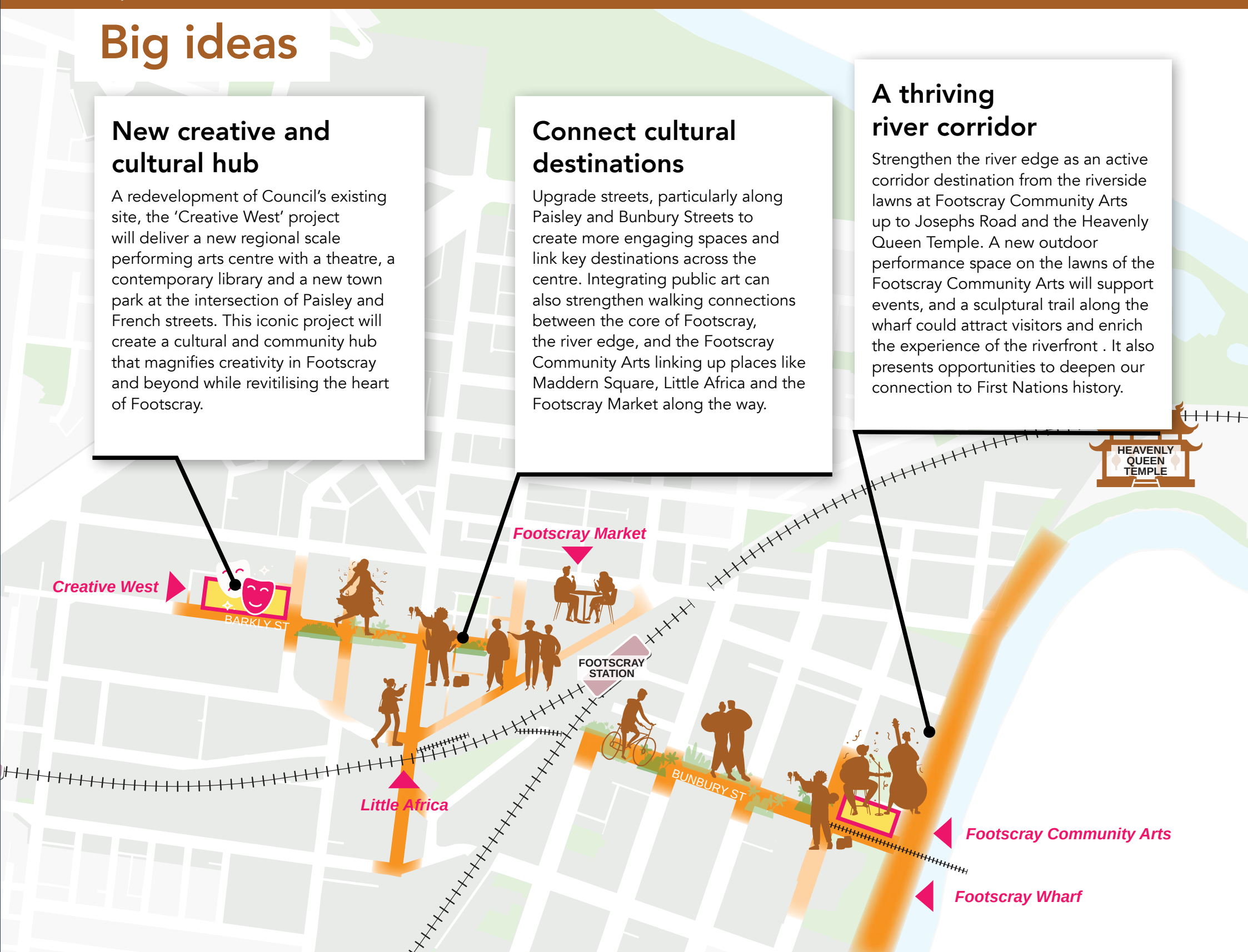
A redevelopment of Council's existing site, the 'Creative West' project will deliver a new regional scale performing arts centre with a theatre, a contemporary library and a new town park at the intersection of Paisley and French streets. This iconic project will create a cultural and community hub that magnifies creativity in Footscray and beyond while revitalising the heart of Footscray.

Connect cultural destinations

Upgrade streets, particularly along Paisley and Bunbury Streets to create more engaging spaces and link key destinations across the centre. Integrating public art can also strengthen walking connections between the core of Footscray, the river edge, and the Footscray Community Arts linking up places like Maddern Square, Little Africa and the Footscray Market along the way.

A thriving river corridor

Strengthen the river edge as an active corridor destination from the riverside lawns at Footscray Community Arts up to Josephs Road and the Heavenly Queen Temple. A new outdoor performance space on the lawns of the Footscray Community Arts will support events, and a sculptural trail along the wharf could attract visitors and enrich the experience of the riverfront . It also presents opportunities to deepen our connection to First Nations history.



Opportunity 4

Movement meets place

Ensure arrival into Footscray is welcoming, and safe and it is easy to move around in ways that are cleaner and sustainable



Over
50%
of trips to
Footscray are by
public transport.

There is an opportunity to transform Footscray into a more inviting place with high quality streets and transport infrastructure.

Currently, Footscray is one of the busiest transport hubs in Melbourne, with nearly 50 percent of trips to Footscray made by public transport. The new Metro Tunnel and upcoming upgrade to the No. 82 Tram route will make Footscray an even more important and busier hub.

An improved arrival experience at the Footscray Station through a new transport interchange in Irving Street will be an important part of people’s experience of the centre. The look, feel, and sense of safety around the station and Footscray Market could be improved through upgrade of the station forecourt and the surrounding streets.

The pedestrian environment can also be improved by consolidating car parking on Council owned land at the edges of the centre. This would free up land in the core of Footscray for other uses that benefit the community and bring more activity into the core.

Upgrading cycling infrastructure will make it easier to access the centre and way-finding signage will help people to navigate, explore and shop in Footscray.

Opportunity 4 - What could this look like?

Big ideas

A 30km/h zone within the pedestrian core

Lower traffic speeds are essential to support safety, accessibility, and a more people-focused street environment.

Upgraded droop street 'heart to health'

Improve the streets, sidewalks, and create more open spaces along the No. 82 Tram route connecting the new Footscray Hospital to the heart of Footscray.

Plan for an improved arrival experience from the station into the centre

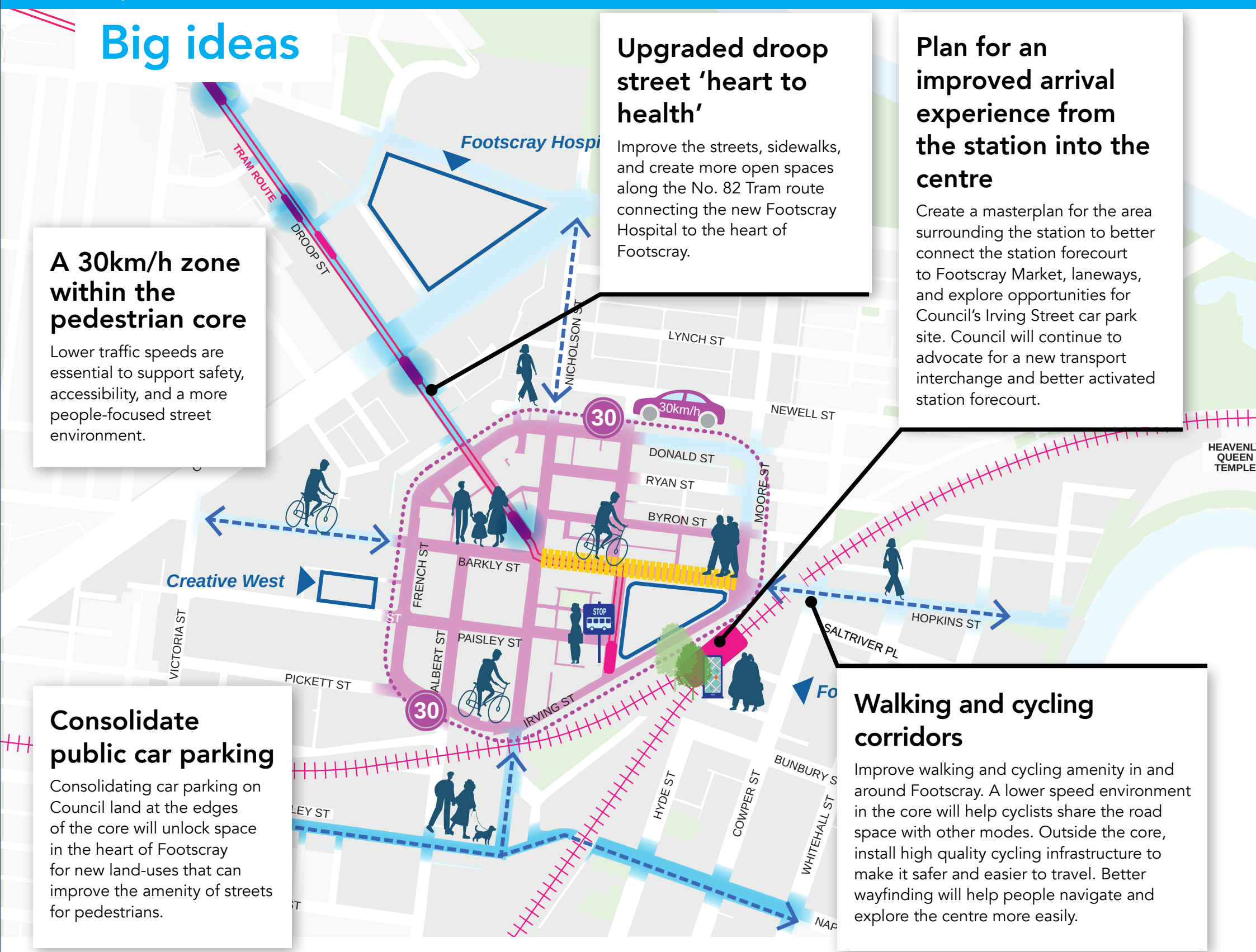
Create a masterplan for the area surrounding the station to better connect the station forecourt to Footscray Market, laneways, and explore opportunities for Council's Irving Street car park site. Council will continue to advocate for a new transport interchange and better activated station forecourt.

Consolidate public car parking

Consolidating car parking on Council land at the edges of the core will unlock space in the heart of Footscray for new land-uses that can improve the amenity of streets for pedestrians.

Walking and cycling corridors

Improve walking and cycling amenity in and around Footscray. A lower speed environment in the core will help cyclists share the road space with other modes. Outside the core, install high quality cycling infrastructure to make it safer and easier to travel. Better wayfinding will help people navigate and explore the centre more easily.



Opportunity 5

A cooler and greener city

Create more public spaces in key locations that are shaded and include nature for people to relax, gather and enjoy Footscray

As the centre grows, there is the opportunity to create more places where people can gather, relax and spend time outdoors. By creating a better network of open spaces and shady areas, it will help make Footscray more comfortable and encourage people to stay to enjoy what the centre has to offer. More canopy trees and landscaping on key streets will also help to reduce impacts of urban heat and climate change.

A new Town Park will be created on Council's library site on Paisley Street to provide a space for people to gather, engage and relax. Other public spaces could also be improved across the centre including plazas and malls to make them greener with more trees and shade.

Creating more green open spaces to 'fill the gap' where it's needed most will also be important to ensure people have more equal access. This could be done on larger sites across the centre or on Council owned land. Upgrading and creating greener laneways will also make it easier for people move through the centre and enjoy it along the way.

Together these changes will encourage outdoor activity and help create a more resilient and liveable Footscray for the future.

Opportunity 5 - What could this look like?

Big ideas

New town park (Creative West)

A new town park will be created as part of the Creative West project, providing a central place for people to gather, relax and enjoy events. It will add much needed green space in the heart of Footscray and support everyday community life.

New open spaces

New parks and nodes could be delivered as part of future development on Council owned land and privately owned larger sites. This could also include creating pop up parks in vacant areas or sites in the centre such as under the Albert Street bridge.

Greener laneways

Laneways will be upgraded to be greener and more inviting. By adding plants, shade and lighting they will become pleasant spaces to walk through, pause in and enjoy.

Tree planting and landscaped streets

More canopy trees and landscaping across the centre will create more shade and create a livable environment. This will also improve the pedestrian experience with more places to rest and enjoy as well as reduce urban heat impacts into the future.

A network of public spaces

Existing public spaces will be improved and better connected to new ones, including plazas, malls and the station forecourt. This will ensure open spaces are well-distributed in a strong network of places for people to meet, rest and spend time across the centre.



Opportunity 6

Catalyst developments

Transform under-used sites in central Footscray into places that attract people, improve public amenity and boost Footscray's economy

Council can lead the renewal of Footscray and encourage investment from private developers. By taking the first steps, Council could bring much needed housing, offices and new businesses into the heart of the centre.

There are large portions of land in central Footscray that create urban gaps affecting movement and the look and feel of the centre. Some of these are car parking lots owned by Council and others are privately owned.

Over the long -term, Council can gradually relocate and consolidate parking to the edges of the centre, so that sites in the core of Footscray can be redeveloped for things that better contribute to central Footscray. This could include things like open spaces and community infrastructure or new buildings with homes and offices.

Master planning of large private sites will ensure they are developed to a high standard and positively contribute to the centre. This would include delivering things that Footscray needs including new walking paths to make it easier to move through the centre.

Larger developments in Footscray should also help to bring in important new anchor businesses like a hotel or cultural facility which would bring more visitors to the area.

Council can also explore options to temporarily activate under-utilised land in the centre for things like pop-up parks and creative spaces.

Opportunity 6 - What could this look like?

Big ideas

Program to redevelop Council-owned land

Council’s car parks can be redeveloped to revitalise central Footscray and deliver things that the centre needs like homes including affordable housing, offices, and open space. This will make better use of land in the centre and bring more life and activity.

Masterplan large privately-owned land

Big sites over 2,000 square metres can create new housing, sunny streets, open spaces, and paths for walking. They also allow for well-designed buildings that improve the neighbourhood and make the centre more pleasant for everyone.

Anchor uses in large-scale development

Encourage larger developments to incorporate a strong anchor use in the core of Footscray like a hotel, entertainment venue or community facility to support the surrounding retail, dining and activation of the centre.

Meanwhile use of vacant or under-utilised land

Council can explore how to work with landowners and other partners to activate vacant large sites for interim uses such as temporary open spaces, landscaping, creative spaces and creative hoarding.



Opportunity 7

Position Footscray as a magnet for jobs and business, building on its great transport links and local culture so it can become an employment hub in inner Melbourne

Footscray has all the ingredients to become one Melbourne’s strongest employment hubs. This includes excellent transport connections, proximity to Melbourne’s CBD, and vibrant local dining and amenity. Major upgrades like the Metro Tunnel, the West Gate Tunnel, and the new Footscray Hospital now make it even more connected and give it a more important role in Melbourne.

The West Gate Tunnel has removed large trucks from Footscray’s roads and the new \$1.5 billion Footscray Hospital provides a world-class health facility with large flow-on economic benefits. With the adjacent establishment of Victoria University, the centre will take on a more important role for health and education into the future.

To build on this, more office space could be created to support more jobs and help grow professional services. Affordable housing and Build-to-Rent options would also be suited close to jobs and transport, especially for key workers like nurses and teachers. Council could also use an investment prospectus to promote Footscray as a place for business and new institutions by showcasing all it has to offer. The growing health sector around the new hospital should also be supported to create more jobs and growth in the surrounding area into the future.



Central Footscray already plays a significant economic role in Melbourne’s West. The centre is home to approximately 11,890 jobs, with many of those in high-wage institutional and professional sectors.

Opportunity 7 - What could this look like?

Big ideas



More office floorspace to support more jobs

Encourage more office floorspace in new developments to help grow Footscray's private professional services sector. It would also support co-working spaces for smaller businesses or enterprises.

Key workers housing near transport, services, and jobs

Encourage more affordable housing in central Footscray including Build-to Rent for key workers such as nurses and teachers.

Investment Prospectus

Promote Footscray as an employment hub with an Investment Prospectus. This will help secure Footscray as a location for institutional employers, workforce housing, and professional services.

Grow the health sector around the new hospital

The new Footscray hospital will secure employment growth for central Footscray. It will also be important to support this growth around the new hospital to secure flow on economic benefits for the centre into the future.

Opportunity 8

Quality apartment development

Deliver well designed apartment buildings that provide good quality homes and respect Footscray’s streets, open spaces and character

New homes are needed more than ever before, but we need to plan for growth in the right way. It is important that homes are well designed and comfortable, but also that new buildings fit in with the streets around them and the unique qualities of Footscray are celebrated.

Creating clearer rules for new development will help guide how it happens. This includes how buildings look, how big they can be and how they need to fit into the neighbourhood.

Whilst there is lots of space for more homes across the centre, taller buildings should be directed to bigger sites. This way Council can ensure Footscray can welcome more people and make the heart of Footscray a special place to live.

In the core of Footscray, it will be important to celebrate the unique retail mix and heritage buildings. New shop-top housing should be encouraged so more people live in the centre, but buildings should protect sunlight to streets and the special character of the area to make sure streets stay vibrant.

Opportunity 8 - What could this look like?

Big Ideas

New building design standards

New rules will guide how buildings look and how big they can be. New building design standards would give clearer guidance for developers but also make sure new homes are comfortable and fit into the centre.

Focus growth on larger sites

New buildings will be directed to larger sites and to some areas around the town centre core. This allows more homes to be built while protecting smaller streets and the character of the heritage areas.

Shop-top housing in the heritage core

In the heritage heart of Footscray, the focus would be on retaining the existing heritage character. This keeps the traditional feel of the area, supports local businesses and allows streets to be sunnier and more lively.

Sunny parks

Protect sunlight to parks, plaza areas and shared open spaces. Good access to sunlight keeps these areas comfortable and enjoyable to use all year round.

PART 2 – OPPORTUNITIES



Cowper Residences, corner of Cowper and Falcon Court, Footscray. Photos show a mix of building heights with greening incorporated.



Footscray heritage character in the core in Nicholson Street and in the view to the Footscray market.



Seddon Square, corner of Buckley St and Albert St, Footscray. Artist's impressions show a mix of building heights with public space



How will the plan be brought together?

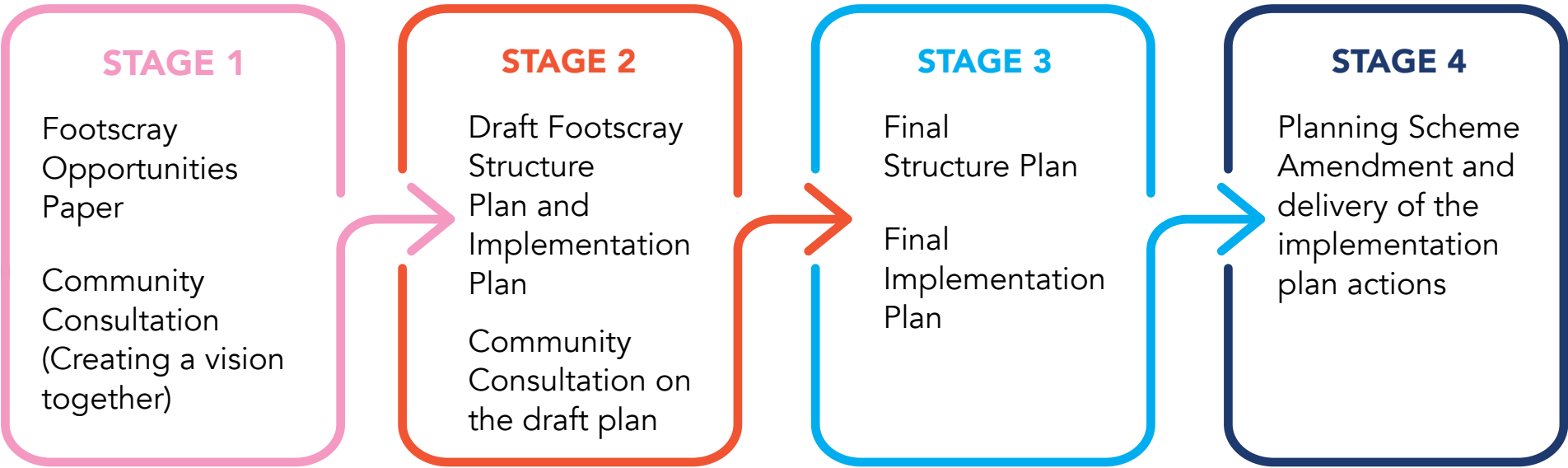
A plan for Footscray will be developed and delivered across four key stages, bringing together feedback and technical work to create a clear and shared community direction for Footscray.

Following a review of what we’ve heard from the community in the past and range of preliminary background work, this Opportunities Paper is the first step.

Feedback from this stage will help to identify what matter most to people and shape a draft vision and directions for the centre in the form of a ‘draft Footscray Structure Plan’. This draft Plan will be further tested and refined through further community engagement and detailed planning.

The final plan will bring everything together into a clear framework and implementation plan, that will guide future development, investment and decision-making in Footscray.

This will help to ensure growth in Footscray is well planned and reflects the needs and values of the community.



What role does Council play in delivering a new plan for Footscray?

Council plays an important role in shaping the future of Footscray, however it can't deliver this plan on its own.

Many of the changes in the centre will need to be led by a range of partners including State Government, private developers and the community. Council has a role to lead and work in partnership (such as through projects like Creative West) whilst also guiding how the centre should grow over time.

This includes setting up the policies and planning rules, influencing development, and advocating investment to deliver shared outcomes.

By taking on these roles, Council helps to ensure that change in Footscray will support the community's vision for the future.



Leader

Sets a clear direction for Footscray and helps guide change toward shared community goals.



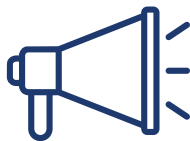
Partner

Works with State Government, developers and the community to deliver projects and shared outcomes.



Planner

Prepares plans, policies and rules to guide how land can be developed and used and how the centre grows.



Advocate

Speaks up for the community to attract funding, services and major projects to Footscray.



Facilitator

Supports and coordinates projects and investment by bringing people, ideas and opportunities together

Indicative road map

Opportunities	Ideas	Lead Responsibility and Partners	Timeframe
1 A regenerated heart	• Small business promotion and support • Investment attraction • Street activation	Council lead and funded; partner with Business Associations	Soon
2 Buzzing streets for people	• Nicholson and Paisley St upgrades • Hopkins St plaza	Council lead and funded; approval from State government	Soon - Intermediate
3 A creative and cultural place	• Creative West project • Riverfront activation	Council lead and funded + funding from State and Federal governments	Intermediate - Later
4 Movement meets place	• Footscray station masterplan and Bus interchange • Droop St upgrades • Reduced speeds in central Footscray • Consolidation of car parking • Cycling infrastructure	Funded by Council and State government	Soon - Intermediate
5 A cooler and greener city	• Town Park • New open spaces and nodes • Laneways program • Tree planting and landscaped streets	Council lead and funded	Soon - Intermediate
6 Catalyst developments	• Program to redevelop Council-owned land • High quality development of large privately owned land • Meanwhile use of vacant or under-utilised land	Council lead and funded; partner with property developers	Soon – Intermediate - Later
7 An employment hotspot	• Encourage office and affordable housing • Facilitate health sector around hospital	Council lead; partner with property developers	Soon – Intermediate - Later
8 Quality apartment developments	• New building design standards • Focus growth on larger sites • Shop-top housing in the heritage core	Council lead; approval from State government	Soon

Soon (next two years) / **Intermediate** (next 3-7 years) / **Later** (next 8-15 years)

A detailed implementation plan will be developed in the next stage of this project.

