Maribyrnong
CITY COUNCIL

Maribyrnong Housing Strategy

Discussion Paper Summary

Help shape the Maribyrnong Housing Strategy to guide where and how we provide housing for our growing and changing community.











Let's talk about housing...



In 25 years, the City of Maribyrnong will need twice as many homes as it does now to house a rapidly growing and changing community.

This will be needed to ensure we meet the State Government's target for the City of Maribyrnong to facilitate 48,000 new homes by 2051. That's equivalent to building 35 new Caroline Spring sized estates or 86 Eureka towers.

Whilst neither of these approaches will be suitable for the City of Maribyrnong, it is important that we plan for the future to provide guidance on how we will manage this change while enhancing our neighbourhoods. That's why we're engaging with the community to discuss:

How do we ensure future housing enhances our neighbourhoods, addresses climate challenges and caters for the needs of our rapidly growing community?

We've set out our ideas and learnings in our **Discussion Paper** underpinned by four key themes which we are seeking your feedback on. This quick explainer provides a brief rundown of some of the big ideas we're seeking your feedback on.



Theme 1

Diverse housing for a thriving and inclusive community

Ensuring everyone — from students and older people to families and key workers, can find a suitable, affordable home.



Theme 2

Enhancing the character and liveability of our neighbourhoods

Balancing growth with local identity, good design, and the features people value in their neighbourhoods.



Theme 3

Growing sustainably with our natural environment

Facilitating housing that is energy-efficient, water-sensitive, enivronmentally-responsive and climate-resilient. This should support greener, cleaner and cooler suburbs.



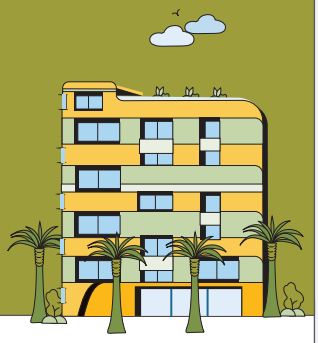
Theme 4

Convenient and accessible living

Focusing new housing near services, transport and jobs, making everyday life easier and reducing car reliance.

For more information, refer to pages 6-18 of the Discussion Paper

… because we're growing fast



Our City faces a critical housing challenge

By 2051, the City of Maribyrnong is expected to have at least 155,000 residents needing 71,000 homes, (including 35,000 new homes) as a minimum. That's nearly double what we have today.



Exceeding our projections, the State Government has set an ambitious overall target of **48,000 new homes** to be delivered in the City of Maribyrnong by 2051, across apartments, townhouses and more family-friendly homes. We are required to meet this target, as are all local governments in Victoria.

Our current zoning allows for growth, but delivery is lagging. Over 300 approved developments haven't yet started.

Who we're planning for



Single-person households will more than double, increasing demand for smaller, affordable homes.



Students, older residents and key workers will continue to need well-located, diverse housing options.



Families with children and single parents will also increase, but are often priced out.



Planning housing for the **one-in-every-20 people in our community living with disabilities** will be vital to support independence and dignity for all.

What's changing on the ground

There's a lot of new housing development across the municipality, in particular:

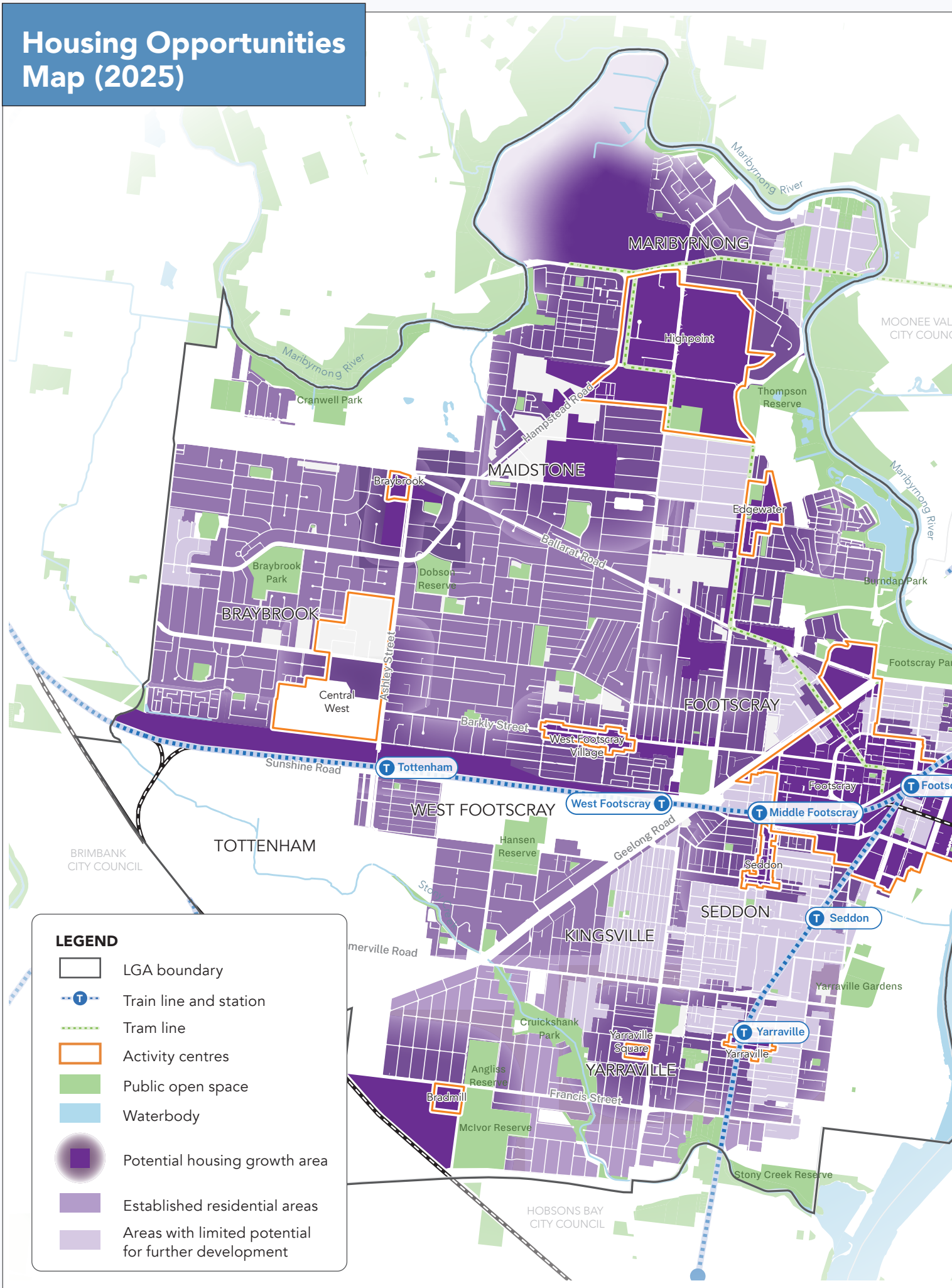
- **Footscray** is growing fast as a State Priority Precinct.
- Infill development is reshaping **Maidstone, Braybrook and West Footscray**.
- Major opportunities in old industrial sites like **Ryco, Kinnears, as well as sites around Maribyrnong Highpoint** will deliver thousands of new homes.
- The State Government's Activity Centres Program aims to facilitate increased housing near train stations and tram routes. This includes the train stations of **Middle Footscray (including Seddon Village), West Footscray (including West Footscray Village) and Tottenham (including Central West in Braybrook).**

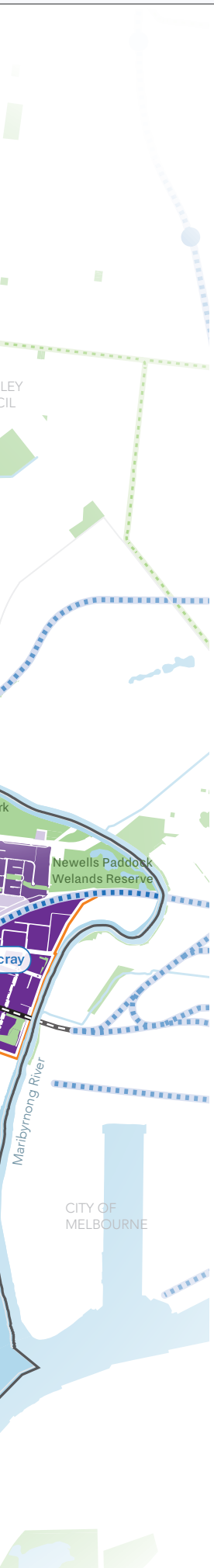


Why this matters

With rapid population growth underway and more on the horizon, we need to carefully plan for housing in ways that meet the diverse needs of our community, offer real choices for how people live and move around the municipality, responds and adapts to environmental and climate challenges, and enhances the special features we value in our neighbourhoods.

Housing Opportunities Map (2025)





Where we see potential for growth

Where we expect further change

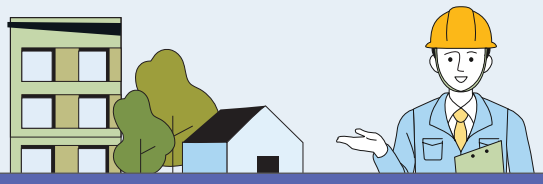
- Major development in the Footscray and Highpoint activity centres, and the Maribyrnong Defence Site
- Opportunities in precincts like the former Kinnears and Ryco factory sites
- Smaller-scale infill across Braybrook, West Footscray, and Maidstone
- New housing near transport corridors and shopping strips

What's needed

- Improved delivery of already approved housing
- Clearer guidance for design and local character
- More housing choices that work for all household types
- Housing that is climate resilient and responds to environmental challenges

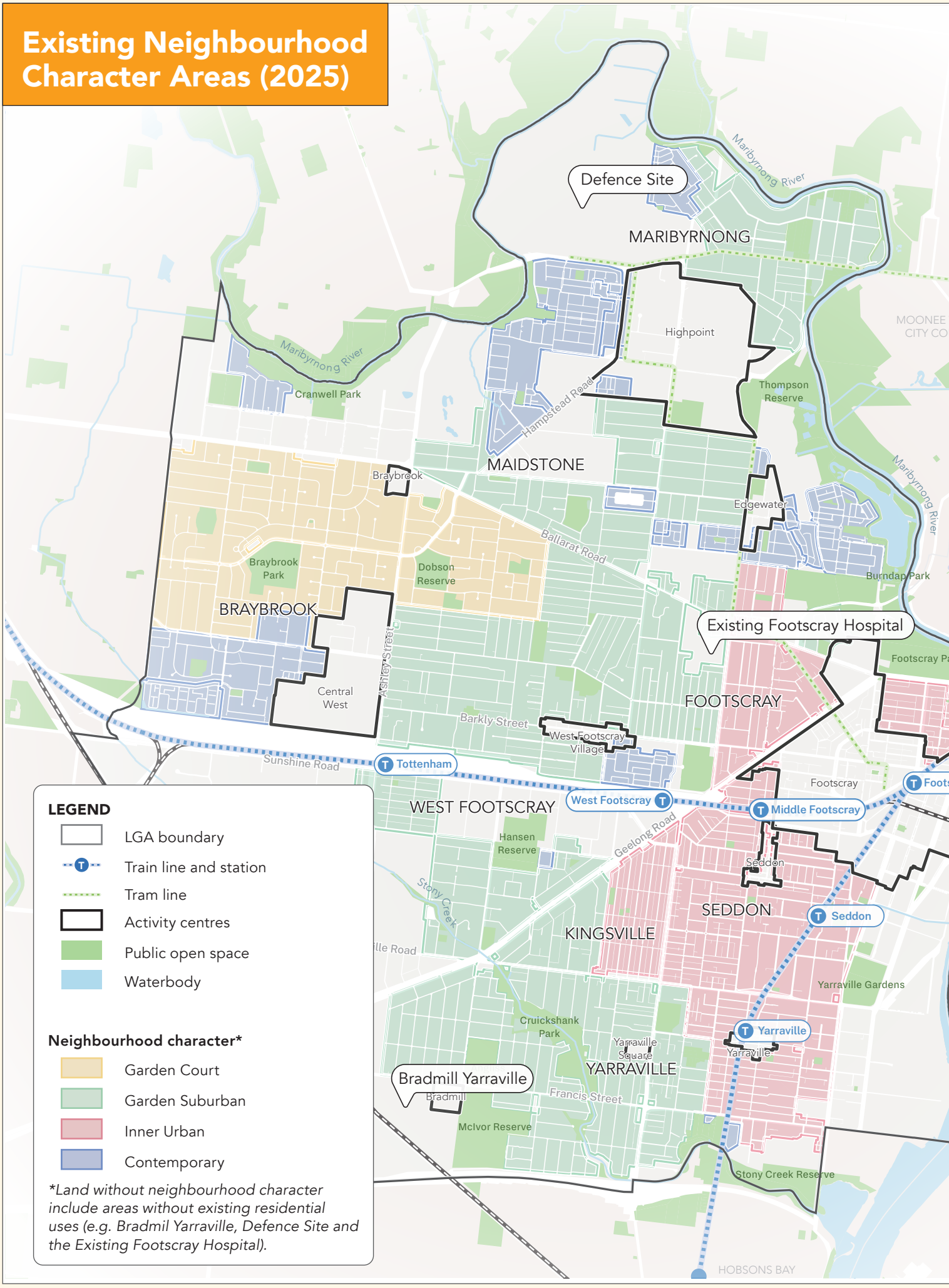
What we're exploring

- Planning tools to facilitate change where needed, and aligning this with local needs and housing types
- Ways to manage quality, sustainability, and affordability
- Partnerships and approaches to facilitate more affordable housing



For more information, refer to pages 49-55 of the Discussion Paper

Existing Neighbourhood Character Areas (2025)





Characteristics we want to enhance

Our City is seeing a shift from mostly detached houses to more medium-density housing, especially in places like Footscray, Braybrook and Maidstone. This is due to rising demand for diverse housing and more infill development. New homes also need to meet higher standards for design, access, and how well they fit into neighbourhoods.

Council's 2023 Medium Density Design Guide supports this, and a new precinct-based character framework helps manage different housing styles across the city.



Garden Suburban

Found in Yarraville, Maidstone, Footscray and West Footscray, these areas are defined by green, open streetscapes, generous setbacks and mixed-era housing.



Garden Court

Seen in parts of Braybrook and Maidstone, these areas are characterised by 1980s–90s development with curvilinear street networks and lower permeability.



Inner Urban

Present in older areas like Footscray, Yarraville, Seddon and Kingsville, these neighbourhoods have small lots, narrow streets, and a strong sense of urbanity and heritage.



Post-millenial infill

Located in newer estates or infill zones across the municipality, such as Edgewater in Maribyrnong and the Orion Estate in Braybrook, these areas feature more intensive, varied forms, often with minimal setbacks and modern finishes.

For more information, refer to pages 31-40 of the Discussion Paper

Join the Conversation

Your feedback will help shape the Housing Strategy and ensure it reflects the community's needs now and into the future.

Ways to get involved

Fill out the survey
Scan the QR code below, or visit **www.yourcityyourvoice.com.au/housing**

Come to a community drop-in session
Visit our webpage to find out more about upcoming sessions

Email us
Write an email to **housingstrategy@maribyrnong.vic.gov.au**

Call us on 9688 0200

Translating and Interpreting Service:
131 450

National Relay Service:
133 677 or 1300 555 727 www.relayservice.com.au

Your voice matters

Scan to complete a short survey or to read our full Discussion Paper. You can also visit www.yourcityyourvoice.com.au/housing

Feedback closes midnight Sunday 20 July 2025



Tell us about...

How do we ensure housing addresses environmental challenges and risks?

How do we build on what makes our neighbourhoods special now and in the future?

How do we get the most out of housing to meet our daily needs?



How do we provide housing for everyone in our community?