
DRAFT WOODVILLE PLACE PLAN

HELPING WOODVILLE THRIVE

February 2024







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ACKNOWLEDGEMENT OF COUNTRY

Wyndham City Council recognises Aboriginal and Torres Strait Islander peoples as the first Peoples of Australia. We acknowledge the Bunurong and Wadawurrung Peoples as Traditional Owners of the lands on which Wyndham City operates. The Wadawurrung and Bunurong Peoples have and always will belong to the Werribee Yalook (river), creeks, stars, hills and red clay of this Country.

We pay respect to their Ancestors and Elders who always have and always will, care for Country and community today and for future generations. We acknowledge any

Aboriginal and Torres Strait Islander people who live in this tradition and call us to shared responsibility. In the spirit of reconciliation, we understand the need to build strong connection between local first people and local government that enables life in this place to flourish together.

May our words and actions lead us to respect Country, learn from Elders and practice creative wisdom for future generations.

A vibrant outdoor community event, likely a festival or fair, with people of various ages playing with large, clear bubbles. In the foreground, a young girl in a pink shirt and Mickey Mouse pajamas is reaching up to touch a bubble. To her right, another child in a blue jacket and blue pants is walking. In the background, several adults are standing and watching. The scene is set under white event tents on a paved area.

VISION

WOODVILLE THRIVES.



Woodville cherishes its connections; connections between people, place and nature, and connections between past, present and future.

These connections foster a friendly community spirit, create a vibrant activity centre, promote a healthy lifestyle, and ensure a safe, green environment.

OBJECTIVES



**A safe, accessible
and well-connected
neighbourhood centre**



**A thriving local
economy**



**Attractive services
and destinations**



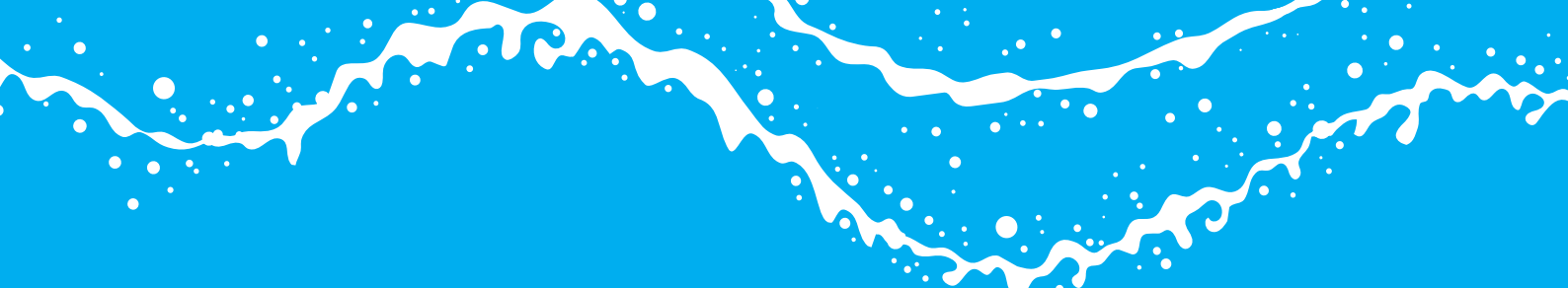
Climate resilience



**High quality public
realm**



**Viable densities and
housing choice**



1

INTRODUCTION

1 INTRODUCTION

Woodville is one of Wyndham's oldest neighbourhoods with residential development dating back to the 1970s. The neighbourhood is in the locality of Hoppers Crossing and largely contained within major arterial roads (Derrimut Road, Heaths Road, Morris Rd and Geelong Rd) and the Werribee metro train line to the south.

The Woodville Neighbourhood Activity Centre (Woodville NAC) is located at the centre of the neighbourhood and contains important local services and amenities. Figure 1 shows the Woodville NAC within the Woodville neighbourhood.

Purpose

This document sets-out a Place Plan for Woodville Neighbourhood Activity Centre (Woodville NAC). A place plan is a community-centred plan. It brings together the perspectives of residents, businesses and visitors into a vision for a place and how that vision can be achieved through specific short and longer-term initiatives and projects.

Woodville currently does not have a vision, plan, design guidelines or governance arrangements to guide its evolution. However, there is a clear desire within the community for place enhancement. The passionate local Woodville community provides a great foundation for a community-driven place plan.

The Woodville Place Plan sets-out place-based recommendations for enhancing the Woodville Neighbourhood Activity Centre (Woodville NAC)



Figure 1. Woodville Neighbourhood and Woodville NAC boundaries.

to better serve the community. The Place Plan establishes a vision, objectives and a set of actions to achieve this purpose. It integrates placemaking, urban design and economic development into a cohesive plan supporting community outcomes. The plan also aims to deliver on the *Wyndham 2040 Community Vision* and the *Wyndham City Council Plan's* strategic areas of a Liveable City, a Green City and an Economically Prosperous City.

Woodville NAC's Role & Context

Plan Melbourne 2017-2050 describes neighbourhood activity centres (NACs) as an integral part of vibrant community life. NACs provide for the daily and weekly shopping and service needs of the local community. They may provide a combination of retail (food and non-food), community services, cafés and restaurants, schools, personal services, housing, local employment, public spaces, healthcare and access to public transport,

depending on their size and catchment. The NACs have an important social role and encourage community wellbeing by providing social opportunities and health and recreational spaces close to home. They are also capable of accommodating increasing demand for diverse housing options.

The Woodville NAC currently provides some of these services. It is home to a centrally located cluster of community and commercial activities including the Woodville Park Shopping Centre, Warringa Park School, Woodville Primary School, Woodville Childcare Centre, Woodville Park Kindergarten and Warringa Crescent (recreation) Reserve. (See Figure 2).



Figure 2. Woodville NAC Area and its components.

The Woodville Park Shopping Centre at the heart of the NAC is home to a small supermarket, several culturally diverse grocery and food outlets and some personal services. However, it does not provide places for socialisation such as cafés, while housing options are limited and there is a lack of health care provision.

It is noted that the Woodville NAC sits midway between (about 1,200 meters from) the major activity centres (MACs) of Pacific Werribee Shopping Centre and Hoppers Crossing Town Centre. Both of these MACs provide shopping, business, community services and facilities on larger regional scales than Woodville NAC and are easily accessible to Woodville residents. Although the Woodville Park Shopping Centre is the oldest of these centres, its role has gradually reduced as the other centres have grown.

This highlights the need for the Woodville NAC to evolve as a centre that caters for its immediate local community, by focusing on encouraging more social opportunities, local health services and more diverse housing options.

The Woodville NAC sits in the middle of the ‘Wyndham City Heart’ area proposed in the Wyndham Plan (Figure 3). The Wyndham Plan supports more investment and improvement in the established areas of Wyndham in particular the City Heart area. While Woodville is not a major component of the Wyndham City Heart precinct, its location provides a unique opportunity for Woodville to thrive as a well-connected local centre.

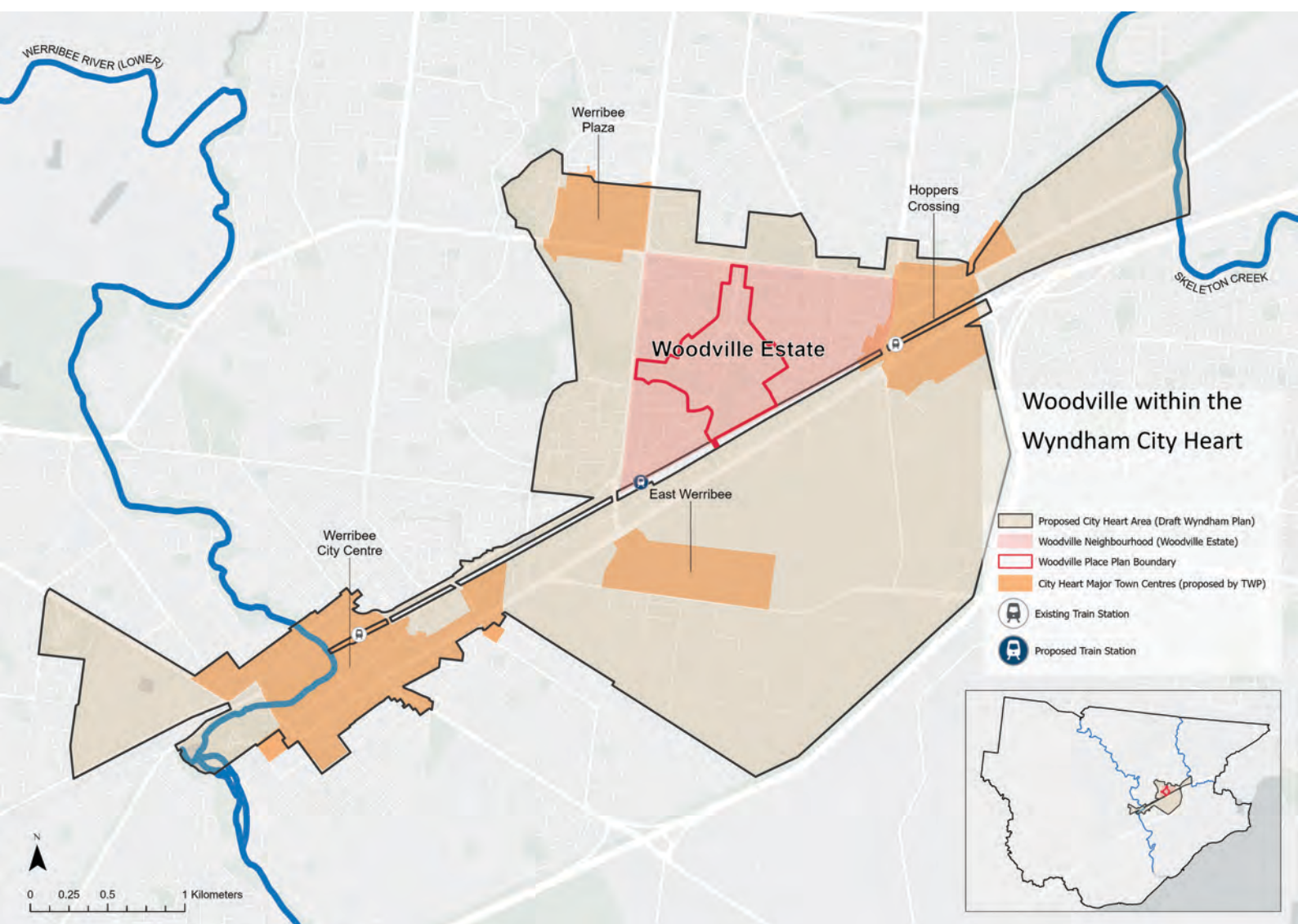


Figure 3. Location of the Woodville NAC in the proposed Wyndham City Heart area.

Snapshot of the Woodville Community

Figure 4 provides a snapshot summarising who lives and works in Woodville. Compared to the Wyndham average, the Woodville community is older, has a lower income and works closer to home.

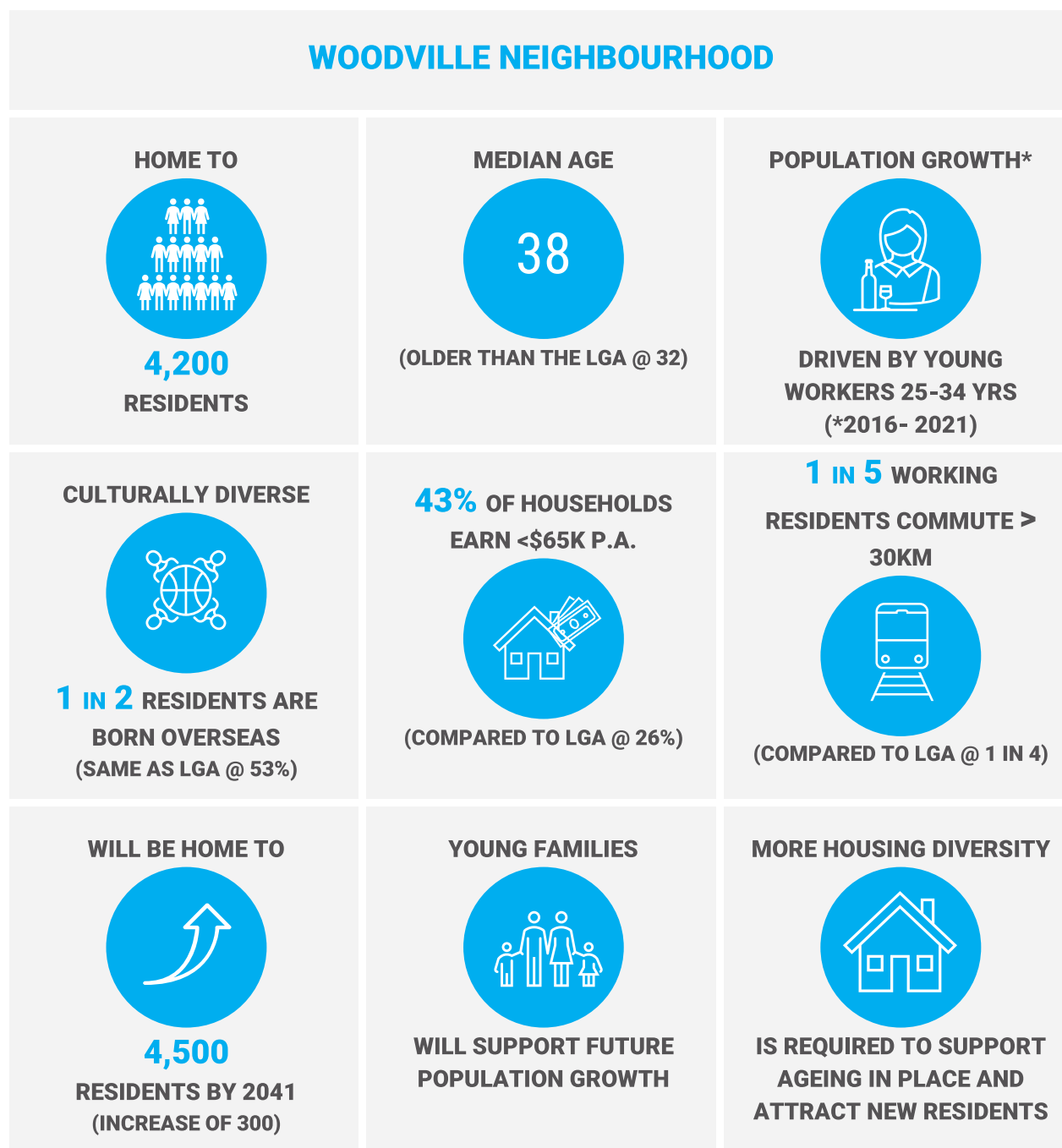


Figure 4. Woodville Community Profile Snapshot.

What the Woodville Community Told Us

Through in-person workshops and on-line surveys, the Woodville community has clearly expressed what they like about Woodville and what they would like improved. These overall likes and desires were reflected in those of surveyed Woodville school children.

What people like about Woodville



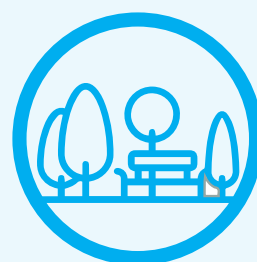
39%

**Location
& Nearby Attractions**



32%

**Woodville Park
Shopping Centre**



30%

**Parks
& Playgrounds**

What people love to see in Woodville

(open-ended question)

25 times

Improved offerings at Woodville Park Shopping Centre i.e., **cafés, pharmacy, post office, pubs**

10 times

More community spaces i.e., **enclosed dog park, community garden, or neighbourhood house**

10 times

More family events i.e., **music events, markets, festivals, art classes**

10 times

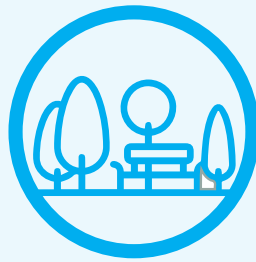
Improved parks and playgrounds with **BBQ facilities, shelters, mini sports courts**

Aspects of woodville people would like **improved**



48%

Woodville Park
Shopping Centre



30%

Parks
& Playgrounds



29%

Footpaths
& Cycle Paths



29%

Community
Facilities



29%

Overall
Presentation



29%

Trees
& Landscaping

Key **issues** to address



43%



36%



35%

Community Values Mapping

The Woodville Neighbourhood Team Workshops explored community member's place-based wisdom and relationship with their neighbourhood.

The following map provides a summary of overarching themes we heard throughout the workshop program- focusing on places people love and opportunities for improvement.

The findings range from values, opportunities, things people love, and things that require improvement. At its heart, the Woodville Neighbourhood Team Workshops revealed a love of the community of the neighbourhood, and an investment in its future, based on leveraging existing assets tangible and intangible alike.

♥ Places people love

- 1 D1 Drain Reserve
- 2 Woodville's schools
- 3 Woodville Park Shopping Centre
- 4 Woodville's community
- 5 Warringa Crescent Reserve

✂ Opportunities for improvement

- 1 Willmott Drive
- 2 Woodville Park Drive Playground
- 3 Woodville Park Shopping Centre
- 4 Warringa Crescent
- 5 Powell Drive



Figure 5. Mapping issues and opportunities as identified by Woodville Neighbourhood Team.

THE VOICES OF CHILDREN IN WOODVILLE

In their work they share what they love and enjoy doing in Woodville, the local issues that are important to them such as the environment, outdoor play and especially sporting activities, and suggestions about ways to make Woodville feel safer and more connected for them.

What children love about Woodville

Fun 14.5%
Interesting 10%
Amazing 8%

"You'll find that around here is ... calm, convenient, and friendly"
Ava, Woodville Primary

What Woodville does really well

- + Facilities for sports (31.5%)
- + Parks, including the skate park (37%)
- + Friendly and/or kind people and neighbours (18%)

"Woodville is amazing and full of great areas to walk and great trees to climb. (That are not dangerous)"
Mackenzie, Woodville Primary

What do grown ups need to realise about Woodville?

- + Woodville is a safe place
- + Woodville is a safe place for young people to hang out together
- + Woodville has safe outdoor environments

Where children feel safe in Woodville

- + School, after-school centres and/or after-school activities (37.5%)
- + Local parks, in particular Woodville Park (25%)
- + Home (18.7%)
- + The local Library (6%)



How children in Woodville spend 'Awesome 8 Hours'

Play in Woodville is physical: Sport and Parks

35% of an 'My Awesome 8 Hours', average of 3 hours per day

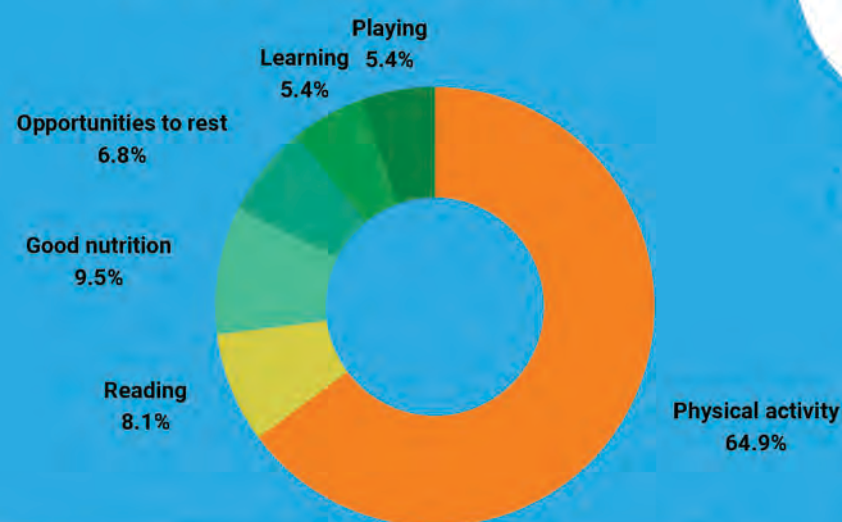
"I can keep my mind and body happy and healthy by ... playing a sport"
Brooklyn, Woodville Primary

Play in Woodville is digital: Gaming

25% of an 'My Awesome 8 Hours', average of 2 hours per day

"I think everyone should pay more attention to ... what people like to do for fun"
Mackenzie, Woodville Primary

Activities that support Woodville children's to be healthy & happy



Places that feel 'less safe' to children in Woodville

- + Roads, especially "busy roads" 37.5%
- + Carparks (around shopping centres, school) 8%
- + Local skatepark (Hoppers Crossing Park or Mossfiel Park) 16.7%
- + Shopping centres, "busy shopping centres" 18.3%
- + Parks 4%

"Woodville is a safe place to hang out with your friends"
Cherilyn, Woodville Primary School

Play in Woodville is creative: Art, reading, and music

10% of an 'My Awesome 8 Hours', average of 1 hour per day.

"I would like somewhere to do art (painting and drawing)" Petueli, Warringa Park School

Play in Woodville can involve other things too: social, home and self-care.

28% of an 'My Awesome 8 Hours', average of 2 hours per day, including:

- + Social activities (Family time or playing with friends 19%)
- + Food or shopping (4.6%)
- + Rest (4.3%)

"I think everyone should pay more attention to ... the teachers and the environment"

Issues that are important to children in Woodville

Environment 37.5%
Noise 43%
Social issues 25%
Safety issues 12.5%

Key Issues

After a thorough evaluation of the Woodville neighbourhood (examining elements including access and movement, built form and urban design, housing options, public spaces, community services and infrastructure, and the economic performance of the Woodville Park Shopping Centre) and valuable input from the community, a clear set of key issues and opportunities has surfaced. Below is a summary of these findings.



Walkability – Woodville enjoys a strategic location in the Wyndham City Heart, with close proximity to Hoppers Crossing Town Centre and Train Station and Pacific Werribee Shopping Centre. The Woodville NAC boasts a cluster of neighbourhood-scale amenities and attractions. Nevertheless, pedestrian mobility within the area faces significant challenges, primarily stemming from the prioritisation of vehicular traffic.

Walking is challenging as:

- The footpath network is fragmented.
- There are no designated pedestrian crossings on the main roads (Willmott Dr, Warringa Cr and Woodville Park Dr).
- Through traffic taking shortcuts, near misses and reckless driving are prevalent.



Cyclability – Cycling is challenging due to limited and fragmented cycling infrastructure.



Public Transport – Public transportation to Hoppers Crossing Train Station is inefficient and less frequent than the average.



Housing Diversity – Housing choice and diversity are limited. Assessment suggests that there is capacity for moderate increase of density while preserving the existing urban fabric. Medium-density housing, affordable housing and other innovative housing projects may provide a path towards a more socially inclusive and sustainable community.



Public Open Spaces – Public open spaces are loved by Woodville residents. It is one of the features they value most. Open spaces such as Woodville Park, the D1 Drain and Warringa Crescent Reserve may be further enhanced as spaces for communal, social and recreational enjoyment, while balancing the challenges of funding and maintenance.



Canopy Cover – While Woodville's streets feature some impressive mature trees, the current street tree canopy coverage falls below the desired 25% target. Public open spaces likewise do not meet the 35% goal outlined in the Resilient Wyndham Strategy, providing an opportunity for improvement.



Business and service mix – Woodville Park Shopping Centre currently has a limited mix of businesses and lacks social attractions. Businesses desired by the community such as cafes are not present. Coupled with strong competition from nearby activity centres, this has led to an opportunity for further enhancement and development within the center.



Placemaking – While public art, placemaking, and community activation initiatives have been recently introduced, there is both the potential and a strong community desire for further enhancements in these areas.





2

**WOODVILLE PLACE
PLAN ACTIONS**

2 WOODVILLE PLACE PLAN ACTIONS

Place Improvement Actions

Ten place improvement actions are proposed to address the key issues and desires of the Woodville community.

1

Woodville Park Improvements

Objective: Enhance Woodville Park as a place for all to enjoy

Design guidelines:

- Consider providing more amenities such as public toilets, sheltered BBQ area, seating, lighting and drinking fountain
- Locate the new amenities to link with the playground

2

D1 Drain Improvements

Objective: Transform the underground drain into a natural waterway, to create a more desirable open space where native wildlife can thrive and communities can come together in a cooler, greener place.

Design guidelines:

- Provide Shared User Path (SUP) connections over the future naturalised waterway, preferably at pedestrian desire lines
- Follow crime prevention through environmental design (CPTED) principles in selecting and locating vegetation and encouraging increased passive surveillance from adjoining properties
- Explore the potential of improving the existing dog-off lead area in the D1 Drain.

3

Woodville Park Drive Improvements

Objective: Provide safe pedestrian crossings on Woodville Park Drive and safe cycling circulation at the roundabout.

Design guidelines:

- Prioritise pedestrians at the crossings
- Explore progressive and innovative solutions to provide safer circulation for cyclists at the roundabout



Warringa Crescent Improvements

Objective: Enhance safety by implementing traffic calming measures, reconfiguring the T intersection and providing safe pedestrian and cycling crossing points along Warringa Crescent.

Design guidelines:

- Prioritise pedestrians at the crossings
- Align crossings with movement paths within Warringa Crescent Reserve
- Integrate the redesign of the T intersection at Willmott Dr and Warringa Cres into the overall design
- Consider treatments such as asphalt art to slow traffic and enhance place
- Explore the incorporation of water sensitive urban design in proposed landscaping improvements.



Willmott Drive Improvements

Objective: Enhance road safety for all road users through traffic calming measures focused on where Willmott Drive crosses the D1 Drain.

Design guidelines:

- Investigate the implementation of traffic calming measures such as pinch points and asphalt graphics along Willmott Dr on both sides of the D1 Drain
- Establish clear right-of-way rules at the D1 Drain Shared Use Path (SUP) crossing, giving preference to pedestrians if possible, in conjunction with traffic calming measures
- Investigate reducing the speed limit to 40 km/h.



Encourage Improvements to Woodville Park Shopping Centre

Objective: Encourage and support the Woodville Park Shopping Centre owners and businesses to enhance the Centre as the heart of Woodville, supporting and promoting the liveability of the neighbourhood.

Design guidelines:

- Encourage and support reimagining the role of the shopping centre in creating a business and service mix that serves the local community
- Encourage and support decluttering and beautifying the back wall of the shopping centre to have a visually better interface with Woodville Park
- Encourage and support enhancing the presentation of the shopping centre through greenery, better shop window presentation and better maintenance of the public areas
- Encourage and support renewing the carpark line markings
- Encourage and support filling the planter boxes and putting in place a maintenance arrangement
- Prepare design and development controls for future development of the Mixed Use Zone area.



Beautify Warringa Crescent Reserve Buildings and Car Park

Objective: Create a more inviting and attractive public space.

Design guidelines:

- Plant canopy trees in the reserve car park
- Enhance the visual presentation of the recreation buildings through artistic painting (murals).
- Update the car park line markings
- Explore renovating the public toilets.
- Explore the incorporation of water sensitive urban design in proposed carpark improvements.



Assessment of Kindergarten & Childcare Sites

Objective: Assess the capacity of existing kindergarten and childcare sites to meet the needs of the local community, particularly in response to the State Government's 'Best Start, Best Life' Kindergarten Reforms.



Improve the Shared Use Path Railway Underpass

Objective: Providing a safe and dry under railway passage for pedestrians and cyclists.

Design guidelines:

- Maintain adequate head clearance heights for cyclists
- Explore improved lighting and artistic murals to enhance visual presentation and perceptions of safety.



Increase Canopy Trees

Objective: Make Woodville feel like a 'wooded village', with greener, cooler and more memorable urban environments, through increased planting of canopy trees along Woodville's Primary Pedestrian Network and open spaces.

Woodville Place Plan

Woodville Place Plan Boundary

Place Improvement

- 1. Woodville Park Improvements
- 2. D1 Drain Naturalisation
- 3. Woodville Park Drive Improvements
 - Traffic calming
 - Pedestrian-prioritised crossings
 - Investigate improved cycling paths & safety at the roundabout

4. Warringa Crescent Improvements

- Traffic calming
- Pedestrian-prioritised crossings
- DDA compliant paths & gradients
- Willmott Dr & Warringa Cres intersection - investigate reconfiguration

5. Willmott Drive Improvements

- Traffic Calming
- Improve SUP crossing
- Path link across D1 Drain (east side of Willmott Drive)

6. Encourage Improvements to Woodville Park Shopping Centre

- Potential controlled future development

7. Beautify Public Recreation Buildings & Car Park

8. Assessment of Kindergarten & Childcare Sites

9. Improve the Shared Use Path Railway Underpass

10. Increase Canopy Trees

Primary Pedestrian Network

Upgrade Existing Link (where needed)

Investigate Future Link

Bicycle Network

Upgrade Existing Link

Investigate Future Link



Figure 5. Woodville Place Improvement Actions.

Planning Actions

Three planning actions are proposed to support quality built form, urban design, local employment and housing choice outcomes, as per the Woodville Zoning & Preferred Growth Plan shown in Figure 6.

1. Seek to implement a new planning control to support and guide transformation and urban renewal within the Woodville NAC Mixed Use Zone, providing opportunity for more local businesses, improved business mix, expanded housing options and increased social opportunities for the local community.
2. Support diversification in the Woodville neighbourhood built form through land zoning facilitating medium and low-rise buildings featuring high-quality, sustainable designs.
3. Promote housing affordability and diversity by supporting the development of 1 and 2-bedroom homes in Woodville, through the *Wyndham Housing and Neighbourhood Character Strategy*, *Wyndham Affordable Housing Strategy*, and Victorian State Government initiatives such as the Future Homes program.

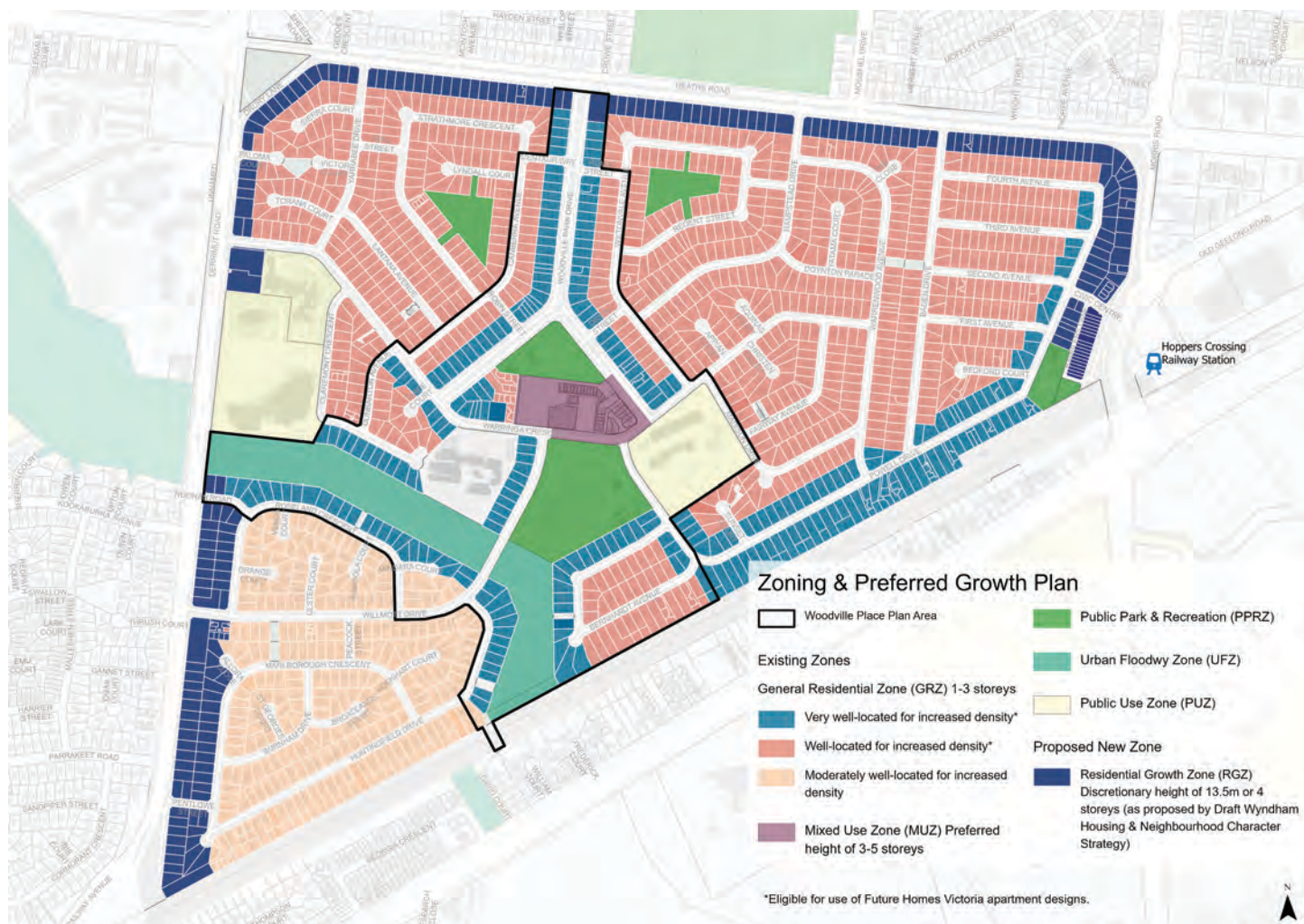


Figure 6. Zoning & Preferred Growth Plan.





3

**IMPLEMENTATION
PLAN**

3 IMPLEMENTATION PLAN

Prioritisation & Timeframe of Actions

The table below shows the implementation plan for the Woodville Place Plan. Actions are listed and ordered according to priority and estimated timeframe for delivery. Actions are also colour-coded according to the themes of the Place Plan. Some of them may include sub-actions for further clarity.

Implementation Plan			
Prioritisation & Timeframe of Actions			
	SHORT TERM (0-2 years)	MEDIUM TERM (2-4 years)	LONG TERM (Beyond 4 years)
HIGH PRIORITY	<ul style="list-style-type: none"> ● Improve the Shared Use Path Railway Underpass: Provide dry passage ● Willmott Drive Improvements: Targeted improvements to pedestrian safety and crossings along Willmott Drive, between Warringa Crescent Reserve and the D1 Drain Reserve. ● Warringa Crescent Improvements (movement): Targeted improvements to pedestrian safety and crossings on Warringa Crescent, between Shopping Centre, Warringa Crescent Reserve and the schools. ● Encourage Improvements to Woodville Park Shopping Centre: Beautification of the rear of the shops facing the park ● Planning scheme changes to manage potential future development of the shopping centre/Mixed Use Zone 	<ul style="list-style-type: none"> ● Woodville Park Improvements <ul style="list-style-type: none"> - Sheltered BBQ area and seating - Public toilet - Drinking tap - Lighting ● Warringa Crescent Improvements (place): <ul style="list-style-type: none"> - Improve road safety and pedestrian connections between the Reserve and Shopping Centre - Enhance Warringa Crescent Reserve adjacent to the shopping centre, including by providing DDA compliant paths and seating - Improve lighting and seating along Warringa Crescent in front of shopping centre ● Encourage Improvements to Woodville Park Shopping Centre: <ul style="list-style-type: none"> - Work with businesses and landowners to improve overall presentation of the shopping centre - Encourage increased business mix ● Improve the Shared Use Path Railway Underpass: Improvements to presentation and perception of safety (public art and lighting) ● Assess the capacity of existing kindergarten and childcare sites to meet the needs of the local community, particularly in response to the State Government's 'Best Start, Best Life' Kindergarten Reforms ● Woodville Park Drive Improvements: Provide safe pedestrian crossings on Woodville Park Drive and safe cycling circulation at the roundabout. ● Planning scheme changes to support and encourage increased housing diversity and high-quality medium density outcomes 	<ul style="list-style-type: none"> ● D1 Drain Improvements <ul style="list-style-type: none"> - Enhance landscaping and tree planting - Re-naturalisation - Explore improvements to the dog-off lead area - Lighting of paths - Encourage increased passive surveillance from adjoining properties

Implementation Plan

Prioritisation & Timeframe of Actions

	SHORT TERM (0-2 years)	MEDIUM TERM (2-4 years)	LONG TERM (Beyond 4 years)
MEDIUM PRIORITY	<ul style="list-style-type: none"> Encourage Improvements to Woodville Park Shopping Centre: Shopfront Improvement Program Explore community focussed activations in spaces that may be underutilised. 	<ul style="list-style-type: none"> Targeted improvements to the pedestrian and cycling network to be investigated Targeted traffic calming measures to be investigated 	<ul style="list-style-type: none"> Increase canopy trees along streets and in open spaces
LOW PRIORITY	<ul style="list-style-type: none"> Install and maintain a community noticeboard at the shopping centre Beautify Warringa Crescent Reserve Buildings and Car Park 		

PLACE PLAN THEMES

Access & Movement	Housing Diversity & Growth Capacity	Public Realm & Open Space	Economic Performance
Built Form & Urban Design	Environmental Sustainability	Community Services & Infrastructure	Place Making, Activation & Governance

Monitoring & Review

The actions in this plan will be monitored by Wyndham City Council to ensure they align with stated timeframes and intended Place Plan outcomes. Many of the actions also align with other Council strategies and processes.

A review of the Place Plan will be undertaken every 10 years to ensure that it remains relevant and consistent with community desires, state and local planning policy and guidelines, and the local context.



