



WOODVILLE ISSUES & OPPORTUNITIES

**A background paper to inform
the Woodville Place Plan**

October 2023



Acknowledgment 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 Weribee 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.

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1

INTRODUCTION

1 INTRODUCTION

Developed in the 1970s, Woodville is one of Wyndham's oldest neighbourhoods. The neighbourhood is largely contained within two major arterial roads (Derrimut Road and Heaths Road) and the Werribee metro train line.

The Woodville Neighbourhood Activity Centre (Woodville NAC) is located at the centre of the neighbourhood and contains important local services and amenities, including two schools, a kindergarten, a childcare centre, shops, and recreation facilities. It sits midway between two Major Activity Centres (MAC) – Pacific Werribee and Hoppers Crossing. Both MACs provide higher order shopping, business and community facilities and are highly accessible to Woodville residents.

The Purpose

The purpose of this paper is to identify and analyse the issues and opportunities present in Woodville that will inform the development of a place plan for Woodville Neighbourhood Activity Centre. It builds on information we have gathered through our extensive community engagement and discussions with our internal and external stakeholders.

What Is a Place Plan & Why Does Woodville Need One?

A place plan is a community-centred plan. It brings together the perspectives of residents, businesses, and visitors, to understand a vision for a place, and how that vision can be achieved through specific short and long-term initiatives and projects.

A place plan is special, because it takes into consideration the histories, views, and needs unique to each place and its community. It can achieve most of the

objectives of a structure plan in a more condensed process.

Places including neighbourhood activity centres need management and continuous improvement to ensure they are fit for purpose. Woodville NAC does not currently have a vision, a plan, specific design guidelines or governance arrangements to enable it to evolve and serve its local community or direct its operation. It has also had some safety and amenity issues. The passionate local community, however, provides a great opportunity for a community-driven plan.

Another driver for this Place Plan was a recent 2-lot subdivision application for the Woodville Park Shopping Centre. The application was approved by Wyndham City Council (Council) through a turbulent process. Council first refused the application (against the officer advice) but had to approve it after VCAT advised to do so. While the original application included an indicative development proposal in addition to a subdivision proposal, up to this date, Council has only approved the subdivision plan.

The Woodville NAC Place Plan (Woodville Place Plan) will fill these gaps and guide future developments and how improvements in the Woodville NAC can benefit the broader community. It will address the future form and function of the centre and also develop activation and economic initiatives to meet community aims and needs and enhance liveability.

Planning & Policy Context

The Woodville Place Plan will be the first of its kind in Wyndham.

It will identify actions and projects for the Woodville area. It will also respond to State and Municipal plans, policies and strategies including the following.

Plan Melbourne 2017-2050

Plan Melbourne 2017-2050 is a long-term plan to accommodate Melbourne's future growth. Plan Melbourne is guided by the principle of 20-minute neighbourhoods.

The '20-minute neighbourhood' supports 'living locally'—which seeks to provide the opportunity for people to meet most of their daily needs within a 20-minute walk from home, with access to safe cycling and local public transport options. Research shows that 20 minutes is the maximum time people are willing to walk to access daily needs locally. This represents an 800m walk from home to a destination, and back again.

The Woodville Place Plan will promote and support the hallmarks of the '20-minute neighbourhoods' by encouraging investment and development of the Woodville Neighbourhood Activity Centre.



Figure 1. Most of Woodville is contained in an 800m circle centred on Woodville Park Shopping Centre.

The plan scope and the preparation process has also been informed by a draft tool-kit that the 20-Minute Neighbourhood Program team in the Victorian Department of Transport and Planning have prepared.

Wyndham 2040 Community Vision and Wyndham Council Plan 2021-2025

The Woodville Place Plan will support the themes within the Wyndham 2040 Community Vision and Wyndham Council Plan 2021-2025. In particular, the plan will be highly aligned with the 'Places and Spaces' theme and the following two areas in the Council Plan:



Figure 2. Features of a 20-Minute Neighbourhood. Source: Victorian Department of Transport and Planning.

- **A Green City**, Wyndham is an environmentally sustainable place where natural environments are protected. Council will plan for a more contained city; close to jobs and integrated with vital transport, facilities, infrastructure and open space.
- **A Liveable City**, Wyndham has great places and spaces that can be enjoyed by all and growth is sustainable.

Table 1. Key themes in Wyndham 2040 Community Vision and their alignment with Council Plan Strategic Areas.

Council Plan Strategic Area	Aligned to Wyndham 2040 Community Vision Theme
<ul style="list-style-type: none"> • A Healthy, Accessible and Equitable City • A Welcoming and Inclusive City 	People and Community
<ul style="list-style-type: none"> • A Liveable City • A Green City 	Places and Spaces
<ul style="list-style-type: none"> • An Economically Prosperous City • A Thriving City 	Earning and Learning
<ul style="list-style-type: none"> • Community As An Active Partner • Delivering Public Value and Excellence 	Leadership and Participation



Figure 3. The community value and enjoy green open spaces in Wyndham.

The Wyndham Plan (Draft)

Public consultation for the (draft) Wyndham Plan recently closed and it is under review at the moment. The draft Wyndham Plan promotes that to service future population of around 500,000, Wyndham must seek to be a City. To become a city, Wyndham must transform itself by transforming movement and transforming place, to connect People and Places. It aims for Wyndham to evolve by encouraging and facilitating development in locations supported by infrastructure and services.

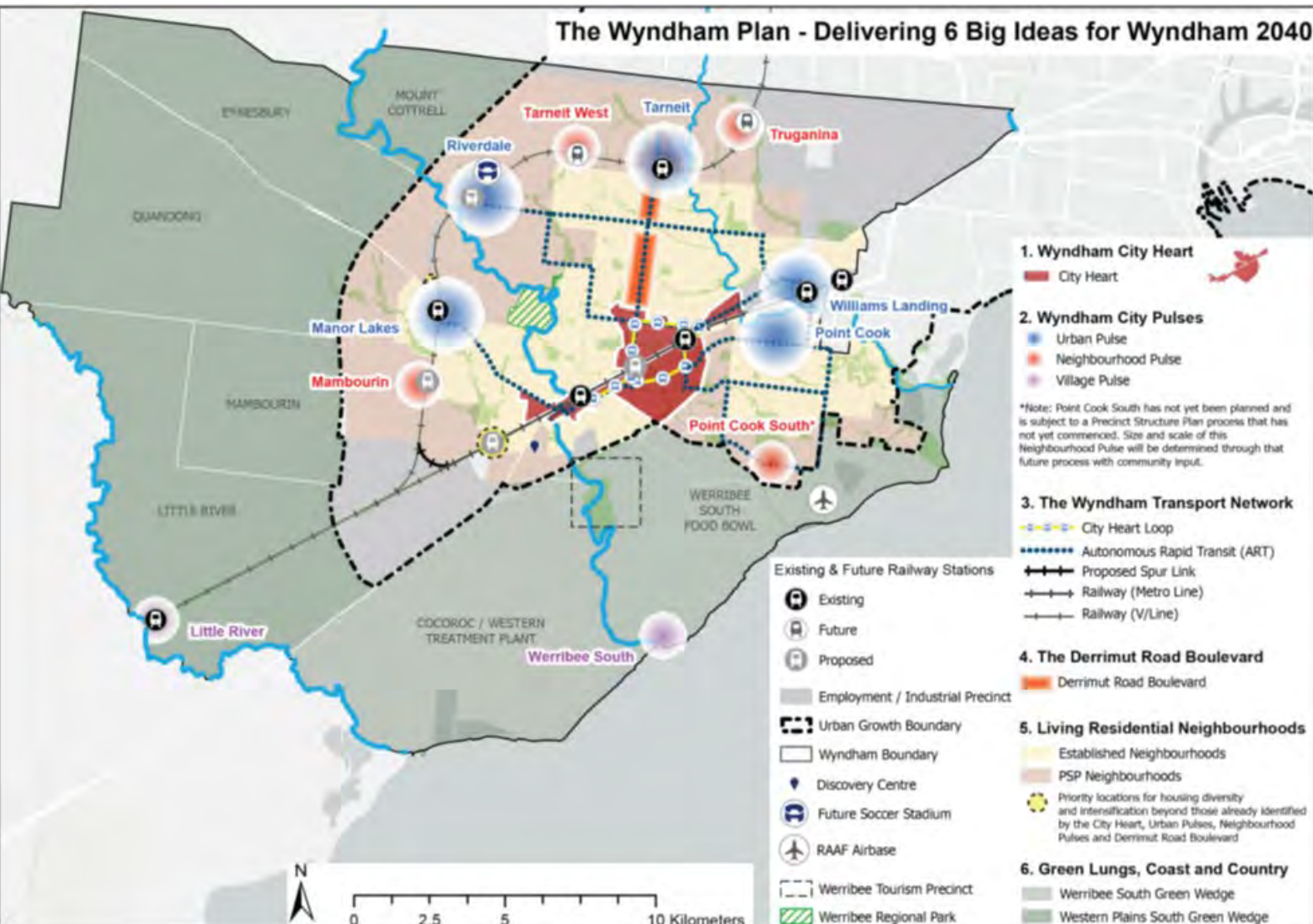
Woodville sits in the middle of the proposed City Heart which is one of the 6 big ideas proposed by the Wyndham Plan (see Figure 4 & 5). While Woodville is not a major focus of the City Heart precinct, its location provides a opportunity for it to become a well-connected mixed-use,

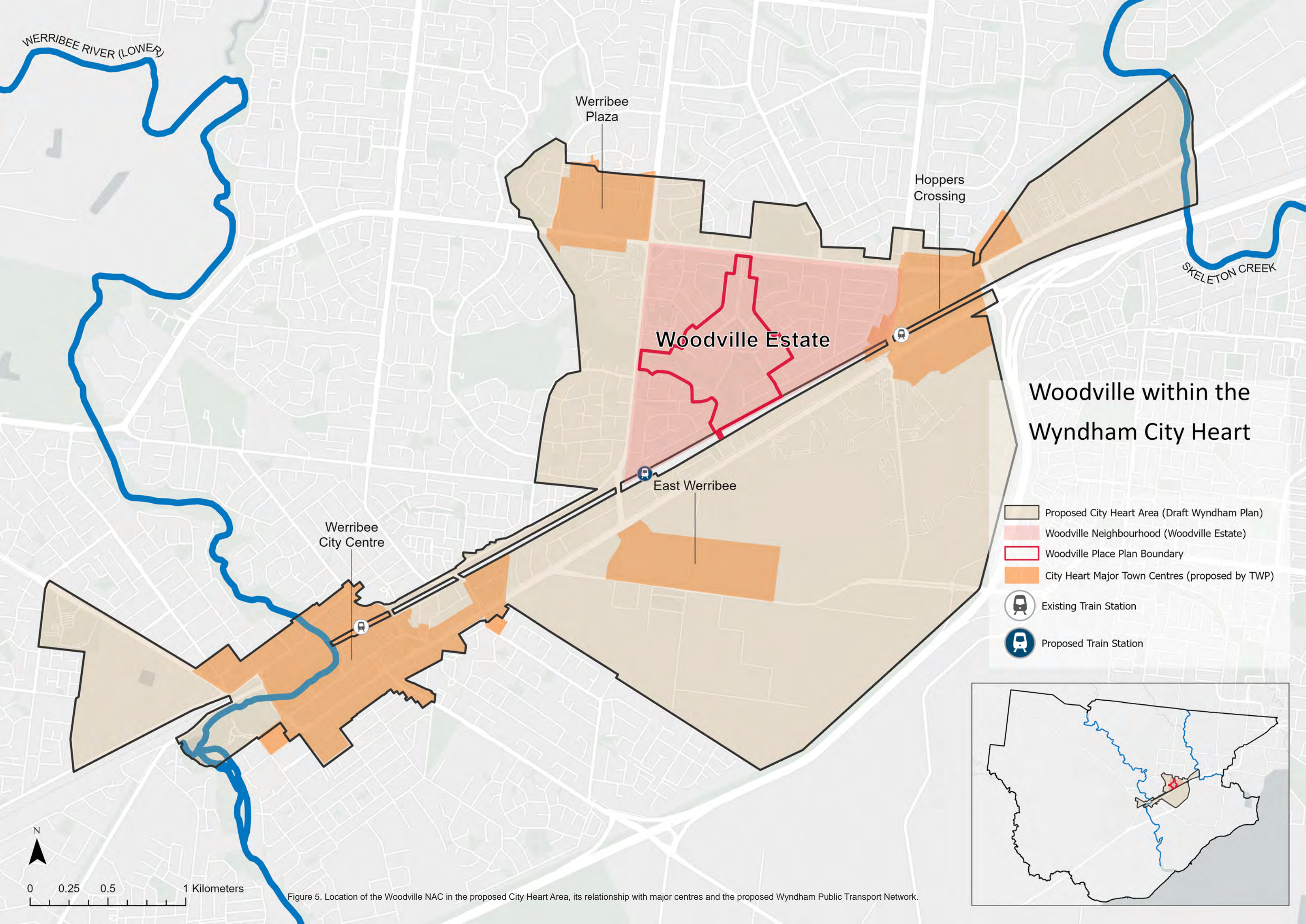
medium-density urban area.

Other Relevant Strategies & Policies

- Draft Wyndham Housing and Neighbourhood Character Strategy 2023
- Active Transport Strategy 2023
- Wyndham Integrated Transport Strategy 2023
- Resilient Wyndham Strategy 2021-2025
- Wyndham City Affordable Housing Strategy 2022-2025
- Wyndham Activity Centres Strategy 2016
- Economic Development Strategy 2022-2026
- Gender Equality Action Plan

Figure 4. Delivering Big Ideas for WYndham 2040 plan. Source: The (Draft) Wyndham Plan.





Woodville within the Wyndham City Heart

- Proposed City Heart Area (Draft Wyndham Plan)
- Woodville Neighbourhood (Woodville Estate)
- Woodville Place Plan Boundary
- City Heart Major Town Centres (proposed by TWP)
- Existing Train Station
- Proposed Train Station

Figure 5. Location of the Woodville NAC in the proposed City Heart Area, its relationship with major centres and the proposed Wyndham Public Transport Network.

2

UNDERSTANDING WOODVILLE

2 UNDERSTANDING WOODVILLE

Woodville, Past & Present

Woodville is located on the lands of Bunurong People of the Kulin Nation.

In its post-colonial era, development in Woodville dates back to the 1960s. By 1975, most of the Woodville land had been subdivided and developed as detached single storey residences. The street layout and urban structure is based on the principles of the Neighbourhood Unit concept which has been described in the Built Form and Urban Design section of this paper.

Who Lives & Works Here?

Population, Age & Household Structure

Around 4,200 residents call Woodville home. The current forecast is that it will grow by less than 5% to around 4,500 by 2041.

The population profile of Woodville is forecast to change. As can be seen in Figure 7 Woodville's population is generally older than Wyndham's, with a median age of 38 compared to 32 (for Wyndham).

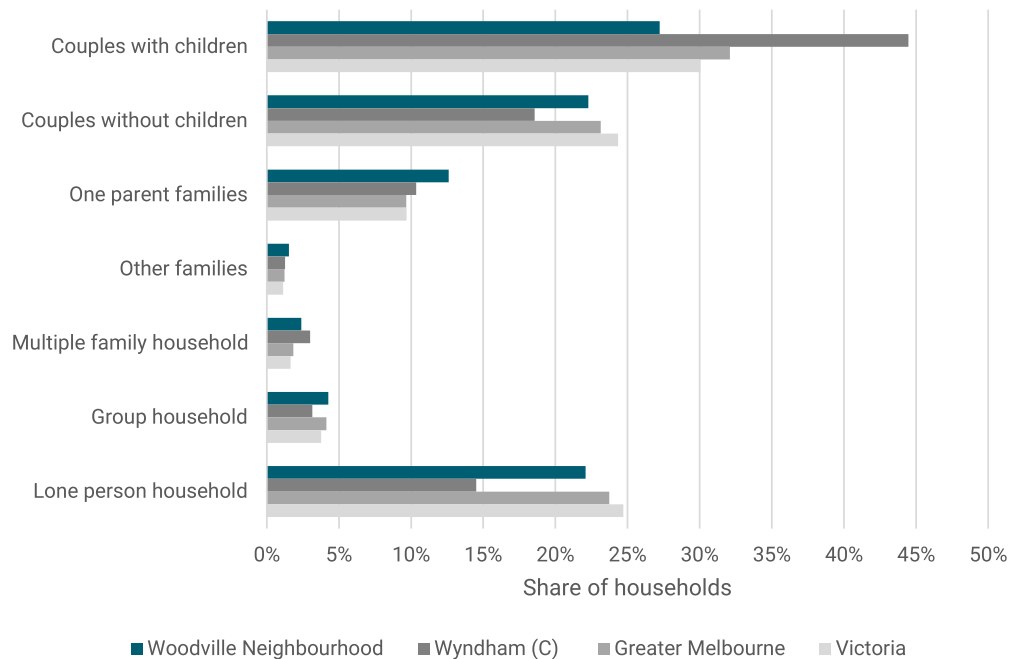
Figure 6. Woodville Neighbourhood is confined by arterial roads.



Figure 7. Proportion of population by life stage, Woodville Neighbourhood, Wyndham LGA, Greater Melbourne and Victoria, 2021
Source: REMPLAN Community.



Figure 8. Household structure, Woodville Neighbourhood, Wyndham LGA, Greater Melbourne and Victoria, 2021.
Source: REMPLAN Community.



With an older population, it is not surprising that Woodville has a higher proportion of lone person households (See Figure 8).

The largest changes in family/household types in Woodville between 1991 and 2021 were:

- Couples with children (-529 households)
- Lone person (+207 households)
- Couples without children (+99 households)
- One parent families (+78 households)

By 2041, it is forecast that there will be an additional 60 'lone person' households, 40 more 'couples with dependants' households, and 55 less 'couple only' households.

These characteristics are important when considering opportunities for new development in Woodville, particularly those that would allow older residents to remain living in their community and close to the services they need. Essentially, this means encouraging greater housing diversity with a focus on smaller low maintenance homes in good locations.

If an increase in dwelling diversity and housing density can be achieved, the dwelling stock may be able to accommodate a larger population. As smaller households downsize and free up larger homes for bigger families, there will be more affordable housing options for younger professionals to stay in the neighbourhood or move in.

Jobs

In 2021, Woodville had an unemployment rate of 9.5% notably higher than City of Wyndham's 6.8%.

The most common occupations of residents in the Woodville Neighbourhood are:

- Professionals (290 or 18.1%)
- Labourers (238 or 14.8%)
- Machinery Operators and Drivers (214 or 13.3%)

Professionals in Woodville work predominantly in areas such as midwifery and nursing, as well as business and marketing, while labourers work in areas such as commercial cleaning and freight handling.

Analysis of the method of travel to work of the residents in Woodville in 2021, compared to City of Wyndham, shows that 8.8% used public transport, while 55.0%

used a private vehicle, compared with 5.9% and 55.1% respectively in City of Wyndham. This may reflect Woodville's close proximity to Hoppers Crossing Train Station. About 20% of workers commute more than 30km to work.

Income

The median personal weekly income of Woodville residents in 2021 was \$592 (\$30,828 per annum), noticeably lower than the Wyndham LGA average of \$839 (\$43,652 per annum) (See Figure 9). However, since 2016, the proportion of residents earning a weekly income of between \$1,300 and \$1,999 has increased.

Lower incomes were earned within the Woodville Neighbourhood in 2021 compared to the Wyndham LGA, Greater Melbourne and Victoria. Two in five Woodville households (43.4%) reported weekly earning lower than \$65,000 per annum, notably lower than the benchmark regions.

It is important to note that income data is not necessarily a measure of wealth. For example, if an area has a large number of retirees this will produce a higher proportion of households with low income but the retirees may have large capital wealth. For this reason, household income should be viewed in conjunction with Age and Household Composition.

Education

Residents of Woodville have a lower rate of Bachelor or higher qualifications (37.1%), compared to Wyndham LGA (49.2%), Greater Melbourne (50.6%) and the State (46.0%). Conversely a higher proportion of Woodville residents hold a Certificate level qualification.

Figure 9. Weekly household income, Woodville Neighbourhood, Wyndham LGA, Greater Melbourne and Victoria, 2021.
Source: REMPLAN Community.

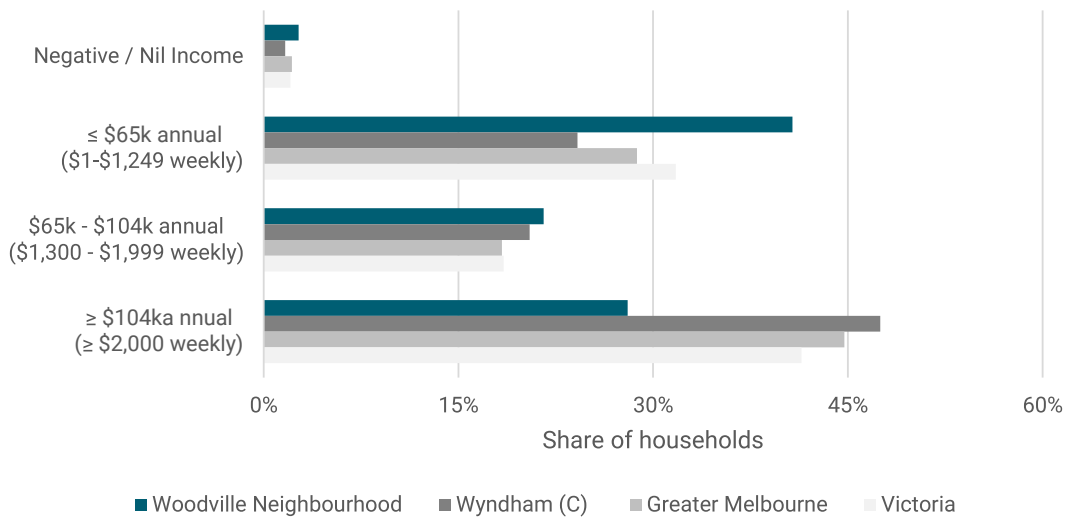
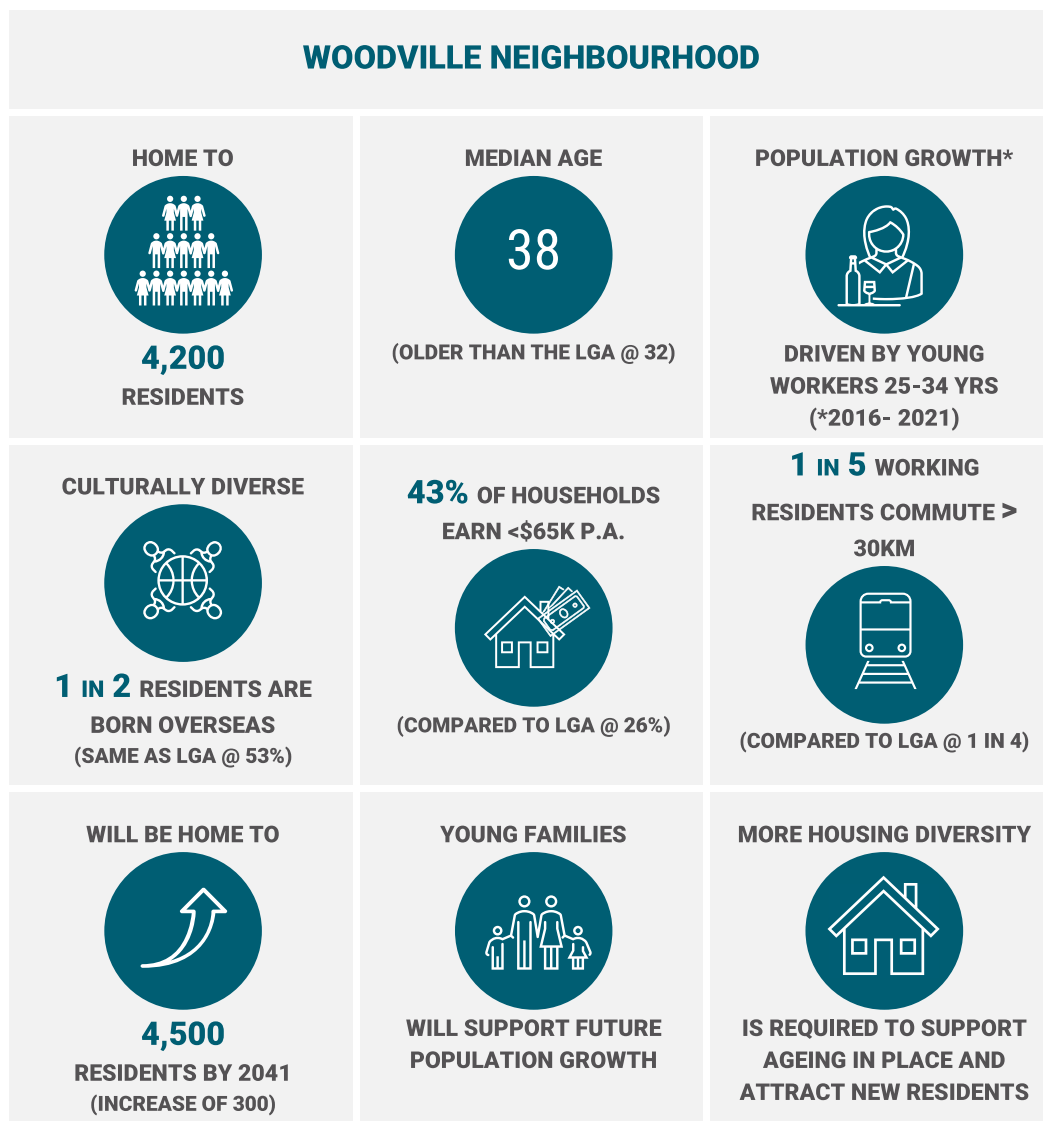


Figure 10. Woodville Community Profile Snapshot.
The figure below provides a snapshot, summarising who lives and works in Woodville.



Woodville Neighbourhood Activity Centre (NAC)

The Wyndham Activity Centres Strategy (2016) categorises the Woodville Park Shopping Centre as a Neighbourhood Activity Centre. In addition to the shopping centre, the Woodville Place Plan includes the surrounding cluster of non residential land uses in the central part of Woodville as components of the Neighbourhood Activity Centre (NAC). These are Woodville Primary School, the Warringa Park School, Woodville Park Kindergarten, Woodville Childcare Centre, Woodville Park Drive Playground, Warringa Crescent Reserve (and the sport club), and the D1 Drain. Figure 14 shows the Woodville NAC and its components. These are described further below.

Woodville Park Shopping Centre

The Woodville Park Shopping Centre has a commercial floorspace of around 3950 m². It offers a range of local services, focused mainly around food. It has 55 marked parking bays in its central court and about 150 unmarked bays in its western carpark.

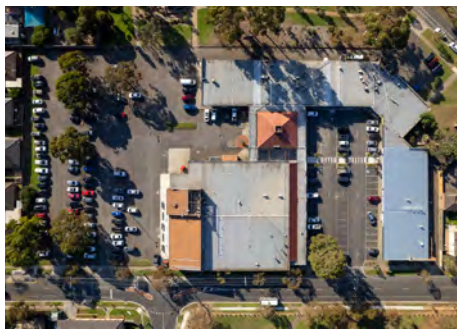


Figure 11. Woodville Park Shopping Centre.

Woodville Park Shopping Centre has undergone a relatively recent (2021) upgrade to its common areas, with the most notable elements being large scale murals painted on previously blank walls, a dedicated pedestrian crossing through the main car park with associated landscaping, an accessible ramp and stairway, bench seating and planter boxes. This work was a partnership which saw investment by Wyndham City Council, the Victorian State Government and the Shopping Centre owners. This was a successful project that

enhanced the Shopping Centre.

At the time of writing this paper, there is only one vacancy in the shopping centre which is the former linen store (the Manchester Shop). This shop is in the process of seeking planning approval to be used as a restaurant by an existing restaurant owner in the shopping centre.

Woodville Primary School

The Woodville Primary School is celebrating its 50th anniversary in December 2023. It offers a comprehensive education for students from Prep to Grade 6. The school is undergoing a significant upgrade including modernising Block A and Block B with a budget of \$10.656 million.



Figure 12. Woodville Primary School.

Warringa Crescent Reserve

Warringa Crescent Reserve is a multi-sport facility managed by Wyndham City Council. The reserve caters for activities such as sporting matches, fitness classes, community meetings and educational classes. The facility provides indoor and outdoor spaces which are accessible to participants of all ages and abilities. There are existing community sporting clubs who are long-term tenants of this facility, and are provided ongoing allocations to deliver sporting opportunities to our community.



Figure 13. Warringa Crescent Reserve.



Figure 14. Woodville NAC Area and its components.

D1 Drain

D1 Drain runs through Woodville creating a loveable green open space for the neighbourhood. The drain is highly valued by the community and is used for a range of activities such as active transport and off-leash dog walking. It connects to the Encore Events Centre on west side of the neighbourhood and has a rail underpass that links to the East Werribee Precinct.



Figure 15. D1 Drain.

Warringa Park School

The Warringa Park School is catering for students with a diagnosed intellectual disability with a number campuses. The Warringa Crescent Campus caters for Foundation to year 6 students. The catchment of the school is City of Wyndham.



Figure 16. Warringa Park School.

Woodville Park Dr Playground

The playground is located to the north of the shopping centre and is a loveable space for children and families living in Woodville. The playground in its current form was majorly constructed in 2014 with a nature play area addition in 2018.

Kindergarten and Child Care Centres

There are two early years care facilities in the study area. The Woodville Park Kindergarten, located at 80 Woodville Park Drive, Hoppers Crossing is owned and managed by Council and the Woodville

Childcare Centre, located at 82 Woodville Park Drive, Hoppers Crossing is owned by Council and managed by Quantin Binnah Inc. (QB).



Figure 17. Woodville Park Dr Playground.

Table 2. Maximum number of kindergarten places available in both centres in 2023.

Facility Name	Rooms	Licensed Room Capacity (allowed children in a room and play space at once)	Sessional Kindergarten Places	Childcare
Woodville Childcare Centre	1	48	18 (9 x 3-year-old and 9 x 4-year-old sessional kinder places, with option for wraparound childcare)	Provides childcare programs, with sessional kinder integrated for 3 and 4-year-olds
Woodville Park Kindergarten	1	30	82 (mix of 3 and 4-year-old groups)	No childcare; sessional kindergarten only
Total	2	78	100	

Figure 18. The Woodville Park Kindergarten and the Woodville Childcare Centre.



3

**WHAT HAVE WE
HEARD FROM THE
STAKEHOLDERS?**

3 WHAT HAVE WE HEARD FROM THE STAKEHOLDERS?

We have undertaken a three-step community engagement process to ensure timely and effective development of the plan while keeping the community highly engaged.

Figure 19 shows how different stages of community engagement feed into the place plan, who the audience is, and when engagement happens. Steps 1 & 2 of this process have been completed.

Insights From Our First Community Engagement

Step 1 of the community engagement took place in February and March 2023 right at the beginning of the project. It included

a range of activities such as a survey, an online mapping tool and two drop-in sessions in Woodville.

The objectives of this engagement were to:

- Listen to what Woodville residents and visitors value about their neighbourhood; how the neighbourhood and especially the activity centre can be improved; and what the high-level key issues are.
- Recruit for a neighbourhood team through an expression of interest process.

Following is a summary of the engagement method and outcomes. To see the engagement report click [here](#).

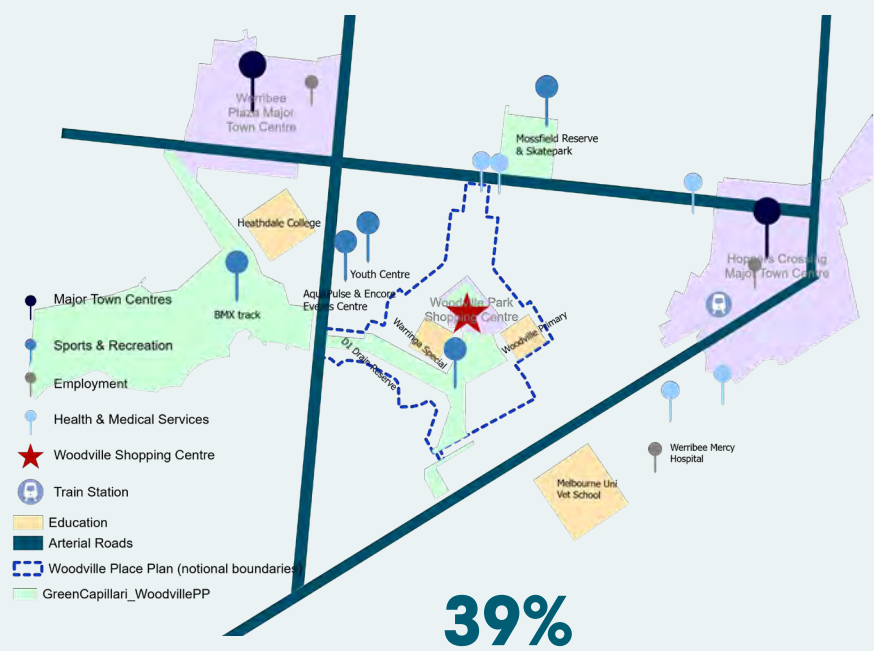
Figure 19. A 3-step approach to community engagement in Woodville.



Table 3. Community engagement activities and tools.

Community engagement activities / tools	
Method / technique	Stakeholders engaged
Project page on The Loop website	1209 page views 683 total visitors to the page
Online survey	71 surveys completed
Social mapping tool	78 contributions from 28 people
Submissions	1 submission
Drop-in sessions at Woodville	35 local community residents participated

What people like about Woodville



39%
**Location
& Nearby Attractions**



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%

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**

Social Mapping Tool

Respondents were invited to ‘drop a pin’ and provide comments relating to a specific area within Woodville in three pre-defined categories of issues, ideas and compliments. Figure 20 illustrates the number of responses and their locations and below is a summary of the comments. The concentration of responses has been on Woodville Park Shopping Centre and D1 Drain.

Table 4. Comments made by participants on the social map.



Figure 20. Social mapping issues and opportunities in Woodville.

Comments on the Social Map	
ISSUES	
Woodville Park Shopping Centre	<ul style="list-style-type: none">The laneway and the back wall of the shopping centre detracts from the park and feels unsafe.Hooning in the Shopping Centre carpark is very disturbing.The overall presentation of the shopping centre is poor.
D1 Drain	<ul style="list-style-type: none">The railway underpass gets flooded and feels very unsafe.The drain is nearly flat towards the off-leash area and always muddy.The eastern end of the D1 Drain has been neglected in terms of landscaping and maintenance.
Overall neighbourhood	<ul style="list-style-type: none">Trying to get safely out of the Woodville Estate is extremely hard. Especially at school drop off and pick up. I'm surprised there hasn't been an accident.The mound around the oval is a barrier for people to connect to the shops.This spot [reserve crossing at Willmott Dr] is not safe even with speed bumps.
IDEAS	
Woodville Park Drive Playground	<ul style="list-style-type: none">Some basic exercise equipment plus, Yoga classes in the park may attract people interested in fitness.Sheltered BBQs, public toilets, shaded seating, freshwater taps in the park.More surveillance, maintenance and landscaping in Woodville Park.
Woodville Park Shopping Centre	<ul style="list-style-type: none">This could be a lively strip after hours with a cafe/bar that's open late.More day-to-day services such as a pharmacy, post office, news agency, etc.A public toilet is needed at the shopping centre.Possible use of carpark for events - food trucks etc. (understanding it is a private carpark), to compliment/promote the local shops/businesses.
D1 Drain & Warringa Crescent Reserve	<ul style="list-style-type: none">A fenced off-leash dog park with water fountain.Better landscaping and more trees for streets and D1 DrainImproved connection to the East Werribee area through the railway underpass. Artworks and beautification of the underpass can make it safer.
Overall neighbourhood	<ul style="list-style-type: none">A bike parking cage, and better wayfinding for cyclists, and cycling promotion program for the school.More speed humps or chicane/islands, lighting, and even cameras could help deter the illegal car activity.Public lighting across the neighbourhood especially at the reserve and the drain.Direct public transport to the stations (i.e., smart minibuses).More work on our urban forest and nature strip tree planting-more trees.

The Woodville Neighbourhood Team Workshops

Following Step 1 of the consultation, in Step 2 a deliberative community panel was formed, known as ‘the Woodville Neighbourhood Team’. The group comprised a range of community members, generally living within approximately 800 metres of the Woodville Neighbourhood Activity Centre.

The purpose of the Woodville Neighbourhood Team was to:

- Bring together engaged community members to help to shape the development of the draft Place Plan.

- Collect local insights and knowledge to shape key priorities and actions, and
- Provide an opportunity for meaningful and deliberative community engagement.

The Woodville Neighbourhood Team participated in a series of three workshops. The workshops were facilitated by CoFutures, a firm that specialises in community engagement in planning. The workshop programme was to gather more detailed place-based wisdom, and workshop specific outputs. A summary of the workshop programme and their objectives is provided in Table 5.

Table 5. A summary of workshops themes and objectives.

Workshop & Theme	Objective
Workshop 1: Introduction, values and needs 29 May 2023, 5:30pm-8:00pm Encore Events Centre, Hoppers Crossing	<ul style="list-style-type: none"> • Introduce the newly formed Woodville Neighbourhood Team to one another, and build rapport. • Bring a deeper understanding of knowledge of the project to the Neighbourhood Team, including background and scope. • Understand participants' values and experiences of the site. • Communicate the expectations and scope of the Place Plan project as a whole.
Workshop 2: Key concepts and aspirations 17 June 2023, 10:30am-2:30pm Woodville Park Shopping Centre & Encore Events Centre, Hoppers Crossing	<ul style="list-style-type: none"> • Build community knowledge and understanding of key urban planning a design concepts when planning for a Neighbourhood Activity Centre. • Understand the lived experience of participants through on-site activities. • Understand participants' aspirations for the site
Workshop 3: Actions, priorities, and place-making 22 June 2023, 5:30pm-8:00pm Encore Events Centre, Hoppers Crossing	<ul style="list-style-type: none"> • To ask participants to prioritise key actions and interventions, based on ideas and aspirations discussed in Workshop 1 and 2. • To introduce, and have participants engage with, the key concepts of place-making and activation. • To develop a written expression of priorities and timelines, informing actions for the Place Plan. • To understand the Woodville Neighbourhood Team's reflections on the project outputs, from all of the workshop sessions.



Figures 21, 22 & 23. A walk through Woodville NAC was undertaken by the neighbourhood team to identify issues and opportunities

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 24. Mapping issues and opportunities as identified by Woodville Neighbourhood Team.

Emerging Community Action Plan

The series of workshops had previously explored ideals and aspired realities for Woodville. As the final activity, we asked participants to plan and prioritise actions that align with these ideals and aspirations.

Significant discussion took place, however participants were limited to only chose three actions to prioritise.

The actions were drafted in concordance

with previous conversations and themes, and participants were invited to freely add more. The result of the activity was an emerging community action plan and mapping actions based on timeframes (short, medium, long term), and priority (low, medium, high). These are shown in Table 6.

Additional theme-based actions are gathered in Table 7.

Table 6. Actions identified by Woodville Neighbourhood Team.

	SHORT TERM	MEDIUM TERM	LONG TERM
LOW PRIORITY	<ul style="list-style-type: none"> Run a placemaking activity using the delivery bay/ garage area of the Shopping Centre 	<ul style="list-style-type: none"> Accommodate diverse tenancy types at Woodville Shopping Centre Install a basketball hoop with concrete square or quarter court at Woodville Park Drive Playground Promote footpath maintenance to improve walkability across the whole neighbourhood 	<ul style="list-style-type: none"> Develop public spaces and facilities beyond the (Warringa Crescent Reserve) Oval, eg. covered seats
MEDIUM PRIORITY	<ul style="list-style-type: none"> Install exercise activity equipment beside the (Warringa Crescent Reserve) Oval Install a community-led noticeboard at the shopping centre 	<ul style="list-style-type: none"> Investigate and recommend changes to bus routes, ensuring it services and connects the right locations Extend naturalisation of the Drain Reserve 	<ul style="list-style-type: none"> Install seating close to the delivery bay of Woodville Shopping Centre, to encourage passive use
HIGH PRIORITY	<ul style="list-style-type: none"> Improve lighting on Warringa Crescent, outside the shopping Centre Install a public toilet at Woodville Park Drive Playground 	<ul style="list-style-type: none"> Develop a community centre Develop a fenced dog park 	

Table 7. More theme-based actions were identified by Woodville Neighbourhood Team.

Themes	Actions
Active transport, public transport, and roads	<ul style="list-style-type: none"> • Change speed humps into pedestrian crossings across median strips near Woodville Park Kindergarten • Investigate the potential for a pop-up bike-lane on Powell Drive, connecting to Hoppers Crossing Station • Extend footpath down Willmott Drive, facing Warringa Crescent and Drain Reserves • Install an accessible pedestrian crossing connecting Warringa Crescent reserve and the Drain Reserve, across Willmott Drive • Establish a zebra crossing, connecting the Shopping Centre to the Reserve, across Warringa Crescent • Investigate options to increase visibility at the bend on Willmott Drive, between Warringa Crescent Reserve and the Drain Reserve • Investigate alternatives to the 'seagull intersection', allowing people to cross the road • Install solar lights close to the Drain Reserve walking path • Remove car parks where there are pram/wheelchair crossings across roads • Promote connections between Woodville Park Drive Playground and the Shopping Centre
Greenery and open space	<ul style="list-style-type: none"> • Investigate and advocate for bus route alternatives • Promote increased canopy cover (trees) for shade • Extend naturalisation of the Drain Reserve • Preserve the greenery that Woodville has • Protect the natural environment
Buildings and places	<ul style="list-style-type: none"> • Install seating at close to the delivery bays of the Centre to encourage passive use • Accommodate a public gathering space at the Shopping Centre • Accommodate a café at the Shopping Centre • Install signage for Woodville Shopping Centre at different entrances • Install a basketball hoop with concrete square or quarter court at Woodville Park Drive Playground • Install drinking fountains at Woodville Park Drive Playground
People and community	<ul style="list-style-type: none"> • Facilitate the development of a community-led Woodville brand, promoting it as a distinct and recognisable place • Promote inclusivity in Woodville, so everyone feels welcome • Support Woodville's "village"-like character
Placemaking	<ul style="list-style-type: none"> • Accommodate a community mural painting on back of shopping centre • Plan and deliver community events at Warringa Crescent Reserve

The Voices of Children in Woodville

We engaged 100 Story Building—a social enterprise who specialise in working with young people—to explore the idea of what is it like to be a child or young person living in Woodville, and how can we make it better.

100 Story Building worked with 16 children in Year Six at Woodville Primary School and

9 children in Years 3-4 at Warringa Park School to explore these ideas using creative activities such as zine making, mapping, drawing and writing. From the work developed and shared, we learned that Woodville children are active, enthusiastic about their community, and keen to share ideas for improving the local area. The insights gained are summarised on the following page.

THE VOICES OF CHILDREN IN WOODVILLE

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

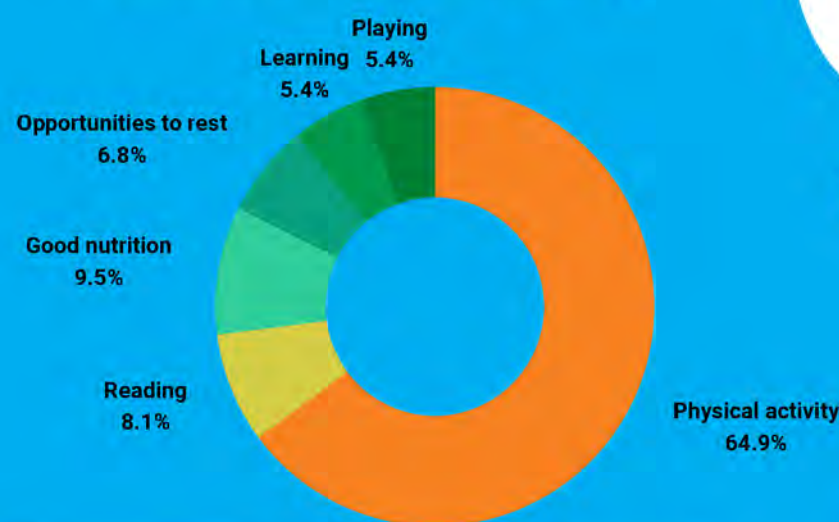
"I can keep my mind and body happy and healthy by ... playing a sport"
Brooklyn, Woodville Primary

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

In their work they have identified and enjoyed doing in Woodville, the local issues that are important to them such as the environment, outdoor play and especially sporting activities, and suggestions about how to make Woodville feel safer and more connected for them.

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%

Internal and External Stakeholders Engagement

Internal Engagement

Wyndham City's Open Space Planning & Design, Transport Planning, Traffic Planning, Sports & Recreation, Social Planning, Strategic Planning & Property, and Community Development teams have been engaged to get a better understanding of different components of Woodville. Exercises such as site walk with the Open Space and Transport teams proved to be very constructive in advancing a mutual understanding of Woodville NAC.

As the result of these conversations, initial ideas have been developed for park and open space improvements, better traffic management and street crossings, advocating for better housing diversity and improving community services in Woodville.

This paper brings together these ideas and opportunities with the view to translating them into actions in the next phase of the project.

External Engagement

We have engaged with specific stakeholders to better understand their interests and influence over the project outcomes and project limitations.

Regular monthly catch-ups with the 20-minute Neighbourhood Program team in the Department of Transport and Planning have assisted us in developing the methodology. Their draft toolkit and guidelines have been used as a framework for the project. The project is also serving as a 'test-run' for their draft toolkit and guidelines.

Melbourne Water (MW) was engaged as the custodian of D1 Drain to discuss ways



to improve the Woodville section of the D1 Drain. The MW representatives were open to the idea of Council exploring concept designs and bringing them back to MW for feedback and assessment.

The owners of the Woodville Park Shopping Centre were engaged via an online meeting. The findings from the community engagement were shared. Their concerns and ideas in relation to the shopping centre were also heard. Issues of safety and security, vandalism, business mix and the overall presentations of the shopping centre were discussed. The potential pros and cons of the proposed development of the recently subdivided lot in the shopping centre site were also discussed.

Similarly, the business owners at the shopping centre were engaged to hear their thoughts and concerns. Further conversations with these groups are planned as the project progresses.

4

HOW IS
WOODVILLE NAC
FUNCTIONING?

4 HOW IS WOODVILLE NAC FUNCTIONING?

Woodville NAC Catchment

The 20-minute neighbourhood is based on studies that show 20-minutes is the maximum time people are willing to walk to meet their daily needs locally.

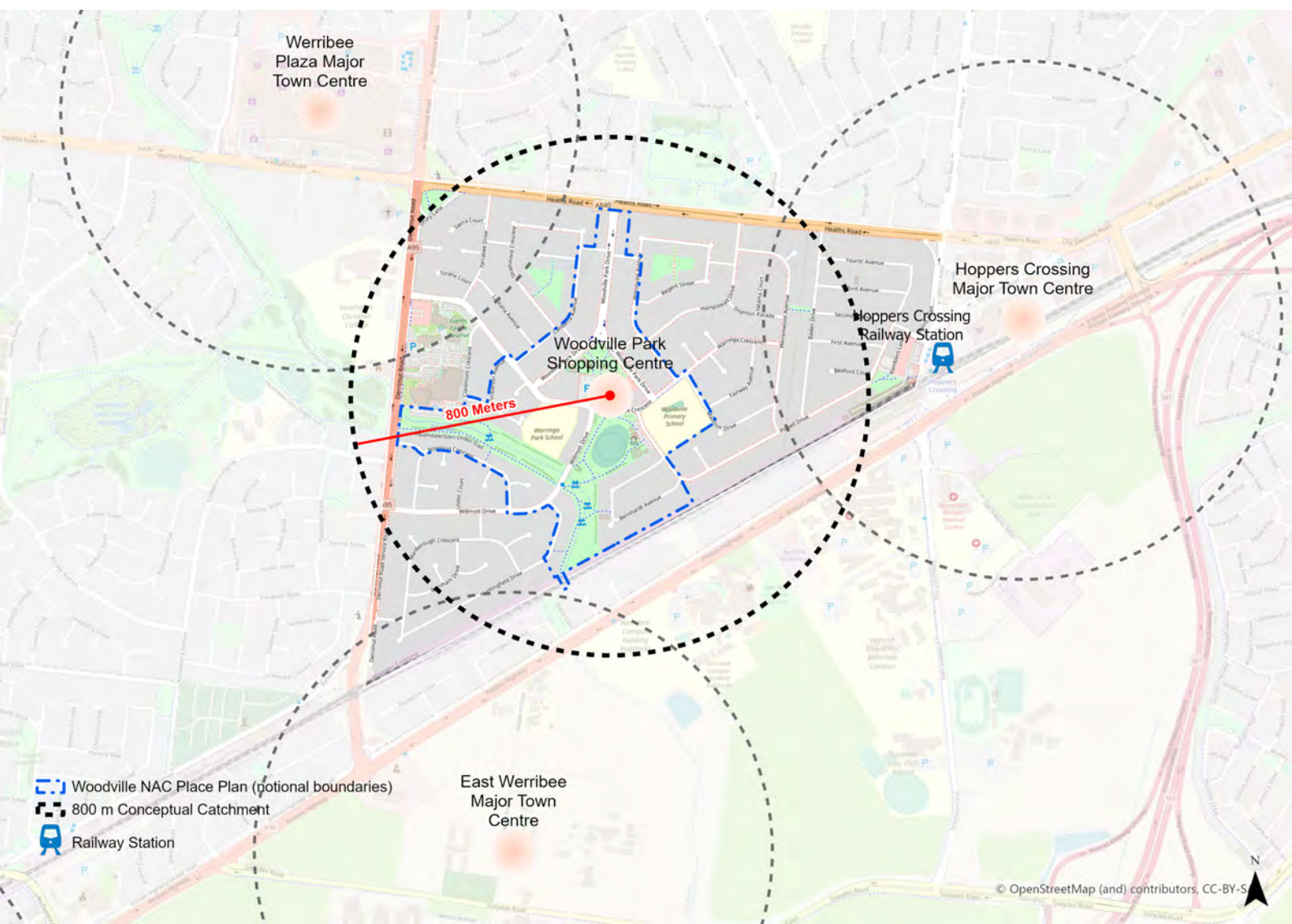
This 20-minute journey represents an 800 metre walk from home to a destination and back again or a 10-minute walk to your destination and 10 minutes back home. The 800m distance is to be used as a guide only and offers a standard comparison measure.

Given the spatial configuration of Woodville which is bounded by arterial roads and rail

corridor and its spatial relationship with other activity centres, the hypothetical catchment for Woodville NAC is essentially the whole neighbourhood contained in a somewhat triangle shape.

The catchments for the schools will be larger than the study area. The Specialist school in particular has a catchment of all Wyndham. It is assumed that car usage is required to get to the school as longer distances travelled/needs of children could potentially require being driven (this is unknown).

Figure 25. Woodville NAC Catchment identified in relation to other centres catchments in surrounding neighbourhoods.



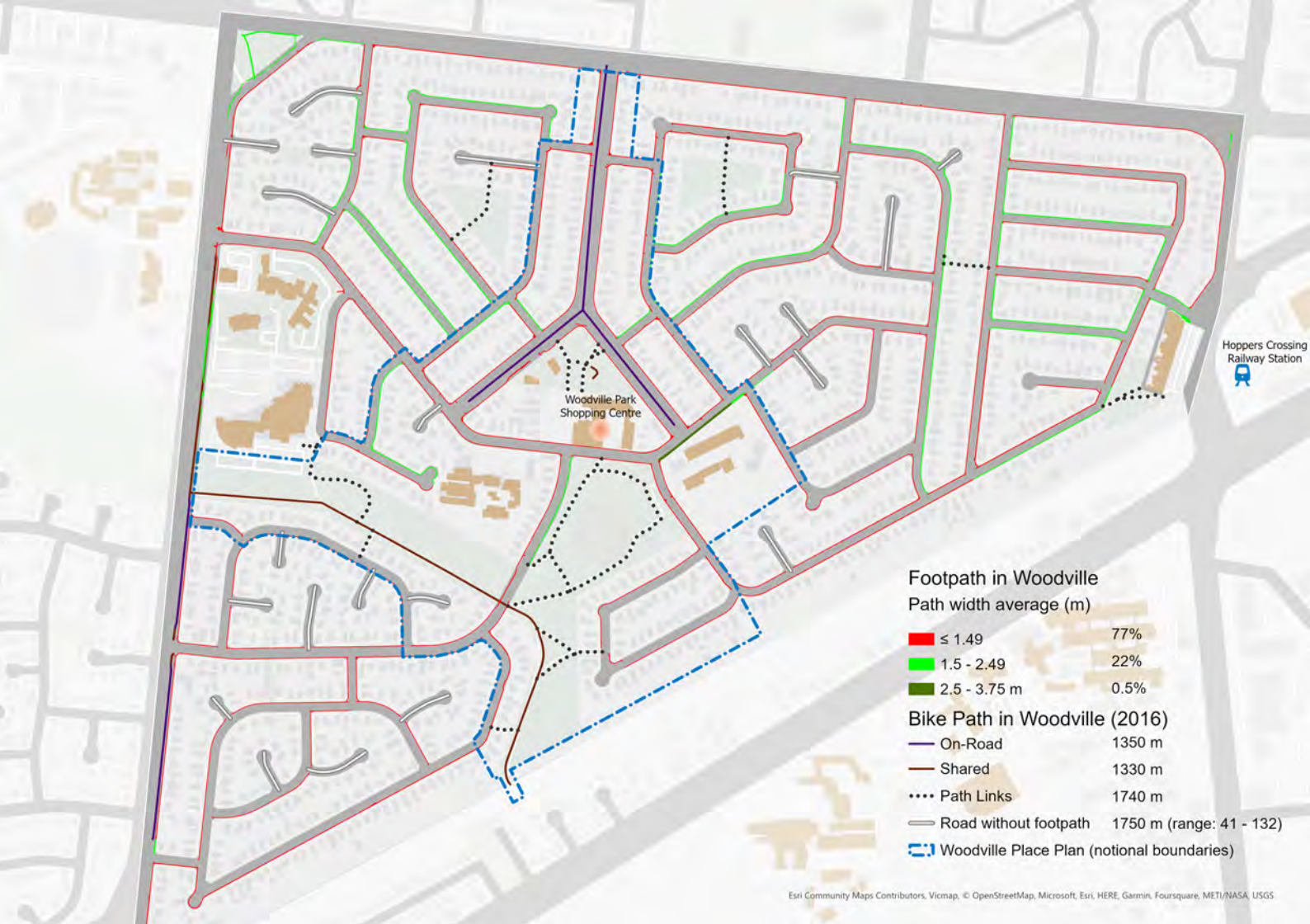


Figure 26. Analysing the footpath network in Woodville

Access & Movement

Foot & Bicycle Paths

More than 77% (44,587m) of footpaths in Woodville have an average width of less than 1.5m. This is the minimum standard width proposed in precinct structure plans and in *Austrorads Guide to Road Design Part 6A: Paths for Walking and Cycling* (2017). Narrow footpaths are a deterrent to non-recreational walks.

Most shared-use paths (SUP) in Woodville are about 2m wide, considerably narrower than the preferred width of 3m.

In addition, about 1740m of roads in Woodville do not have a footpath at all. They are CUL-DE-SACs ranging from 41 to 132m in length.

It is understandable that not all the missing links and narrow footpaths in Woodville can be rejuvenated in short term due to limits with technical and financial resources. However, it is proposed that a Primary Pedestrian and Active Transport

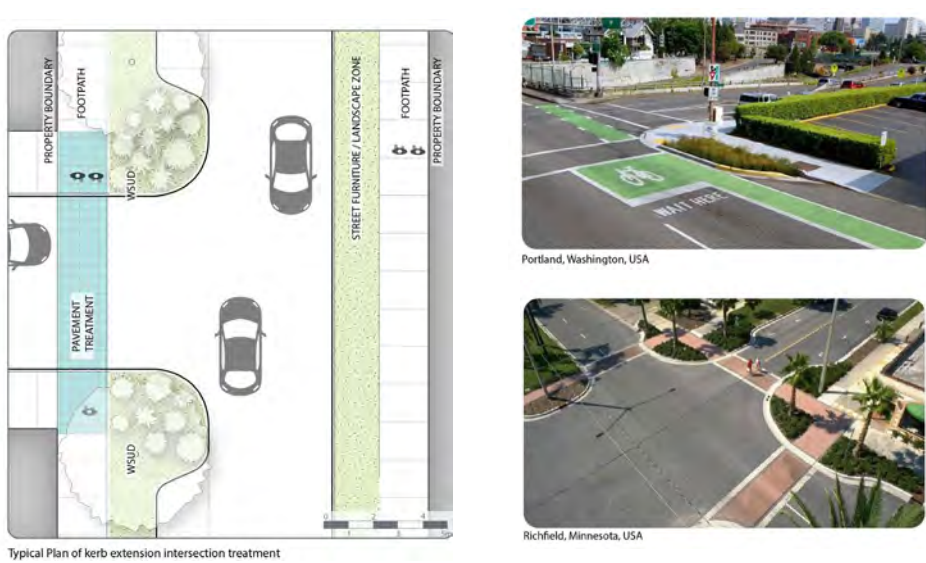
Network Plan is developed in the Place Plan to prioritise specific and high impact streets for footpath treatment.

The bicycle paths in Woodville are limited to an on-road bicycle lane on Woodville Park Drive and a shared use path in the D1 Drain. It is proposed that the bike lanes in Woodville Park Dr and D1 Drain be connected through Willmott Dr and a new east west bike route be designed to connect Derrimut Rd to Hoppers Crossing Station.

Pedestrian Crossings

Unsafe pedestrian crossings are the number one access and movement issue identified by residents in Woodville. They are mostly located on Warringa Crescent, Willmott Dr, and Woodville Park Dr. Figure 27 followed by some design guidelines provide a basis for discussion on issues and opportunities in relation to pedestrian crossings and ways to treat the kerb for safer, more convenient movement of pedestrians.

Threshold treatment (kerb extension)



Crossing on pedestrian desire line



Mid-block raised crossing

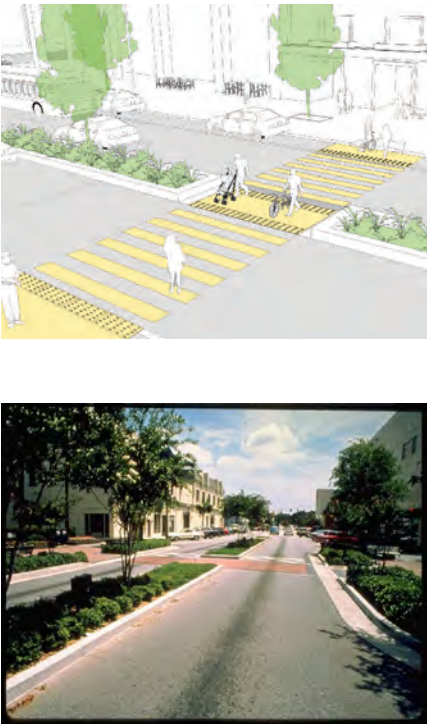
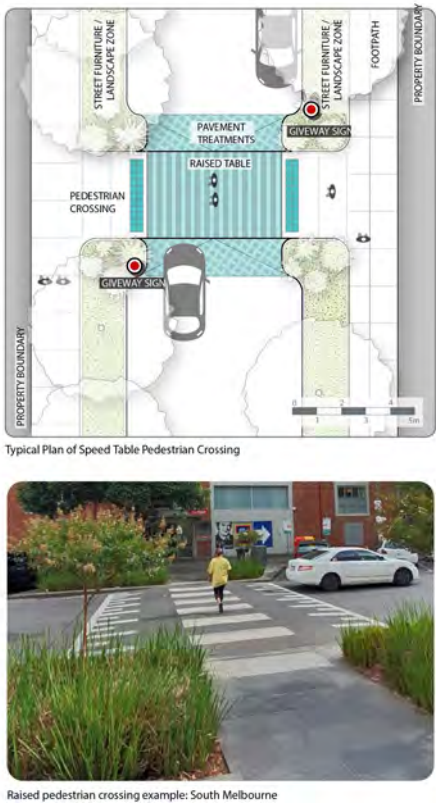


Figure 28. Kerb treatment and pedestrian crossing design examples and guidelines.

Traffic Calming

Residents in Woodville have identified through traffic, rat running, near misses, and hooning as major traffic issues in the neighbourhood. Woodville was developed in a car-dominant era. However, design considerations were given to the street layout to prevent through-neighbourhood traffic. With Heaths Rd and Derrimut Rd becoming busier and the level crossing removal at Hoppers Crossing Station, residents are observing an increase in through traffic that causes other issues.

Traffic calming measures are proposed to be put in place in an integrated approach to car movement in the neighbourhood, placemaking and landscaping. While speed bumps were particularly of interest to survey and workshop respondents, a more effective and integrated solution maybe to use alternative street designs such as pinch points and chicanes.

As technology continues to advance, digital speed limit signs with radar and camera integration offers another means of promoting road safety.

Speed Limits

There is no speed limit sign on Willmott Dr, so it can be assumed that it is a 50 km/h road. Warringa Crescent has a 40 km/h limit. The 20 minute neighbourhood program advises 30 km/h for streets around neighbourhood activity centres.

The concentration of a shopping centre, two schools (one of which is a specialist school), and childcare and kindergarten centres and community open spaces may require a review of speed limit in the Woodville NAC.



Figure 29. Digital speed limits and your speed sign are effective measures of reminding people of the speed limit.



Figure 30. Pinch point, chicane and speed bump/cushion design examples.

During the period from 1 January 2018 to 31 December 2022, a total of 10 car crashes were reported on Warringa Cr, Willmott Dr, and Woodville Park Dr. All of these accidents resulted in injuries, with 4 classified as 'serious injury accidents.' Among these incidents, Warringa Cr accounted for 40% of the total accidents, including two that occurred near Powell Dr, in close proximity to the shopping centre.

Whether Council is open to a reduction in speed limit (e.g. to 30 km/h) in the Woodville Place Plan area is to be explored.

Parking

Woodville Park Shopping Centre has an abundance of free car parking. During the busier times of our multiple site inspections, the main customer car park had a moderate utilisation rate of around 50-60%, which meant that there was never a shortage of parking available. The larger western car park, also accessed via Warringa Crescent, is used by some shopping centre staff and customers but is mainly used by staff and parents of the nearby Warringa Park School (which has limited parking available on its site). It was approximately 40% full during site inspections on school days. While much of the school-related parking is opportunistic and makes use of what appears to be a public car park, any changes to the status quo are likely to be controversial. However, the long-term use of this private site for free school car parking, particularly, is a poor use of the site and limits the growth and development of the shopping centre and the neighbourhood. It is also an unfair expectation of the private landowner(s).



Figure 31. The western car park on the shopping centre site.

The availability of free parking strongly influences people's decision to drive. Oversupply of free parking is often a design element of shopping centres in later decades of the 20th century as an incentive to lure customers in, but it is also a result of planning controls that have sought to ensure that every land use provided for its hypothetical parking demand in an effort to avoid off site impacts.

Both approaches have been tested in recent years and are gradually being replaced with more contemporary approaches. With regard to using parking to lure in customers, there is now a greater understanding that not all people drive, have access to a car, or want to drive to their local shops. In fact, in our survey, 48% and 4% of respondents indicated they arrived at the shopping centre on foot and on bike respectively. Shopping centres can broaden their market if they focus on what is on 'offer', because if what is on offer is good enough, people will get to it. You only need lots of cheap parking people want to come and go quickly. With regard to parking controls in the planning system, a contemporary approach is to leave it to the market to determine how many spaces are needed to make a development work. Pricing parking is an effective way to balance supply and demand and avoid the need to dedicate large tracts of land to parking (which could be used more productively to create places for people to live or work).

The situation of Warringa Park School staff and parents' parking will be exacerbated if the shopping centre western carpark is developed.



Figure 32. Using nature strip as a car parking space.

Council recently formalised 27 on-street parking bays on the eastern side of Willmott Dr between the D1 Drain and Warringa Crescent to address this issue. There is a role for the Department of Education to step in and provide further parking for the staff and visitors if it is required.

There is also an issue of some residents parking their cars on the nature strip especially in the courts where there is no footpath. Law enforcement and expanding the footpath network might mitigate this.

Wayfinding

Curvilinear streets and lack of natural or built landmark elements, have made wayfinding a challenge in Woodville. Hence, signage plays a crucial role in helping people navigate their way around the neighbourhood. As navigational aids, signage also supports urban design and use of spaces, for example where services are located or whether a path is shared or not. Signage also helps address the need of various street users, including more vulnerable street users and visitors.

Issues and opportunities of signage in Woodville can be listed as following:

- The recently upgraded Woodville Park Shopping Centre signage provides a contemporary branding element. However, it is along the road rather than being perpendicular to the road.

- Regulatory signage around the D1 Drain shared user path and off/on leash dog areas need to be reviewed. In the walk-through we conducted with the Neighbourhood Team (residents), the idea of an on-ground painted shared use path sign was mentioned to increase safety and awareness. The pole signs were criticised for being too high and too small to get attention.
- Directional signages around the D1 Drain / Willmott Dr to show directions to Woodville Park Shopping Centre, the schools, sports clubs, Hoppers Crossing Railway Station, AquaPulse, and other services and amenities (preferably consolidated in one sign).
- Regulatory signs on Willmott Dr, Warringa Cr and Woodville Park Dr to be reviewed with regard to any changes that may occur with crossings, speed limits, intersection modifications and the like.
- Informational signs around the D1 Drain on its Aboriginal History significance, flood management function and environmental and social roles.

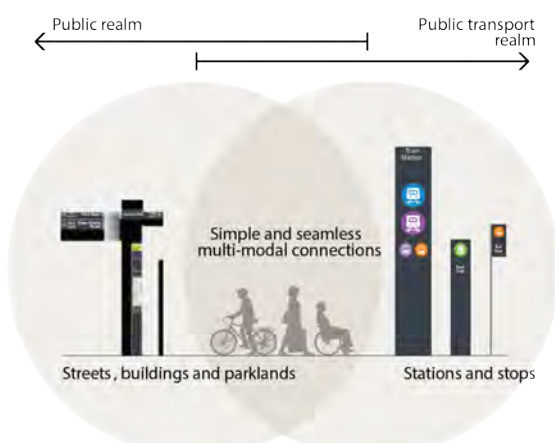


Figure 33. Consolidation of signs in one well-designed sign.



Figure 34. Examples of well-designed signs with different purposes.

Public Transport

Bus Route No 161 travels through the western side of Woodville, through Warringa Cr and Willmott Dr. Route 161 links Werribee Station to Hoppers Crossing Station through internal areas of Werribee and Hoppers Crossing. The average daily patronage for all of the 10 bus stops in the Woodville neighbourhood sat around 86 pre-pandemic (2018-2019).

Taking buses in Woodville to the nearest train station that is Hoppers Crossing Station is a lengthy journey for Woodville residents. While a journey from Woodville Shopping Centre (as the centre of the neighbourhood) to the train station takes about 5 minutes in a private car and 20 minutes on foot, it takes 35 minutes on average and up to 45 minutes at peak hours on bus route 161 or requires changing buses. This is far higher than the Greater Melbourne average trip time of 23 minutes.

The nearest alternative bus route from Woodville, which may reduce the total travel time by 5 minutes, is a 15-minute walk away.

Figure 35 shows the highly indirect bus route from Woodville NAC to Hoppers

Crossing Train Station. Figure 36 shows the travel times from Woodville NAC to Hoppers Crossing Train Station with least amount of walking as the preference.

Considering that Woodville has an aging population and that not everyone is ready or physically able to walk for 15-20 minutes on foot, the question is how can we improve public transport in Woodville to make it a viable transport option, reduce reliance on car and advocate for higher density housing?

On-demand services or shuttle buses straight to Hoppers Crossing Shopping Centre at peak hours may be other options to be explored.

This may be included in advocacy and discussion regarding the Victoria Bus Network Reform.

Figure 35. Bus route 161 is a highly indirect public transport option for Woodville residents to reach the Hoppers Crossing Train Station.

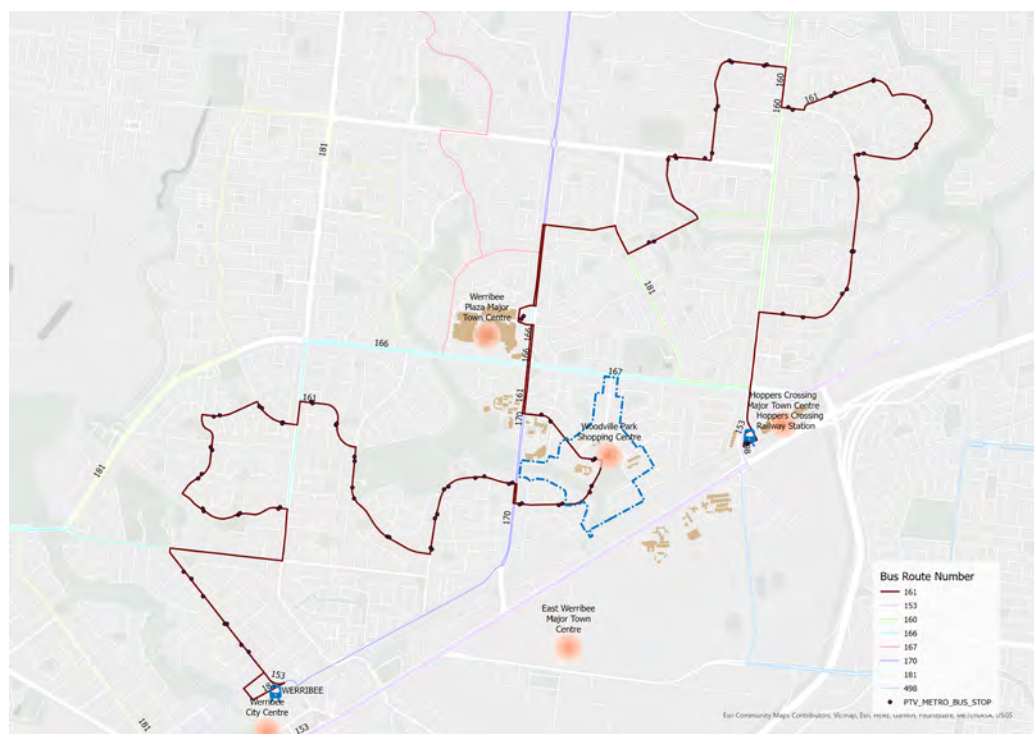
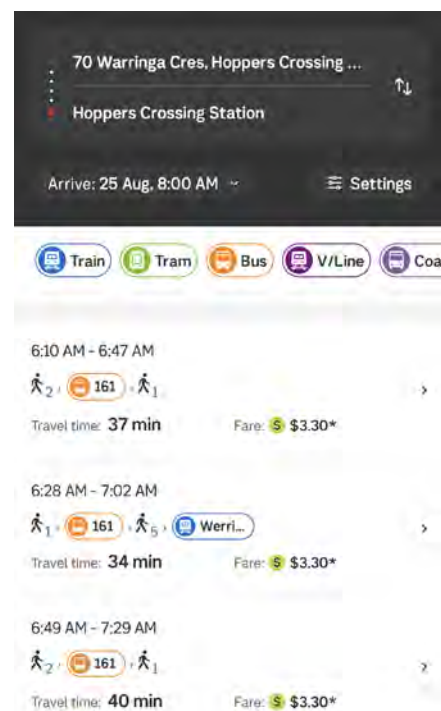


Figure 36. Travel times of a typical journey to Hoppers Crossing Station with least amount of walking as the preference.



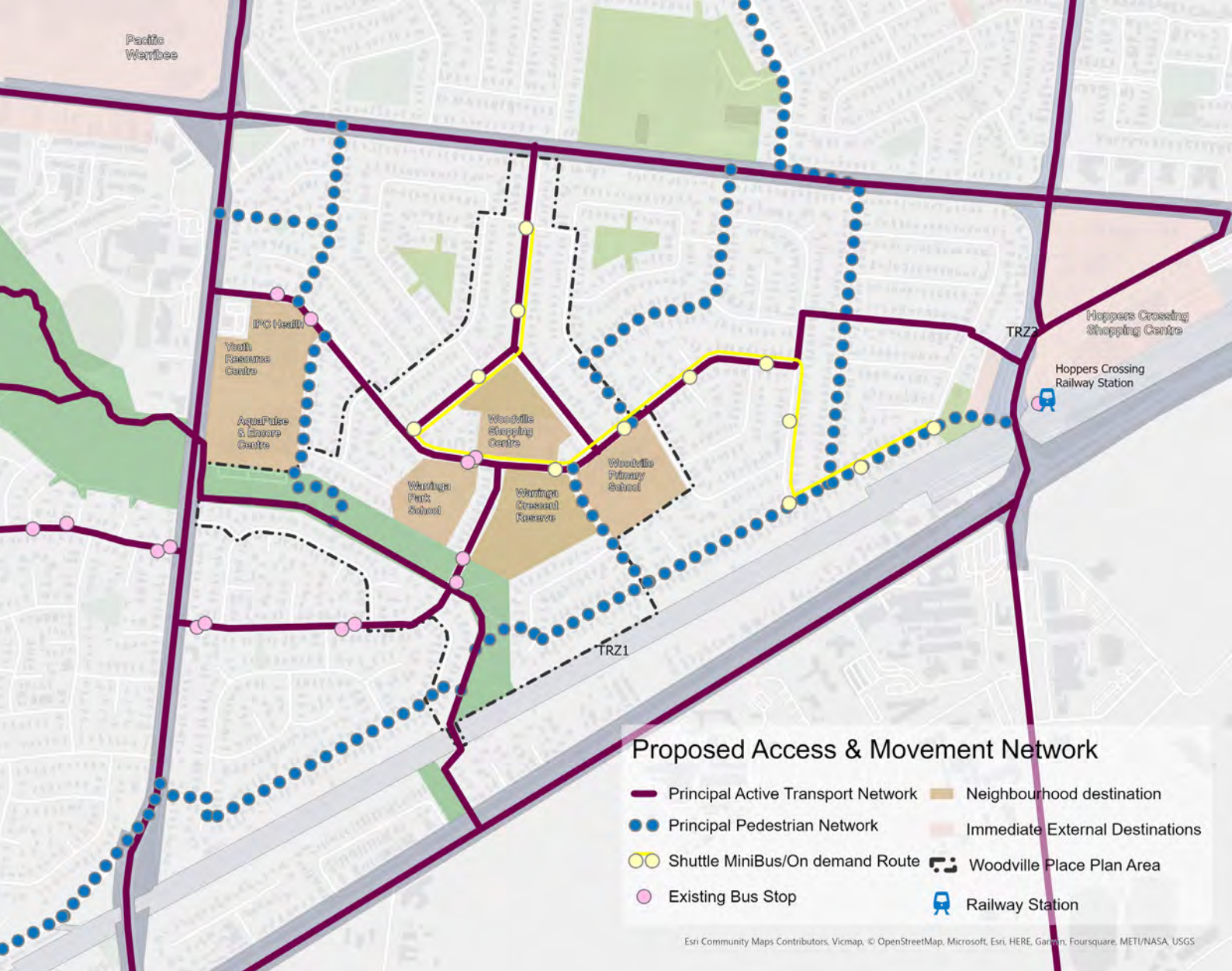


Figure 37. Proposed Woodville Access & Movement Network.

Proposed Woodville Access & Movement Network

Map X illustrates a proposed network for access and movement in Woodville. It is proposed that the Principal Pedestrian Network be improved for convenient and safe pedestrian movement and the Principal Active Transport Network be improved with regard to pedestrian and cycling amenity provisions such as:

- Widening the footpath to a minimum width of 1.5m,
- Incorporating universal design principles and ensuring paths are DDA compliance
- Providing (solar) public lighting
- Reallocating the road space to cater for bicycle lanes
- Ensuring passive surveillance over the paths commensurate with the needs of each segment of the networks.

Built From & Urban Design

As mentioned, Woodville was developed during the second half of the 20th century. By 1975, most of the subdivided lots were built up (Figure 38). It has many similarities to the Neighbourhood Unit concept whose design principles include:

- **Centring the school in the neighbourhood** so that children can safely walk to school with reasonable travel times (400m) without crossing a major arterial road.
- **Placing arterial streets along the perimeter** so that they define and distinguish the “place” of the neighbourhood and by design eliminate unwanted through-traffic from the neighbourhood.
- **Designing internal streets using a hierarchy** to easily distinguish local streets from arterial streets, using curvilinear street design for both safety and aesthetic purposes
- **Dedicating at least 10 percent of the neighbourhood land area to parks and open space**, creating places for play and community interaction (about 8% of Woodville has been dedicated to parks and open spaces. This includes the D1 Drain as an encumbered open space).
- **Restrict local shopping areas to the perimeter or perhaps to the main entrance of the neighbourhood**, thus excluding non-local traffic destined for these commercial uses that might intrude on the neighbourhood. Woodville diverges from this principle as it has had a local shopping centre in its core.

The Neighbourhood Unit was intended to act as a framework for urban planners attempting to design functional, self-contained and desirable neighbourhoods in the early 20th century in industrialising cities. An example diagram, shown in Figure 39, can be seen to have many similarities to Woodville's layout.

Whether Woodville was intentionally designed based on these principles, whether the intended objectives of this design have been achieved in Woodville and/or if they are still relevant to-date, are arguable. However, today, we know that the curvilinear street pattern with CUL-DE-SACS and large urban blocks make journeys on foot longer, and hence decrease walkability.



Figure 38. AN aerial image of Woodville in the 1970s.



Figure 39. A diagram of Clarence Perry's Neighbourhood Unit Concept, 1929.

Neighbourhood Gross Density & Housing Choice

Woodville residential density is as low as 11 dwelling/ha which is typical of suburbs developed in the same era. The mean and median residential lot sizes are around 560sqm and 564sqm respectively, with an average frontage size of 16m. Gradually, some of the larger lots have started to be redeveloped with units at the rear of the lot, or with townhouses to replace the existing house. Although these developments have provided a degree of housing diversity, they are not positively contributing to the overall presentation of the neighbourhood due to poor architectural design, poor street interface, and loss of private (backyard) and semi-private (front yard) open space and vegetation.

Woodville does not provide a broad range of housing options when compared to Greater Melbourne. In Woodville, 86.2% of dwellings are separate houses and 13.8% are medium density. In Greater Melbourne, the percentages are 65.1% separate houses, 21.6% medium density and 12.8% high density. In Woodville, more than 81% of dwellings are three or more bedrooms and only 9.5% are two bedrooms while in Greater Melbourne the percentages are 69.6% three or more bedrooms, 19.7% two bedrooms and 6% one bedroom.

Heritage

There is no heritage overlay in Woodville. There has not been a Stage 1 Heritage Gap Study site in the study area either. The nearby Geodetic Survey (South Base Stone HO78) is south of the rail line and outside of the study area.

There are two Cultural Heritage Sensitivity sites in Woodville area as shown in Figure 40.

Development Intensification Potential

Factors that support an increase in housing density and diversity in Woodville include:

- The relative proximity of Woodville to Hoppers Crossing Train Station (most of Woodville is within 25 minute walk of the station).
- Its access to local services (shopping centre, primary schools, kindergarten, sports fields and childcare centre).
- The absence of a heritage overlay.
- The presence of the D1 Drain and Warringa Crescent as well as the nearby Mossfiel Reserve, as open space amenities.
- Mix-Use Zone as the applied zone over the shopping centre block.
- Good lot width sizes (average of 16m).
- Most of the neighbourhood is assessed as "Somewhat Walkable."

However, any intensification needs to be balanced out with regard to other contextual factors and limitations such as:

- Lack of a reliable and time-efficient bus service to serve the neighbourhood
- A low rise profile (existing) neighbourhood where there is no building higher than 2 storeys
- The need for consolidation of at least two lots for apartment developments
- No rear lane access (unless back to back lots are consolidated)

On the following page is an assessment of the intensification potential of Woodville.

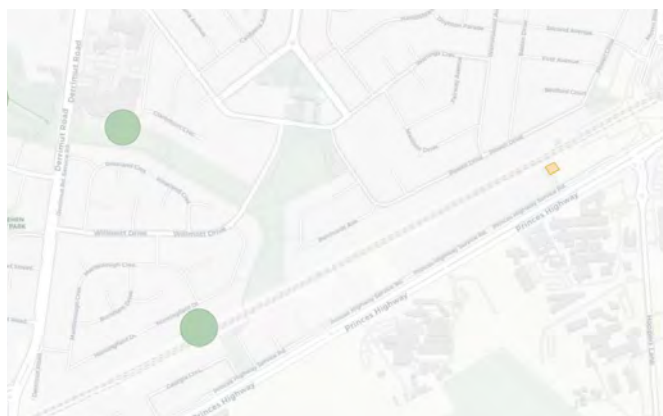


Figure 40. The approximate locations of Cultural Heritage Sensitivity sites in Woodville. Source: VICPlan.

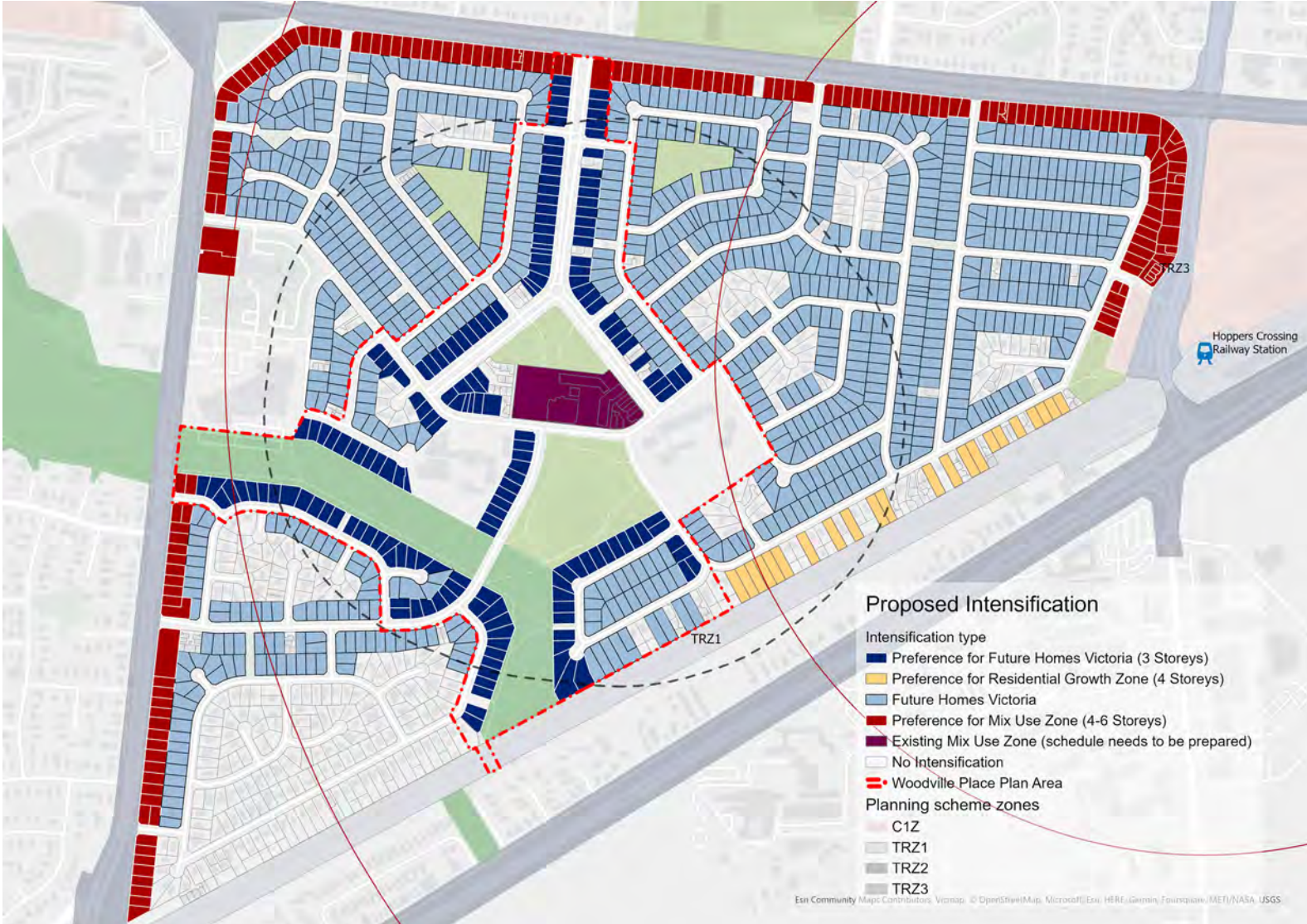


Figure 43. Intensification potential in Woodville.

Table 8 shows an assessment of these factors in their current condition and after potential improvements to access and movement, service provision, and the general walkability of the area. It shows that, on average, gentle intensification to 3 to 4 storeys across the neighbourhood would be appropriate to be facilitated through planning scheme amendments such as rezoning to Residential Growth Zone or fast-tracked programs such as applying Future Homes Victoria eligibility. The latter (if implemented into the Wyndham Planning Scheme) requires the site to be a minimum 1100sqm (two-lot consolidation, approx. 550sqm each) and within 400m from Woodville Park Shopping Centre. Map X shows the preference areas for each of these two measures.

Potential Mix Use Development at Woodville Park Shopping Centre

A two lot subdivision permit for 70 Warringa Crescent was issued in April 2023. Figure 44 shows how the subdivision has created

a separate lot in western car park of the shopping centre. This site is zoned Mix Use Zone. A Planning Scheme amendment in the form of a schedule to the Mix Use Zone, or a Design and Development Overlay that cover the NAC Place Plan Area is proposed to be prepared to ensure future development of this site and other potential developments generate desirable built form, land use and public realm interface outcomes.



Figure 44. Recently approved subdivision in Woodville Shopping Centre lot.

The REMPLAN Woodville NAC Economic Assessment Report provides an overview of economic output and employment outcomes of a shop-top apartment development on this subdivided shopping centre MUZ site.

Planning Scheme Amendments

The proposed development controls will be translated into a planning scheme amendment. The amendment will include design objectives that articulate the preferred development outcomes.

Options include:

- a. Preparing a schedule to the Mix Use Zone concerning the shopping centre.
- b. Preparing a Design and Development Overlay (DDO) for all of Woodville NAC area.
- c. Introducing Future Homes eligibility to parts of Woodville.
- d. Rezoning parts of Woodville to Residential Growth Zone (RGZ).
- e. Combinations of the above.

A proposed Wyndham-wide planning scheme amendment for Future Homes Victoria includes sites identified for this type of intensification in Woodville.

In addition, the future planning scheme amendment for the Wyndham Housing and Neighbourhood Character Strategy (currently in public exhibition and stakeholder engagement phase) can include Woodville preferred sites for RGZ and potentially the proposed MUZ along the arterial roads.

Housing Diversity & Growth Capacity

Different scenarios can be drawn based on 5% and 25% of total available land for intensification. Tables 9,10 & 11 provide an overview of housing capacity and growth in Woodville based on re-zoning and changes in built environment planning and design controls.

Assumptions for housing capacity

estimation:

- Net land areas of the residential properties have been calculated using ArcGIS (roads, common properties, and public spaces, public uses excluded).
- Strata titles have been excluded.
- Lots smaller than 250sqm have been excluded.
- The estimate is based on proposed zoning changes.
- Dwelling types for the proposed Residential Growth Zone and Mix Use Zone are based on the community profile which shows population is aging and number of lone persons increasing hence the need for smaller dwellings.
- For Mix Use Zone, it is assumed that only the top 2 floors will be residential.
- For Residential Growth Zone, a 60% site coverage has been reinstated to account for open space provision.
- Townhouses have been excluded from housing types only in order to make the calculations more straightforward.
- Parking to be provided in a mix of at-grade, basement.
- Properties on CUL-DE-SACs have been excluded unless they abut an open space, a public use zone, or are in the 400m radius from a major town centre.
- Odd-shape lots have been excluded.

It must be noted that the proportion of the available development capacity within Woodville that is likely to be developed over the next 10 years (planning horizon for the Woodville Place Plan) will be influenced by factors such as landowners intentions and local housing market preferences. Therefore, an accurate forecast of what proportion of the available housing capacity will be taken up by development activity is not possible.

Table 9. Housing generation and population growth of Future Homes Victoria in Woodville.

Future Homes Victoria (3 storeys, mix of at-grade and abasement parking)					
Developable land (sqm)	No of buildings (average 1200sqm per each)	Dwelling type		No of dwellings (average 14 apartments per building)	Population change
5% uptake across neighbourhood 32,132	26	1 Bed	(28.5%) 104	364	683
		2 Bed	(42%) 153		
		3 Bed	(29.5%) 107		
Preference sites 107,484	89	1 Bed	355	1,246	1,921
		2 Bed	523		
		3 Bed	368		
25% uptake across neighbourhood 160,663	133	1 Bed	531	1,862	3,500
		2 Bed	782		
		3 Bed	549		

Table 10. Housing generation and population growth of proposed Residential Growth Zone in Woodville.

Residential Growth Zone (4 storeys, mix of at-grade, basement and podium parking)						
Developable land (sqm)	Site coverage	Gross Floor Area (sqm)	Net floor area (80% of GFA)	Dwelling type	No of dwellings	Population change
19,039	60%	45,693	36,554	25% 1 bedroom (avg. 70sqm)- 130 50% 2 bedroom (avg. 90sqm)- 203 25% 3 bedroom (avg. 120sqm)- 76	409	724

Table 11. Housing generation and population growth of existing and proposed Mix Use Zone in Woodville.

Mix Use Zone (4-6 storey buildings with 2 storeys of residential, mix of at-grade, abasement and podium parking)						
Developable land (sqm)	Site coverage	2 storeys residential Gross Floor Area (GFA)	Net floor area (80% of GFA)	Dwelling type	No of dwellings	Population change
New MUZ land 115,884	80%	185,414	148,331	25% 1 bedroom (avg. 70sqm)- 530 50% 2 bedroom (avg. 90sqm)- 824 25% 3 bedroom (avg. 120sqm)- 309	1,663	2,946
New lot in the shopping centre (existing MUZ) 3,360	80%	8,064	4,300	25% 1 bedroom (avg. 70sqm)- 15 50% 2 bedroom (avg. 90sqm)- 23 25% 3 bedroom (avg. 120sqm)- 8	46	80

Affordable Housing

Less than one per cent (0.8%) of Wyndham's housing stock has one-bedroom and less than 7 per cent of dwellings have two-bedrooms (Wyndham Housing Needs Analysis, 2019). Wyndham City Affordable Housing Strategy 2022-2025 has established a vision and set goals for Council to pursue opportunities to meet Wyndham's projected housing needs including wrap around support services and innovative affordable housing solutions.

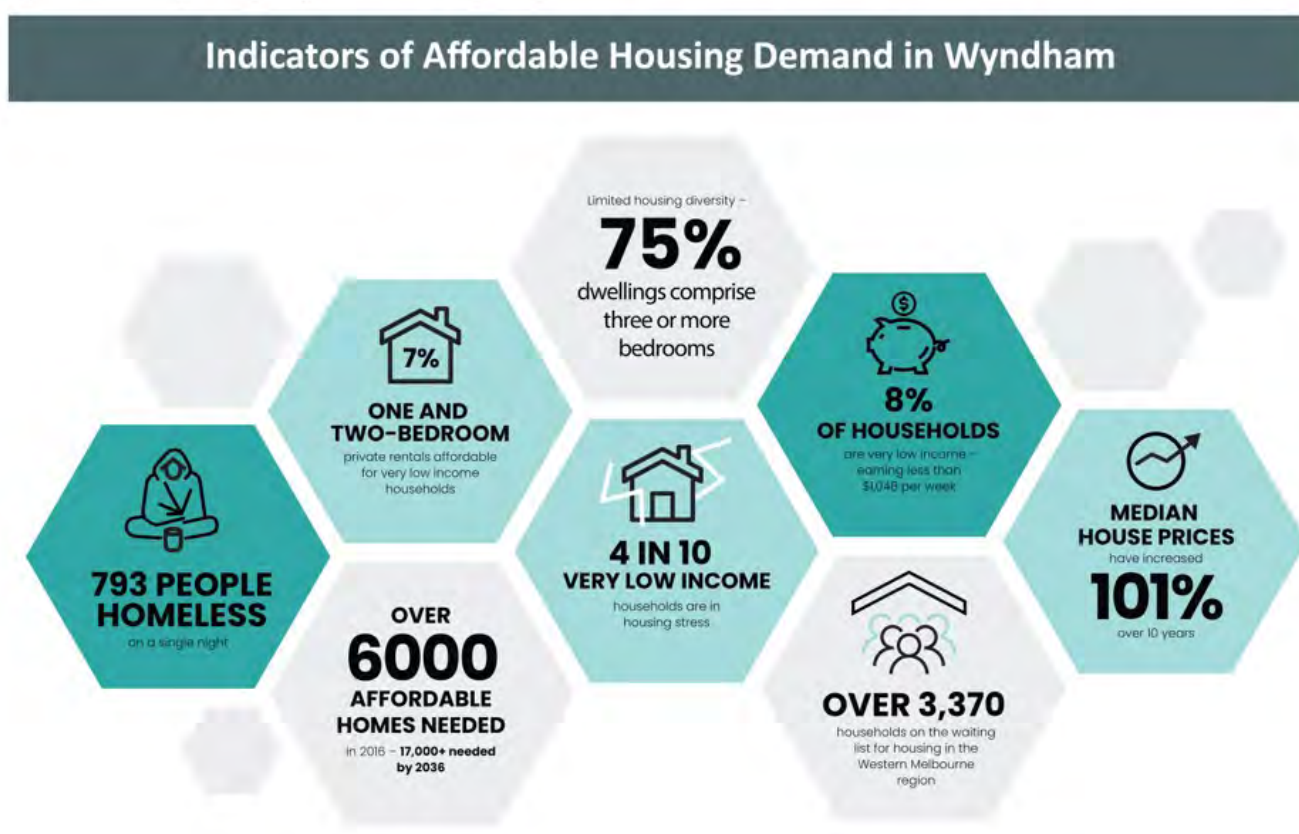
The Strategy's goals are to:

1. Increase the supply and diversity of affordable rental housing and affordable homes for purchase.
2. Pursue the development of high density housing in Activity Centres near train stations.
3. Respond to the consequences of the COVID-19 pandemic with safeguards for householders at-risk of homelessness.

4. Develop strategic partnerships with governments, private sector housing developers and community housing organisations to grow affordable housing solutions, increase the supply and proposed housing intensification.

The Woodville Place Plan supports the goals of the strategy in several ways. The allocation of at least 50% of proposed housing intensification to one-bedroom and two-bedroom dwellings in all proposed scenarios aligns with goal 1, the preference for housing intensification to occur near the NAC or train station is in line with goal 2, and collaboration with the state government in using the Future Homes Victoria program corresponds to goal 4 of the strategy.

Figure 45. Indicators of affordable housing demand in Wyndham - adapted from Wyndham Affordable Housing Strategy 2022.



Environmental Sustainability

The Resilient Wyndham Strategy establishes high-level targets and actions aimed at enhancing Wyndham's resilience in the face of unexpected events, including those associated with extreme weather, natural disasters, and climate change.

In general, the Woodville Place Plan will align with the strategy's approach, potentially assisting in the implementation

of some of its neighbourhood-level targets and actions. Table 12 illustrates how this alignment can be achieved.

Table 12. How Woodville Place Plan will respond to the Resilient Wyndham Strategy 2021-2025.

Resilient Wyndham Strategy 2021-2025	How Does Woodville Place Plan Align?
Target	
Action	
By 2040 Wyndham has transitioned to become a zero-carbon community.	Woodville residents can have access to the program.
Home Energy Kit trialled in partnership with Wyndham City Libraries	
Wyndham contains a network of town centres and neighbourhoods that deliver services, jobs and opportunities for communities locally.	Woodville Place Plan builds on the 20-minute neighbourhood concept. The ultimate objective of the plan is to improve Woodville NAC to cater for its 20-minute catchment by enhancing walkability and offerings in the activity centre. This needs to be done with regard to the characteristics of the local community.
Continue to build on work already underway in Wyndham to establish 20 Minute Neighbourhoods across the municipality.	
Public Spaces in Wyndham are inclusive for all, particularly young people, women and gender diverse people.	The Woodville Place Plan will adopt a gender-diverse inclusive lens in designing or enhancing public realm in Woodville.
Water use efficiency is maximised, and alternative water sources are used to provide green and cool spaces.	The incorporation of water sensitive urban design in proposed landscaping and streetscape improvements (i.e., rain gardens) will be explored.
35% potential canopy cover in Council's open spaces by 2030.	The target will be incorporated in the Woodville Place Plan.
At least 25% potential canopy cover within streets across Wyndham by 2030 (moved forward from 2040).	The target will be incorporated in the Woodville Place Plan.
Proportion of mode share for walking and cycling trips to triple by 2040 (Active Transport Strategy).	It is proposed that Woodville neighbourhood be considered for walking and cycling improvements. This is in line with the opportunities identified in the Access & Movement section of this paper.
Continuation of the Active Transport Program delivery of 'Neighbourhood Connections' working towards closing the missing gaps in the shared path network, along waterways and in reserves delivering improved path connections. Neighbourhoods include the Cambridge Precinct, Bellbridge Precinct and within the walkable catchment of the Werribee train station.	

Public Realm & Open Space

Woodville Park Drive Playground

Woodville Park Dr Playground¹ is a likeable local park for the community. The playground went through an upgrade in 2014 with a new nature play zone added. New trees have been planted recently as part of Council's annual tree planting program.

The Wyndham Play Space Strategy recommends that Woodville Park be upgraded to a district play space. The implications of this upgrade in terms of offerings and whether the recommendation is implemented need to be explored.

One of the issues, identified by the community, was the interface of the shopping centre with the park. The back wall of the shopping centre is ugly, cluttered and detracts from the park and contributes to a sense of unsafety especially at dark hours.

The community has asked for some improvements to the park including a sheltered BBQ space, public toilets, drinking fountains and better play equipment for younger children (2-4 years). There has also been some suggestion to provide outdoor exercise equipment here or at the oval.

There is also an opportunity to promote gender equality within the park and surrounding areas. This can be achieved through making the space feel safer with better public lighting, more inviting via installing public art, creating sub-spaces for socialising, and easier to navigate through appropriate wayfinding and signage solutions. Research shows making the paths wider and universally accessible contributes towards gender equality as they are used by kids on skateboards and parents with prams. The inclusion of a baby changing facility in the future public toilets within the park would enhance the amenities used by females or gender-diverse groups.

Pathways to and within the park also need to be safer and of high quality, durable and slip-resistant materials. Raised mid- and end of block pedestrian crossings on Woodville Park Dr, and a better connection through the shopping centre to Warringa Crescent reserve will provide better and safer accesses for the park users.

We will work with the Open Space Team to refine some of these suggestions into business cases and capital projects.

Streets in Woodville NAC

Streets within activity centres are considered 'urban places' and need to be well-planned and well-designed. They can showcase the lives of the community, provide opportunity for defining the character of the place, support the local ecosystem, and encourage private investment. From an equality perspective, prioritising the activity centre streets for improvement would benefit a wide range of the community as more people are likely to visit these places. They also have greater branding impact for the whole neighbourhood.

In established areas like Woodville, public street improvements need to focus on retrofit solutions to accommodate high quality and up-to-standard footpaths, street furniture, aesthetically and functionally better landscaping and a higher tree canopy coverage target.

The Principal Active Transport Network in the NAC area proposed in the Access and Movement Plan in Figure 37, is suggested to be the focus of street improvements in Woodville.

The design principles and guidelines below provide a set of examples for possible improvements to streets in Woodville NAC.

- **Design principle: Streets for Walking**

Design Opportunities:

- Provide kerb extension/threshold

¹ This place is known as Woodville Park within the community. It is suggested that a formal name changing process is undertaken to adopt Woodville Park as the formal name of the place. This helps with re-branding of the neighbourhood too.

treatment at key intersections to provide better pedestrian accessibility and space for greening.

- Road space use reallocation to provide wider footpath, cycling paths/lanes, rain gardens or space for street furniture.
- Declutter streets by removing redundant street infrastructure. Place all street lighting and utility boxes along a common kerb zone (the street furniture zone) to create a clear and accessible footpath.

Design Principle: Streets as Ecosystems

Design Opportunities:

- Allocate car parking spaces to pinch points on the streets for additional greening and potentially rain gardens if possible.
- Plant large canopy trees along the streets.

Design Principle: Streets for People

Design Opportunities:

- Use street furniture and lighting to enhance street character and provide resting points along the street edge.
- Use public art to add value to the cultural, aesthetic, and economic vitality of the community.
- Provide parklets in the shopping centre for outdoor dining.

Design Principle: Safe and Accessible Streets

Design Opportunities:

- Create a slow vehicle movement environment through street design and traffic calming measures (see Access and Movement).
- Ensure continuous unobstructed footpaths with at least 1.5m width and with durable, slip-resistant materials.
- Provide safe cycling lanes or paths.
- Raised crossings in pedestrian desire

line

- Provide and integrate bus stop shelters into street design with safe access for all users.
- Provide bike racks at the shopping centre, near the schools and near childcare centres.
- Solar street lighting in open space and along the shared use paths.
- Passive surveillance should be encouraged. This can happen through providing zero setback developments with upper level balconies overlooking streets, incorporating transparency in the design of fences, and/or providing active frontage in the Mix Use Zone.

Challenges

- Driveways with poor visibility compromise the safety of road users.
- Limited width in some of the streets in the principal networks.

Warringa Crescent Reserve

Warringa Crescent Reserve is another likeable amenity in Woodville.

• Issues

- The earth mound on the northern side of the reserve has created a physical and visual barrier between the reserve and the shopping centre. It is also a hurdle to movement for less-capable people and diminishes walkability around the NAC.
- The Council owned buildings that are used by sports clubs are aging and require maintenance and rejuvenation. The public toilets are in a poor quality state and need refurbishment.
- Safety issues around the carpark and Council buildings especially at dark hours.
- The oval is used by some dog owners as an alternative off-leash dog park to avoid risk of injury in the D1 Drain when it has tree debris. This has led to dog

faeces and urine being deposited on the oval conflicting with sports use.

- **Opportunities**

- The northern section of the mound is not contaminated and is safe to be removed. A geological inspection was conducted by GEOTEST Civil Services to investigate the composition of the mound. Five test pits were excavated to approximately 1.5m depth at the locations shown in Figure 46. The materials appeared to be natural and consistent with the natural geological profile of the Werribee / Hoppers Crossing area. Please refer to the GEOTEST Civil Services report for more details (See it [here](#)).



Figure 46. The locations of the test pits excavated for geological inspection.

- The reserve car park may be upgraded with lighting, new line marking, new bitumen, signage, and trees to enhance the sense of safety.
- Upgrade the look and feel of the reserve buildings to make the space look fresh and lively (i.e., the façades can be colourfully painted or used for public art such as murals).
- Training programs such as yoga, Pilates, football, cricket and/or basketball for kids and adults can be encouraged to be held on the Reserve.

Enhancing the Warringa Crescent Reserve Through an Added Feature

If the northern section of the Warringa Crescent Reserve mound is removed, there would be an opportunity to create a more

usable open space and connection to the shopping centre. The size of this space could range between 1800-2700sqm, subject to further detail on the mound removal.

It should be noted that this space functions as a transition space between the reserve and the shopping centre. Different options can be explored for the purpose and use of the space such as:

- a. A manicured Australian native plants garden that is aesthetically attractive and has water features (ponds/fountains), sculpture, seating and places for group socialisation.
- b. A play and exercise space with outdoor fitness equipment, outdoor games such as table tennis or giant chess etc.
- c. Town Square with a skatepark element. Given the area's central location and the desire to engage different age groups, combining elements of a town square with a skatepark may be considered. Designing a versatile space that includes a central plaza with seating, greenery, and possibly a small stage or gathering area for events. Alongside this, a skate area with ramps and features can be integrated that cater to skateboarding enthusiasts.
- d. Shaded seating area with benches and tables where people can sit, read, work, or socialise comfortably.

D1 Drain

The D1 Drain is maintained by Council but has overarching governance controls by Melbourne Water.

The drain is part of the Wyndham Green Capillaries Network (a concept introduced in the Draft Wyndham Plan) that has an important role in ecologically connecting different parts of the city and potentially facilitating active transport movements.

The open spaces within the D1 Drain in Woodville are highly valued by the community and used for different purposes such as recreational walking, running, dog walking/training, and as pedestrian and cycling links to other parts of Hoppers Crossing and Werribee.

- **Issues**

- Confusion and conflict over the boundaries of the off-leash dog area. Residents observation has been that unleashed dogs are not (or cannot be) controlled and confined by their owners to remain in the designated area.
- Water easily gathers on the railway SUP underpass. It also feels very unsafe.
- The drain is nearly flat towards the off-leash dog area and always muddy.
- The eastern end of the D1 Drain has been somewhat neglected in terms of landscaping and maintenance.
- The shared user paths are not wide enough for cyclist to pass pedestrians. This is a major risk given the aging population living in the neighbourhood.
- Poor perceptions of safety due to lack of public lighting and lack of passive surveillance over the shared use paths.

- **Opportunities**

- Melbourne Water has expressed their initial agreement with naturalising the Woodville section of the D1 Drain. The details will be confirmed in collaboration with Council's Open Space Team and Melbourne Water. Please see [here](#) for the benefits of creeks naturalisation.

Exploring a locational opportunity for building a fenced dog park on the southern edge of the Warringa Crescent Reserve.

- Identifying the drain SUPs as components of the Principal Active Transport Network and upgrading the paths to have a minimum 3m width,

better wayfinding signage, solar lighting, and more regular maintenance.

- Promoting using fences with at least 50% visibility in backyards that abut the drain to provide passive surveillance. This may happen through negotiation with each developer individually in future development proposals or be incorporated as a design requirement in the Planning Scheme Amendments prepared for the NAC area.
- Melbourne Water has agreed with Council finding a solution to address the water gathering issue at the railway underpass. It is understood that any action needs the State Department of Transport and Planning (VICTrack) approval which may be a lengthy process.

Potential for A New Youth Piazza

One of the issues identified in the analysis of Woodville public realm is the lack of a safe and inviting connection between Warringa Crescent Reserve, the shopping centre, and Woodville Park. The shopping centre has a poor interface with the park and the pedestrian movement between Warringa Cr and the park that passes through the shopping centre is also poorly defined, unattractive and intimidating at dark hours.

A transitional space in the form of a youth plaza may be negotiated with the shopping centre owners to be located on their land to the south of the park and in front of the newly painted mural. This can enhance the connection between Warringa Cr and Woodville Park through the newly built footpath. The public spaces within the shopping centre is privately owned and any improvement or placemaking on the shopping centre site requires shopping centre owners' agreement. Tactical urbanism and temporary placemaking activities can help better understand the scope, benefits and challenges of this idea.

Figure 47 shows potential improvements to public realm and open spaces in the Woodville NAC.

Public Realm and Open Space Potential Improvements

Open Space Improvements



Naturalisation of the D1 Drain



Upgrade car park (lighting, line marking, bitumen, signage & trees)



Potential for a New Youth Plaza



Mound removing that results in a new open space



Woodville Park improvements (BBQ, drinking fountains, public toilets)



Kerb extension/threshold treatment
with rain gardens



Pinch points on the streets for additional greening

Bespoke Street Place Zone
Improvement (lighting, signage &
canopy trees)

Standard Street Place Zone
Improvement (lighting, signage &
canopy trees)

Shared User Path Improvements
(lighting, signage & wider
pavements)

Council Buildings Improvemnts



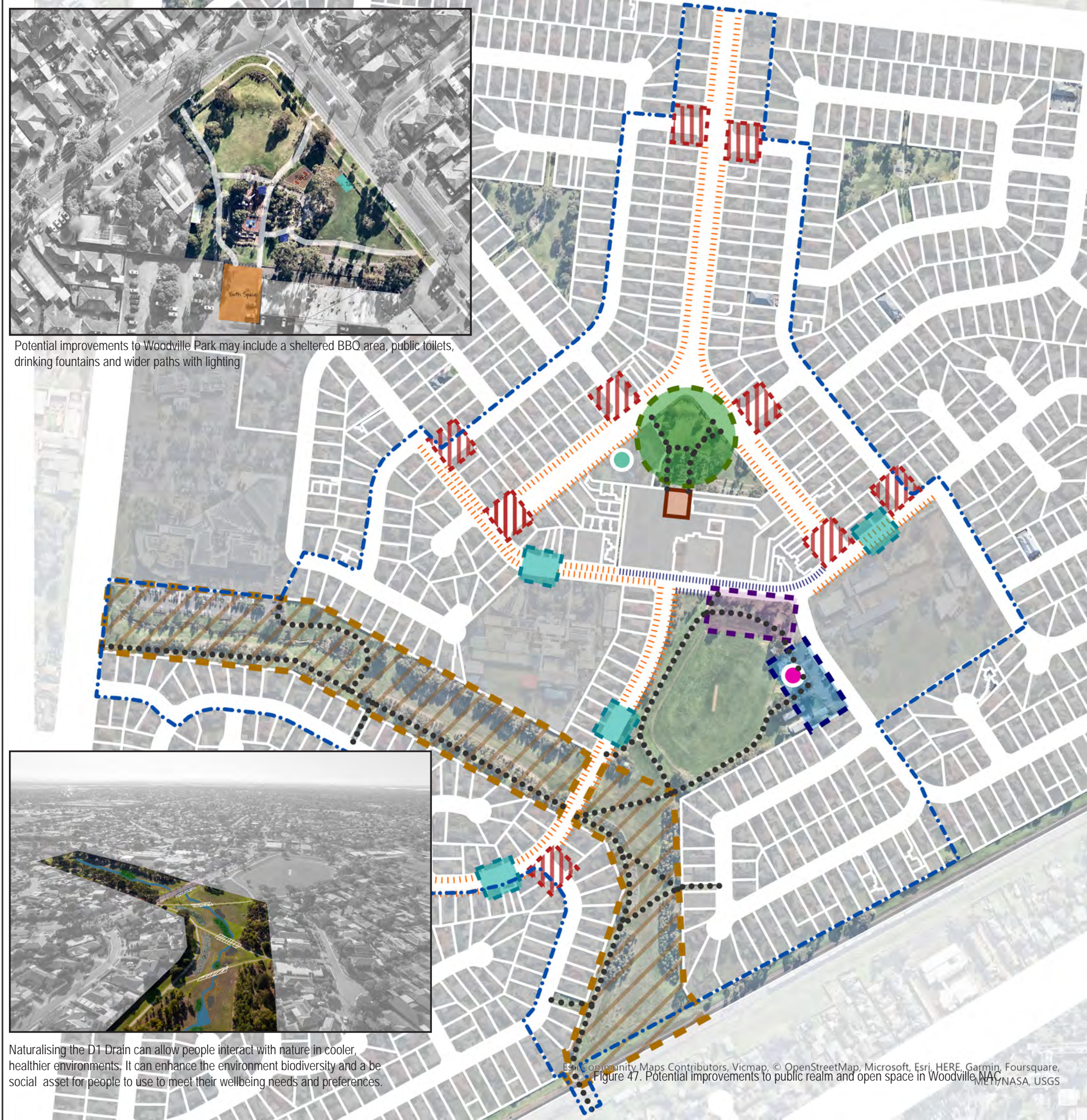
Upgrade the reserve buildings appearance (murals, painting etc.)



Potential consolidation of early childhood education centres and creation of a new community space

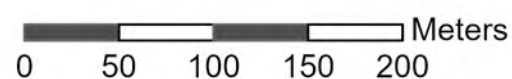


Woodville Place Plan Area



Naturalising the D1 Drain can allow people interact with nature in cooler, healthier environments. It can enhance the environment biodiversity and a be social asset for people to use to meet their wellbeing needs and preferences.

Figure 47. Potential improvements to public realm and open space in Woodville NAC



Community Services & Infrastructure

The State Government's Best Start, Best Life reforms aim to provide all children in Victoria with access to two years of quality kindergarten before they start primary school. As part of these reforms:

- Kindergarten will be free for three and four-year-olds in participating services in both standalone (sessional) services and long day care (childcare) settings from 2023 onwards
- Funded Three-Year-Old Kindergarten will continue to be rolled out, with an increase to 15 hours per week by 2029
- Over the next decade, Four-Year-old Kindergarten will transition to 'Pre-Prep', and increase to a universal 30-hour-a-week program of play-based learning
- 50 government-owned and affordable childcare centres will be built in areas with the greatest need.

Council's Service Planning team are conducting a comprehensive project to plan for the implementation of the Best Start, Best Life reforms. This work will help ensure all children in Wyndham have access to funded kindergarten at a Council-run or privately operated early years centre under the conditions of the reforms.

As part of this project, an assessment will be undertaken to determine the capacity of the existing Woodville Kindergarten and Woodville Childcare Centre to meet the needs of the local community now and into the future.

Economic Performance of the Woodville Park Shopping Centre

REMPPLAN was engaged over the months of April to July 2023, to prepare an economic assessment of the Woodville NAC with a particular focus on the Woodville Park Shopping Centre. It has provided a detailed understanding of the economic contribution of the centre and helped define its future role and function within the municipality's activity centre hierarchy.

The economic assessment indicates that the Woodville Park Shopping Centre currently annually contributes \$10 million in output, \$3 million in wages and salaries, \$5 million of value-added and supports 62 ongoing jobs for the economy of Wyndham City (inclusive of direct and indirect effects).

To assess the economic impacts of commercial development activities, the initial development proposal for the shopping centre western car park has been assessed. This proposal is only used as an example noting that any future development proposal may be different.

The mixed use development proposal included the assumptions below:

- 24 x 3-bedroom townhouses
- 3 x 70sqm commercial tenancies
- 11 x 70sqm retail tenancies
- 2 x commercial spaces 150sqm (two levels).

For the purpose of economic modelling it was assumed once the new retail and commercial floorspace is developed, new

enterprises will occupy those spaces shortly after completion. One proposed retail space (of 70 square meters) is assumed vacant in line with current Victorian retail vacancy rates.

The establishment of new enterprises is expected to generate an additional \$14 million in output, \$5 million in wages and salaries, \$7 million in value-added and support 65 ongoing jobs. The higher outputs of the proposed expansion relate to an evolution of the land use mix, which would provide more opportunities for professional services to establish in the centre.

While the economic analysis does not consider the financial viability of undertaking the redevelopment, the additional floorspace and greater mix of businesses would provide a significant increase in ongoing economic activity. That alone, however, is not a reason to support an increase in floorspace in this location. For a Neighbourhood Activity Centre anchored by a shopping centre such as Woodville Park, it is the role that it plays for its local community that is most important.

In this instance, the community clearly value the role that Woodville Park Shopping Centre plays, but they are also keen to see improvements made that would add to the offer of the centre, make it more attractive and feel safer. Population growth and increases in dwelling densities are other factors in the viability of new services. Both the Woodville neighbourhood and the Woodville Park Shopping Centre will have roles to play in accommodating future growth and development.

Table 13. Annual Economic Impact Summary of Woodville Park Shopping Centre on economy of Wyndham.

	Direct Effect	Supply Chain Effect	Consumption Effect	Total Effect
Output (\$M)	\$5.4	\$2.7	\$2.0	\$10.2
Employment (Jobs)	47	8	7	62
Wages and Salaries (\$M)	\$2.0	\$0.6	\$0.4	\$3.0
Value-added (\$M)	\$2.6	\$1.1	\$1.1	\$4.9

Table 14. Potential business types and projected job estimates of occupied commercial space^a in the initial proposed development for the car park.

Potential business types	Business count	Gross Floor Area (m2)	Jobs Ratio (m2 per job)	Jobs	Industry classification
Retailer	5	350	35	10	Retail Trade
Café, restaurant, takeaway	3	210	35	6	Food & Beverage Services
Professional, Scientific & Technical Services	3	290	20	15	Professional, Scientific & Technical Services
Travel Agent / Recruitment Service	1	70	35	2	Employment, Travel Agency and Other Administrative Services
Allied health provider	1	150	20	8	Health Care Service sub sector
Hair dresser, laundry/dry cleaner	2	140	35	4	Personal Services
Total	15	1,210	-	45	

Note: a) Assuming one retail space (70m2) remains vacant.

Table 15. Annual Economic Impact Summary of proposed development on Wyndham.

	Direct Effect	Supply Chain Effect	Consumption Effect	Total Effect	Type 2 Multiplier ^b
Output (\$M)	\$7.9	\$3.0	\$3.1	\$14.1	1.778
Employment (Jobs)	45	10	10	65	1.444
Wages and Salaries (\$M)	\$3.2	\$0.8	\$0.6	\$4.6	1.454
Value-added (\$M)	\$4.3	\$1.4	\$1.7	\$7.3	1.723

This output impact represents a Type 2 Output multiplier of 1.778. That is, for every \$1.00 of direct revenue generated by new enterprises operating from the proposed mixed-use development, the economy of Wyndham City is estimated to benefit by up to a further \$0.78 once flow-on supply-chain and consumption effects are taken into consideration.

The employment impact reflects a Type 2 multiplier of 1.444, suggest every two jobs based in the new development will support another job elsewhere within the local economy.

REMPPLAN 's report concludes with three case studies and some recommendations for both Council and the Woodville Shopping Centre owners. Following is a summary of these recommendations.

Wyndham City Council to:

- Explore opportunities and interest of local businesses to implement the [Totally Locally](#) initiative, or something similar.
- Explore options for retailer training / professional development to assist small business that don't have the support of a franchise or centre management.
- Facilitate quality medium density housing in Woodville by encouraging landowners of sites with development potential to utilise the Future Homes streamlined planning process (if it becomes available in Wyndham).
- Facilitate the redevelopment of the western portion of the Woodville Park Shopping Centre with a mixed-use development to provide increased local employment opportunities, increased services for residents, and greater housing diversity and choice.
- Review data that is currently collected, or could easily be collected, that would be useful to inform future plans and actions relating to Wyndham's activity centres.

Woodville Park Shopping Centre to:

- Reconsider the lack of dwelling diversity proposed in the current concept plans, with a view to creating a mix of 1, 2 and 3-bedroom apartments. Demand for 1 and 2-bedroom apartments is expected to be strong given the changing demographic of the neighbourhood.
- Ensure that the Body Corporate rules facilitate decisions to be made for the overall benefit of the shopping centre.
- Consider the role of the 'in-between' or 'back of house' space between the liquor store and salon supplies store in

any redevelopment plans.

- Plant out the planter boxes to provide colour, greenery and movement.
- Consider additional seating or a flexible outdoor dining area within /adjacent to the main car park area. Management and maintenance of the 'communal' space also needs to be defined.
- Install bike parking hoops in highly visible locations across the centre where bikes can be securely stored while shopping.
- Ensure shopping centre footpaths and street furniture (benches, bins, etc.) are kept clean.
- Ensure the backs of shops are kept neat and tidy (their appearance is important to the success of the shopping centre). The redevelopment of the Shopping Centre may be the catalyst to resolve this issue.

Place Management & Governance

Place management will have a key role in the successful implementation of placemaking initiatives and improvements to the public realm in Woodville.

Placemaking is a hands-on approach to creating places for the health and wellbeing of our community. It involves re-imagining spaces to create vibrant, memorable, and social places where people feel a sense of belonging.

Wyndham City Council's Placemaking and Activation team has allocated a placemaking officer to assist with the delivery of placemaking and activation initiatives in Woodville NAC. This person will be the Woodville Place Manager and work with internal (Council) and external stakeholders, business owners, design professionals, and residents to overview and implement the placemaking and activation initiatives in alignment with Woodville Place Plan objectives.

The main responsibilities of the Place Manager will be:

- Day-to-day coordination and management of placemaking projects and improvements.
- Liaison between various stakeholders, including the local community, Council departments, and businesses.
- Ensuring the temporary activation and placemaking initiatives proposed by the Place Plan are being implemented.
- Work with the community and business owners to prepare an Activation and Events Plan.
- Prepare business case for projects that cannot be funded through operational budgets.

The Woodville Neighbourhood Team (WNT), that was formed as part of Woodville Place Plan community consultation, can potentially become a community

partner for the Place Manager to help with further community engagement and implementation of activities.

The Woodville Place Manager will update and advise the Woodville Place Plan Project Control Group on the progression of placemaking activities.

The budget and resources for placemaking and activation may come out of operational budget or through business cases that the Place Manager will prepare.

The examples below highlight potential avenues for placemaking and activation within Woodville, based off our preliminary observations. These prospects will evolve through the progression of the Place Plan or the Placemaking and Activation Plan, as well as through continued consultations with stakeholders:

- Trader/Business Focussed initiatives to improve the individual presentation of shop fronts and footpath activation.
- Infusing vibrant colours, artistic expressions, lush greenery, and inviting seating into the two pedestrian walkways, thereby enhancing their charm and ambiance.
- Consider ways to beautify the rear of the shop fronts which face onto the park. A large-scale mural and/or greening of laneway (connecting this feature to the 2 pedestrian walkways.)
- Explore the potential for landscaping to container gardens. (Quick win). This could be an opportunity to select indigenous planting or planting which attracts wildlife.
- Consider architectural lighting such as festoon lighting to under awnings to create a cohesive atmosphere across the precinct and foster improved perceptions of safety.
- Trial and test community focussed activations in spaces that may be underutilised.

- Consider activating car parks at non-peak times for events or activities complementary to the retail offer in the area.
- Experimenting with the establishment of a Youth Plaza on the shopping centre western car park which could revitalise the area to cater to the preferences of a younger demographic.

How is Woodville NAC Responding to the Needs of Woodville Residents? A Summary

Bringing together the insights obtained from different sources as well as the comprehensive layer-based analysis of Woodville NAC, a synthesised snapshot emerges that encompasses the multifaceted challenges and opportunities likely to shape the future of this well-established community.

At the core of Woodville's identity lies its amenities, the shopping centre, the schools, kindergarten, childcare centre, park and the reserve. These amenities are very well located on the main access and movement network contained and connected by Woodville Park Dr, Warringa Cr, Willmott Dr and the D1 Drain.

The lack of health services, entertainment options, and socialisation opportunities has been emphasised by the community. On a local level, this translates to the necessity for a pharmacy, GP clinics, a post office or news agency, cafés, and spaces for socialisation, seating and leisure within the public realm. The demand for such amenities becomes clearer when viewed in the context of Woodville's aging population and the changing community profile, with professionals and lone individuals driving the demographic shift. These groups have a heightened need for social opportunities and facilities that contribute to enhanced mental well-being.

Woodville is exceptionally well-positioned within the Wyndham City Heart area, yet

it presently lacks effective pedestrian and bicycle connectivity both internally and to the Hoppers Crossing Station. The concentration of amenities in Woodville's central area, while a promising opportunity, has been marred by undesired through traffic—resulting from drivers seeking alternative routes to avoid the busier arterial roads of Heaths and Derrimut Roads.

The community has expressed legitimate concerns about their safety when attempting to access central amenities on foot. Addressing this, the potential to enhance walkability and pedestrian-friendliness in Woodville has been identified. A Principal Active Transport Network and a Principal Pedestrian Network offer prioritisation to achieve this enhancement. Safer pedestrian crossings, threshold treatment, traffic calming measures and the like could be considered. These designated streets are also slated for potential public space improvements, such as an increased tree canopy, aesthetically pleasing landscaping, pedestrian-oriented street lighting, and wider, interconnected footpaths and cycling lanes.

Seamlessly integrating with public transport through undisrupted active transport routes and on-demand services uncovers new opportunities to create a more accessible and liveable environment. This comprehensive approach strives to weave together convenience, safety, and aesthetic appeal into the very fabric of Woodville's urban landscape.

The built form and urban design layer reveal a distinctive urban development pattern from the 20th century, devoid of any heritage overlay (to-date). The curvilinear street layout, combined with large urban blocks, has led to accessibility and movement challenges for pedestrians. These concerns necessitate the implementation of wayfinding strategies, enhancement of public safety, and the establishment of a bicycle-friendly neighbourhood. Promoting active transport can effectively bridge the

gap between destinations in this type of development.

Moreover, there is an opportunity for moderate intensification in Woodville. Utilising a set of predefined criteria, a proposal for intensification involving 3-6 storey buildings has been developed. Special attention has been given to where the taller structures may be located.

Unlocking the potential for medium-density housing, affordable housing solutions, and innovative projects provides a path towards a socially balanced and sustainable community. The assessment here indicates that there is capacity for housing growth in Woodville. Aligned with the proposed heights across the neighbourhood and considering access to amenities as well as preserving the existing fabric, various growth scenarios are plausible. It is recommended that a combination of approaches be pursued to encourage the expansion of housing options and promote growth within the neighbourhood.

The Future Homes Victoria initiative can be effectively implemented across eligible sites within the community. Priority is given to sites in proximity to the centre and those adjacent to green space amenities, such as the D1 Drain. This approach aligns seamlessly with the proposed Access & Movement Framework and the envisioned Public Realm and Open Space Improvement Plan.

Design controls and guidelines will be prepared for the Woodville NAC area and potentially applied through a Design & Development Overlay for the whole NAC area or a schedule to the existing Mixed Use Zone. Envisioning the desired built character, these guidelines will address building heights, building envelope guidelines, public realm interface, and mixed-use development potentials. They will present the chance to create a cohesive and distinctive character that resonates with the community's aspirations.

The public realm and open space analysis

underscores the importance of nurturing communal spaces as social hubs and places of respite. Balancing the challenges of funding and ongoing maintenance, the improvements need to be prioritised and channelled to most usable and visible spaces such as the Woodville Park (the playground and surroundings), the D1 Drain, the Warringa Crescent Reserve and the Principal Active Transport Network.

There is also opportunity for the creation of new spaces in Warringa Crescent Reserve and the shopping centre site.

Environmental sustainability transcends all layers, emphasising the need for ecologically conscious design and resource management. Addressing stormwater management, energy-efficient buildings, and green infrastructure opens doors to a more environmentally resilient and healthier Woodville.

Lastly, the appointment of a placemaking officer as the Woodville Place Manager presents an excellent opportunity for implementing placemaking and activation initiatives. Temporary activations, often referred to as tactical urbanism, have proven to be an effective approach for creating change while fostering a sense of community and ownership. Through establishing partnerships and clear governance structures, Woodville can ensure that the collective vision translates into a place that thrives both socially and economically.

Combining insights from various sources and a thorough layer-based analysis, an image emerges for Woodville NAC's future. Vital amenities are linked by key roads, yet concerns linger about health services and social spaces, resonating with the aging population. Improved pedestrian and bicycle connections, coupled with innovative urban design, are crucial. Woodville has the potential to transform into a vibrant, sustainable Neighbourhood Activity Centre that reflects community aspirations.

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WHERE TO
FROM HERE?

Hallmarks of 20-Minute Neighbourhoods



Hallmark 1:
Safe, accessible and well connected for pedestrians and cyclists to optimise active transport



Hallmark 2:
High-quality public realm and open spaces



Hallmark 3:
Provide Services and destinations that support local living



Hallmark 4:
Facilitate access to quality public transport that connects people to jobs and higher order services



Hallmark 5:
Deliver housing/population at densities that make local services and transport viable



Hallmark 6:
Facilitate thriving local economies

Statement of Aspiration

Developed by the Woodville Neighbourhood Team, June 2023

Woodville will be a place that celebrates its connections:

- Connections between people, nurturing a community spirit;
- Connections between people, places, and spaces creating an active, healthy, and safe environment;
- Connections with the environment, being one with nature and greenery;
- While honouring history, engaging with the present, and creating a future for everyone.



Towards a Vision Statement for Woodville 2040

Woodville NAC is a safe, healthy, and friendly community hub. It is an inclusive space where residents can connect. With walkable areas and easy access to services, the centre offers a welcoming environment that meets daily and weekly needs. Residents experience the joy of a vibrant and diverse community as they explore public spaces, from tranquil parks to lively event venues. Woodville Neighbourhood Activity Centre fosters a sense of belonging, where laughter and friendships flourish.



Acknowledgment of participation in the preparation of this report

Thank you to all community members who provided input and feedback on the Woodville Issues and Opportunities Paper including:

- Woodville residents and participants in the community survey
- The Woodville Neighbourhood Team (community) and workshop participants
- Woodville Primary School
- Warringa Park School
- Woodville Park Shopping Centres owners

This report has been prepared with input and assistance from the following organisations, groups and consultants:

- Wyndham City Council departments & units including:
 - Economy, Design & Place
 - Open Space
 - Service Planning
 - Transport & Sustainability
 - Strategic Planning & Property
 - Community Engagement & Research
- REMPLAN (economic studies consultant)
- CoFutures (community engagement consultant)
- 100 Story Building (children and youth engagement consultant)
- Victorian Government Department of Transport and Planning
- Melbourne Water

