

**INCORPORATED DOCUMENT**

**HOBSONS ROAD PRECINCT INCORPORATED PLAN - MARCH  
2008**

**Land at 1-89 Hobsons Road, Kensington**

**This document is an incorporated document in the Melbourne Planning Scheme pursuant to  
Section 6(2)(j) of the Planning and Environment Act 1987.**

**Incorporated Document:**  
**“Hobsons Road Precinct Incorporated Plan-March 2008”**

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## **INTRODUCTION**

This document is an incorporated document in Clause 81 of the Melbourne Planning Scheme.

## **LAND DESCRIPTION**

This Incorporated Plan applies to land described as Nos 1 to 89 Hobsons Road, Kensington Banks, generally bounded by Hobsons Road, the Maribyrnong River, the South Kensington railway line and Kensington Road, Kensington Banks. The land as described above is referred to as the “Hobsons Road Precinct”.

## **SITE CONTEXT**

The Hobsons Road Precinct is a residual industrial area located between the Kensington Banks residential development and the Maribyrnong River in Kensington. It has an area of 5 hectares and was formerly used for industries mainly associated with meat processing. Activity within the Precinct is changing from industrial activities to a mix of uses. Marathon Foods, a foods manufacturer are the only remaining industrial use within the precinct. Other activities in the Precinct include the use of buildings for horse stables, several professional offices and a community church. No 1-39 Hobsons Road, a former glue factory is largely vacant and many of the existing buildings have been damaged by fire.

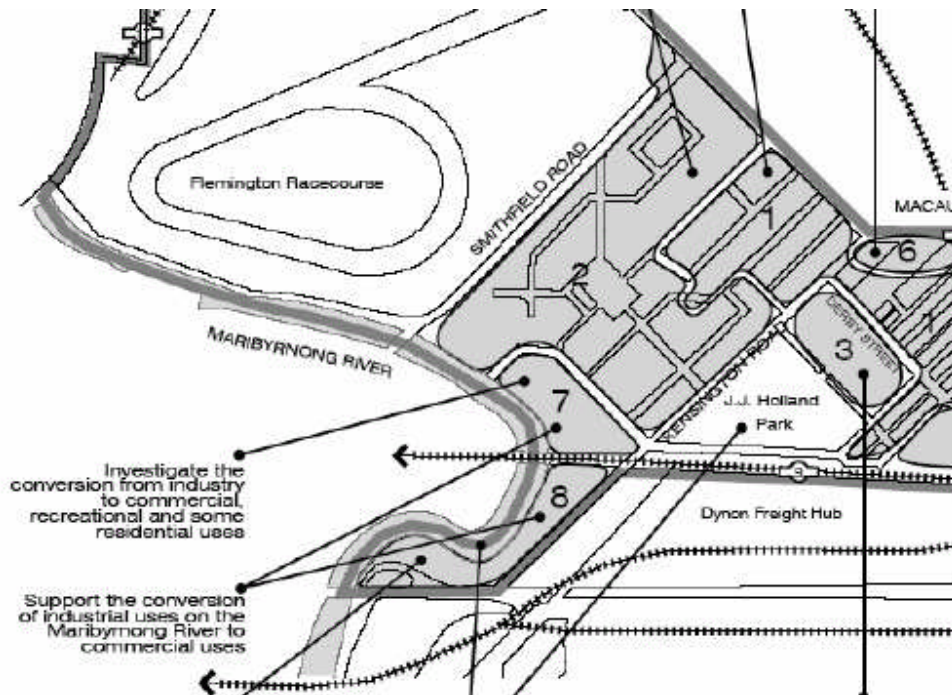
## **LOCAL PLANNING POLICY FRAMEWORK**

The Local Planning Policy Framework comprises of the Municipal Strategic Statement (MSS) and local policies. The Municipal Strategic Statement provides the strategic directions on the future use and development of land within the municipality.

The MSS envisages the relocation of the current industrial uses over time and their replacement with predominately residential and commercial uses that will have less impact on the nearby Kensington Banks residential development. Specifically, the proposed rezoning to Mixed Use Zone will facilitate the following land use objectives:

*Investigate opportunities for the future use of land along the Maribyrnong River on Hobsons Road adjacent to Kensington Banks for a mix of commercial, recreation and residential uses that is more compatible with the surrounding Kensington Banks development and within the Maribyrnong River corridor.”*

*Support the conversion of industrial uses to residential /commercial uses on land fronting Hobsons Road adjacent to Kensington Banks (identified as [7] in Figure 21)*



In respect of built form, Clause 21.08-10 seeks to:

The application of the Incorporated Plan Overlay (Schedule 2) will meet the following built form strategies:

*Ensure that the scale and built form of any new development on industrial land along Hobsons Road (identified as [7] in Figure 21) is compatible with the prevailing built form of Kensington Banks; and*

*Strengthen public space and pedestrian and cycle connections on both sides and across the Maribyrnong River and Moonee Ponds Creek.*

A range of other policies in the Melbourne Planning Scheme give guidance on built form issues, notably the Heritage and the Urban Design Outside the Capital City Zone Policies.

## SITE ANALYSIS

The opportunities presented by the site analysis are summarised as follows:

### Opportunities

The Precinct has significant opportunities that should be enhanced. These include:

- Its proximity adjacent to the Maribyrnong River provides it with unique views and access to a major recreation asset.
- Distant views of Melbourne's CBD and Footscray are available and the precinct abuts several regional cycle routes.
- Proximity to Flemington Racecourse and Kensington Banks makes the precinct a highly desirable residential or office location.
- There is a major opportunity to provide visual and pedestrian links between Kensington Banks and the river which are presently unavailable due to the existing industrial buildings.

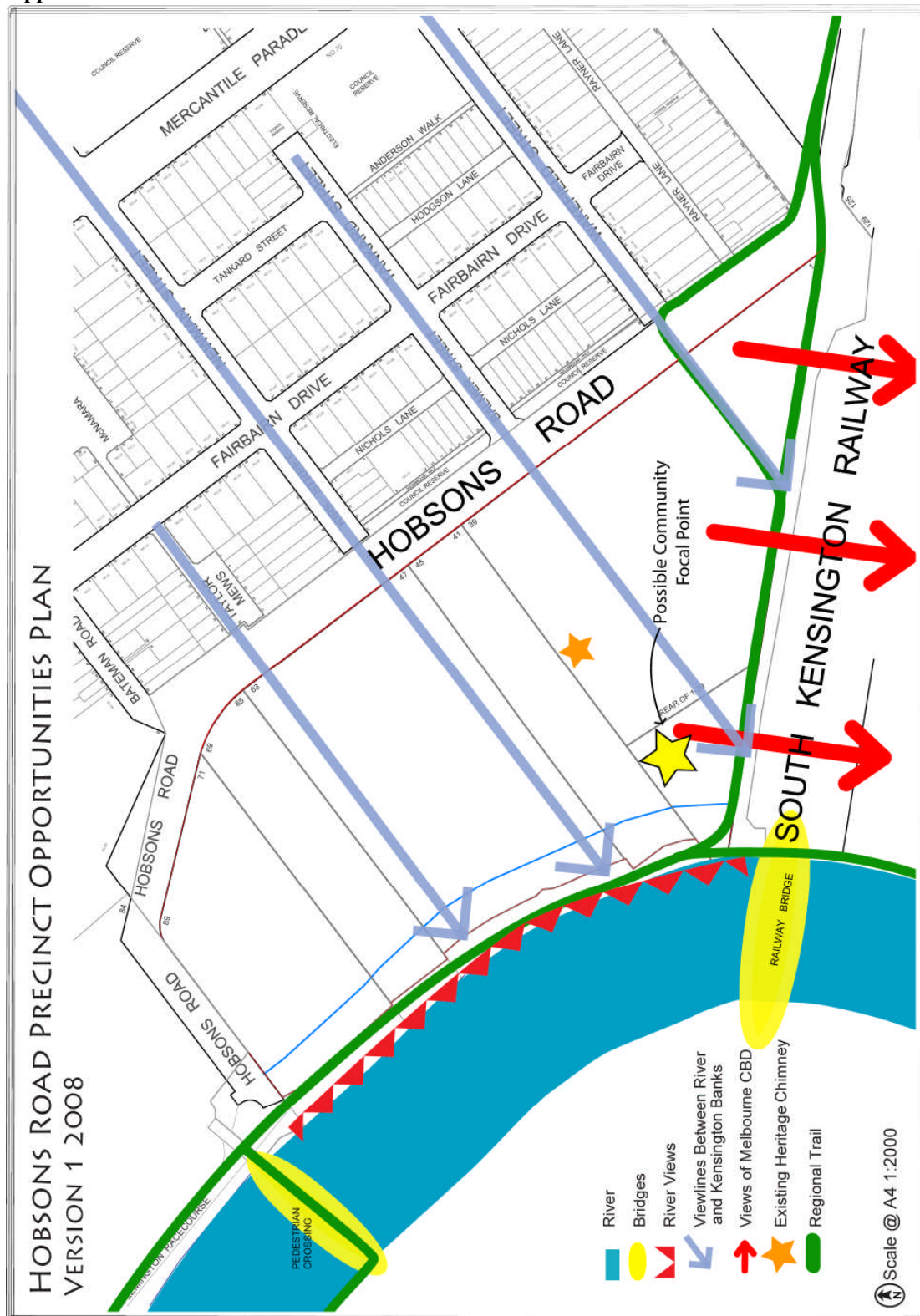
### Constraints

Redevelopment of the precinct must also respond to several significant constraints that are shown on the Constraints Plan and include:

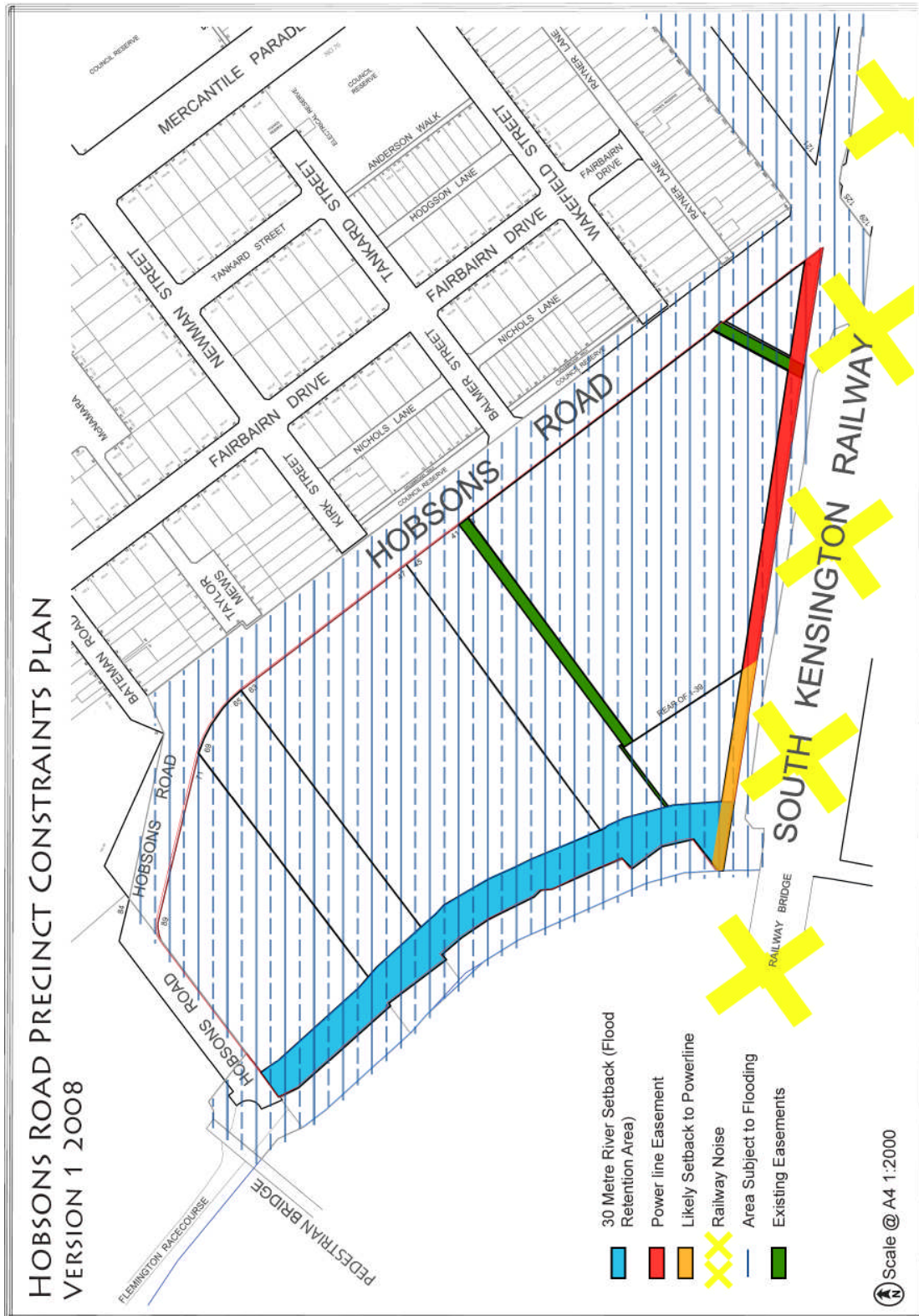
- The precinct is subject to flooding and Melbourne Water advises that the land must be filled to ensure that the floor levels are at least 600mm above the 1% ARI flood level. Hobsons Road will also need to be raised to ensure vehicle access in peak flood events.
- Melbourne Water also requires that development be setback at least 30 metres from the River to provide stormwater storage capacity and to ensure a suitable interface to the river.
- If the land is filled, the heritage buildings will be rendered unusable and the mature vegetation is unlikely to survive.
- The national rail line abutting the land to the south generates significant noise.
- A high voltage power line runs adjacent to the train line and the land below is affected by a 10 metres wide easement. No development will be permitted within that easement and additional building setbacks from the easement may be required.
- The Precinct contains drainage pipeline and carriageway easements that will limit development of several lots.
- Gas Pipeline Licence PL203 runs underneath Hobsons Road, Kensington. A person cannot excavate within 3 metres of a pipeline or construct a building less than 3 metres from a pipeline without permission.
- The land is likely to be contaminated by its former industrial uses.
- The land is owned by 5 separate owners and the Precinct is likely to be redeveloped in stages.
- The main access to the precinct is from Kensington Road, and it is important that ensure that traffic generated by new development does not worsen the current traffic levels through Kensington Banks to the detriment of the quality of life in that area.

The opportunities and constraints are identified on the following maps.

Opportunities Plan



Constraints Plan



## LAND USE AND DESIGN RESPONSE

Based on an analysis of the opportunities and constraints which characterise the site, the following land use and design responses have been developed:

The preferred long term outcomes for the Hobsons Road Precinct are:

- A predominantly residential development providing a range of dwellings, complemented by some commercial offices.
- Land abutting the public open space along the Maribyrnong River, near the powerlines and railway line should be developed as a focal point for residents of the area, as well as people using the regional trails on the River. Development could include a small civic space with a café / convenience shop, within a mixed use building.
- That the built form and building heights adjacent to Hobsons Road reflect and complement the form, scale and massing of Kensington Banks.
- A built form adjacent to the River edge should not dominate or intrude upon the River and enhances its enjoyment.
- Development along the railway line should create an acoustic barrier to the rail noise and should be used for both commercial offices and dwellings.
- Development through the central part of the precinct can comprise a mix of dwelling types and have a higher built form than on the edges of the Precinct.
- A setback from the River in the order of 30 metres which can remain subject to flooding, and can be used for passive purposes, but cannot have any permanent structures that would impede flood flows and storage.
- The development of the Precinct should include direct visual and pedestrian links that reconnect Kensington Banks to the river by the extension of Balmer Street, Bateman Road and Kirk Street to the River.
- All the built form should be highly articulated and designed to minimise mass, scale and building bulk.
- Enhancement of the local road network around Kensington Banks to ensure that it has the capacity to carry the traffic without unreasonable delays.
- The land be filled (as per the requirements of Melbourne Water) above the applicable flood level.
- The provision of safe pedestrian and vehicular access from the developed sites during a peak flood, by raising the level of Hobsons Road

## LAND USE AND DEVELOPMENT REQUIREMENTS

Proposals to use land or construct works within the Hobsons Road Precinct should be in accordance with the following land use and development requirements:

### Land Use

- A mix of residential densities and types.
- The provision for mixed use buildings with some commercial office development on the ground floor and dwellings above.
- The provision of a community focal point use located adjacent to the Maribyrnong River, close to the powerline easement.

### Building Height and Setbacks

Building heights and setbacks should generally be in accordance with the requirements as specified in the Hobsons Road Precinct Built Form Framework Plan-March 2008.

### Built Form

- Building design should complement but not mimic the scale and form of the existing development within Kensington Banks
- High quality contemporary building designs are encouraged.
- Buildings must be designed to achieve a high level of design that reduces the impacts of their visibility and dominance.
- The development of blank walls, fencing and screening at the ground level is discouraged.
- Buildings should address Hobsons Road and the River frontage through direct relationship of ground level entries, casual surveillance, windows facing public areas and minimal setbacks.
- Buildings located adjacent to open space should be designed to provide casual surveillance of those areas.
- Buildings should be designed to avoid overshadowing of the Maribyrnong River.

### Permeability and Circulation

The location and widths of pedestrian and vehicle access points should be generally in accordance with the "Hobsons Road Precinct Built Form Framework Plan-March 2008 and the following:

- Adequate provision will be made for both vehicles and pedestrians along public roadways.
- New streets should provide quality and accessible pedestrian and bicycle through links between Hobsons Road and the Maribyrnong River.
- An internal public roadway system must be provided to provide for internal vehicle and pedestrian circulation.
- Streets should have a road reserve of 12 to 14 metres width.

### Traffic and car parking

- Development should not have an adverse impact on local traffic conditions. A traffic management plan will be required to be provided with any development proposal.
- Traffic generated from the Hobsons Road precinct shall be encouraged to use Kensington Road to access and egress the area.
- Access to garages in dwellings is encouraged to be from rear lanes.
- Developments are expected to meet the requirements of Clause 52.06. Visitor car parking requirements may be provided on the local streets within the Precinct. Applications to waive car parking requirements shall demonstrate that it will not cause excessive on street car parking.
- Vehicle crossings over pedestrian footpaths are discouraged and where provided should be aggregated. The owner of land shall remove all vehicle crossings not required for the development of the land.

### Open Space and Community Facilities

- The development should provide safe, accessible and convenient public open space generally located adjacent to the Maribyrnong River towards the railway bridge.

- The public open space designed to facilitate informal social interaction amongst local residents and casual surveillance of the River frontage.
- Pedestrian and cycling paths through the precinct shall be linked to regional paths.
- Private open space within developments shall not be used as thoroughfares.

Flood Mitigation

- All the land shall be filled to ensure that floor levels are at least 600mm above the applicable 1% ARI flood levels.
- The owners of the land must provide safe pedestrian and vehicular access from the development site during a peak flood by raising the height of Hobsons Road to a minimum level no lower than 350mm below the applicable 1% ARI flood level.
- Basements, including basement car parking shall be designed to prevent flooding in peak flood events.

Environmentally Sustainable Design

The design of dwellings shall where possible:

- Make use of solar energy throughout the year and reduce heat loss in winter.
- Protect windows and habitable rooms from direct summer sun and allow access to winter sun.
- Maximise north facing windows and minimise west facing windows.
- Consider the thermal performance of building materials and colours.
- Consider the inclusion of gathering rainwater and solar energy where possible, and locate such technologies appropriately within the design of new buildings to minimise their visual dominance.

Other Requirements

Proposals to redevelop land within the Hobsons Road Precinct shall provide the following:

- The recognition of the heritage features of the land.
- Suitable landscaping of the 30 metre setback along the Maribyrnong River to the satisfaction of Melbourne Water.
- Landscaping themes and plantings consistent with Kensington Banks and the River and.
- The storage of garbage and waste materials out of view from the public realm.

