

2 WRIGHT STREET
SUNSHINE
MASTERPLAN VISION
ADVOCACY
AUGUST 2021

WRIGHT STREET



DEVELOPING A VISION AND MASTERPLAN FOR 2 WRIGHT STREET: WHERE ARE WE UP TO?

The purpose of this document is to provide information about the planning and design process for 2 Wright St Sunshine. We want to keep you informed about our process and the information which is influencing the opportunities and choices for the future of the site.

We believe a successful future for the site is dependent on developing a shared understanding of the issues and opportunities pertaining to the site. We look forward to community feedback on the ideas and questions put forward.

The table below outlines our proposed approach to the development of the site – we are entering the “Vision & Principles” (Stage 1) and seeking your input.

Phase	Key activities	Your input
0 Opportunities and Constraints	<ul style="list-style-type: none"> • Technical investigations of the site, buildings and planning context. • Meetings with government and key stakeholders 	<ul style="list-style-type: none"> • What do we need to understand for a successful outcome on the site? • What are the key constraints and opportunities?
1 Vision and Principles	<ul style="list-style-type: none"> • Launch of project Facebook page • Release of preliminary design principles • On-line and face-to-face consultation (COVID permitting) 	<ul style="list-style-type: none"> • Feedback on the vision for the site • Feedback on the place principles for masterplan • Understanding of community priorities for the site
2 Draft masterplan development (2nd half 2021)	<ul style="list-style-type: none"> • Development of a draft masterplan vision. 	<ul style="list-style-type: none"> • Refinement of options with key stakeholders as required
3 Draft masterplan consultation (4 week process in late 2021)	<ul style="list-style-type: none"> • Testing of the masterplan • On-line and face-to-face consultation (COVID permitting) • On-going communication 	<ul style="list-style-type: none"> • How well does the masterplan respond to the design principles? • What still needs to change?
4 Masterplan refinement and planning scheme amendment preparation (late 2021- early 2022)	<ul style="list-style-type: none"> • Based on input we will work to refine the draft masterplan vision • On-going communication 	<ul style="list-style-type: none"> • We may engage further with key stakeholders on issues identified from prior input.
5 Planning scheme amendment process (2022 onwards)	<ul style="list-style-type: none"> • The refined masterplan forms the basis for future town planning steps for the transformation of the precinct. 	<ul style="list-style-type: none"> • Now more detail is known, what else needs to be considered? • What have we missed? • What still concerns you?



Figure 1. The Site Source: Nearmaps

LOCATING 2 WRIGHT STREET: WHERE IS THE SITE?

The diagram below shows the location of 2 Wright Street and important nearby features. The site is located adjacent to the Sunshine Activity Centre and JR Parsons Reserve and the rail corridor running to Newport. The site is approximately 500m long with its northern end within a few hundred metres of the train platforms at Sunshine Railway Station. At the southern end, the site is on the doorstep of the State significant industrial precinct to the south of Wright Street and beyond to Kororoit Creek.



Figure 2. Context Plan Source: Nearmaps

MEASURES OF SUCCESS FOR DEVELOPING A VISION FOR 2 WRIGHT STREET

WHAT DO WE HOPE TO ACHIEVE?

In gathering information about the site and Sunshine context some important ideas have emerged to inform our vision for the future. We have incorporated these ideas into a set of measures of success that establish the broad vision for the site and will inform the choices we make for the site. How well do these ideas reflect your vision of a successful outcome for the site?



A place that is a source of community pride and identity



Establishing the site as Sunshine's southern gateway and bridge between the heart of Sunshine and its south.



An outcome that delivers social, environmental and economic dividends for Sunshine



Adaptive to changing needs and opportunities for Sunshine (modes of travel, living, work, technology)



Unlock improved safety, connections and an expanded role for JR Parsons Reserve in Sunshine



Integration and connectivity with the heart of Sunshine and industrial precinct to the south



Alignment with state and local strategic vision for Sunshine



Delivers an optimised balance of commercial and community uplift



A clear staging for the progressive transformation of the site

What would you expect to see as a part of a successful outcome?

GETTING TO KNOW THE SITE: AN EVOLVING STORY

To plan for the future, it is important for us to understand the present and the past. Our planning team has been investigating the conditions of the site, its history and the broader context of Sunshine.

The site is on the land of the Wurundjeri people whose occupation dates back over 40,000 years. The site's contemporary use as a grain terminal has been comparatively short, extending 50 years from the construction of the silos in 1967 to around 2016 when Graincorp ceased operations on the site. Developed as a barley silo in the late 1960's, Graincorp, Victoria's sole grain operator sold the site in late 2020 as it was no longer required.



A BRIEF HISTORY OF 2 WRIGHT STREET



Do you know any more about the site and its history?

The existing concrete silos are a strong visual landmark in the surrounding area

The site interfaces to JR Parsons Reserve with mature vegetation at its edge.

GETTING TO KNOW THE SITE: AN EVOLVING STORY

Sunshine has always been an important place for manufacturing, industry and jobs. The diverse community is proud of this working history. More recently Sunshine has been experiencing significant investment and change with new infrastructure, housing and population growth. The site at 2 Wright Street has an important role to play in the future but currently lacks integration to the heart of Sunshine and surrounding communities.



Figure 4. Site aerial and locality (2015). Base image: realcommercial.com.au

KEY SITE FACTS

1	Site Area	approx. 2.2 hectares
2	Site Dimensions	approx. 45m wide x 500m long
3	Site Features	35m high concrete grain silos 20m high steel silos large steel shed and minor structure
4	Previous Employment Generation)	approx. 5-20 personnel
5	Current Employment Generation	0 personnel (not in use)
6	Zoning	Industrial 1 Zone

DISTANCES TO KEY LOCATIONS

PLAY	JR Parsons Reserve	0m
WORK	State Significant Industrial Precinct	100m
TRAVEL	Sunshine Station	300m (direct line) 1.5km (via roads)
LEARN	Sunshine Primary School	400m (direct line) 1.2km (via roads)
NATURE	Kororoit Creek Trail	800m
SHOP	Hampshire Rd / Sunshine Marketplace	1.1km (direct line) 2km (via roads)
CITY	Melbourne CBD	10km

GETTING TO KNOW THE SURROUNDS: THE LOCAL NEIGHBOURHOOD

This is a unique part of Sunshine, with quiet residential streets, and highly valued community facilities and open space. The development of the Wright St site will respond to and enhance these qualities. A short distance from Sunshine Station the neighbourhood has easy access to the services in central Sunshine. The area has great access to schools, nature areas such as Kororoit Creek and active recreation such as JR Parsons Reserve. Wright Street establishes a clear threshold between employment areas to the south and the residential neighbourhood to the

KEY OBSERVATIONS

- 1 JR Parson's Reserve is one of the largest public open spaces in Sunshine and is highly valued by the community
- 2 Wright Street separates industrial uses to the south from residential uses to the north.
- 3 2 Wright Street is one of the largest strategic redevelopment sites south of Sunshine station.
- 4 There is an important mix of facilities and services around the site, including the council depot, sporting clubs and Mambourin support services. Some of which are underutilised and could be better integrated.

JR PARSONS RESERVE COMMUNITY VISION



VALUED COMMUNITY USES



HIGH QUALITY OPEN SPACES



HIGH AMENITY RESIDENTIAL ENVIRONS



ACCESS TO EMPLOYMENT



What else do you value about your local neighbourhood?

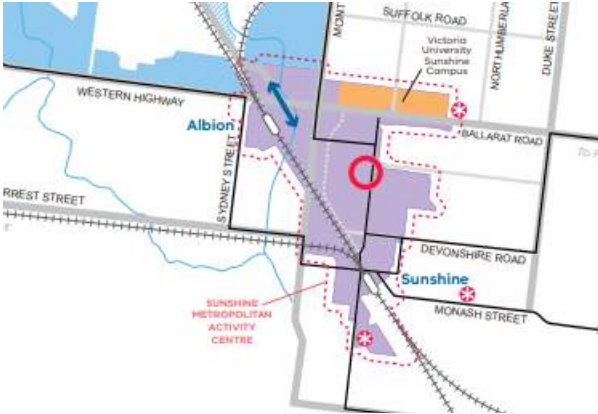
GETTING TO KNOW THE SURROUNDS: THE FUTURE OF SUNSHINE

Sunshine is growing as a vibrant hub of Melbourne's West, with improved access to the centre of Melbourne, the airport and western Victoria. This is likely to support an increase in jobs, population and housing. Council has worked to develop a vision for central Sunshine that will encourage investment in improved services and amenity for the future population and as a hub of activity for the City of Brimbank.

SUNSHINE SUPERHUB VISION



SUNSHINE NATIONAL EMPLOYMENT AND INNOVATION CLUSTER

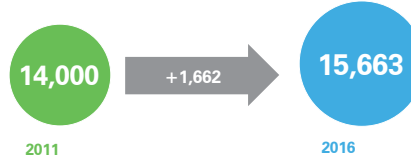


AIRPORT RAIL LINK

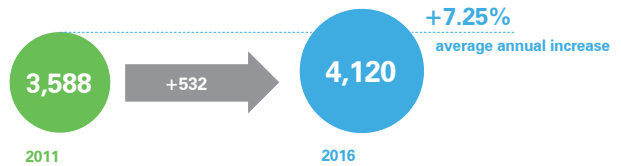


SUNSHINE: A SNAPSHOT OF GROWTH

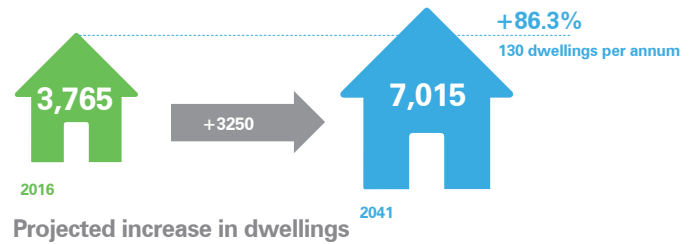
All data derived from Victoria in Future estimates, prepared by the Victorian State Government, August 2015



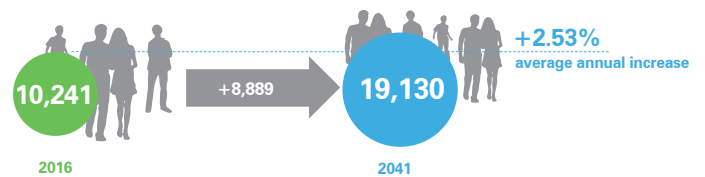
Total employed persons in Sunshine NEIC



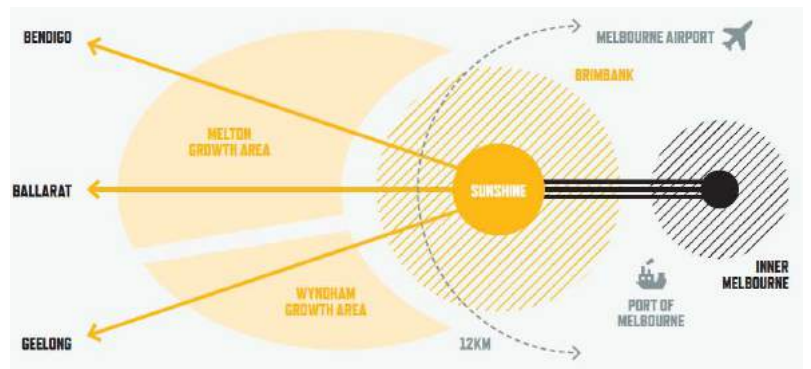
Projected increase in jobs



Projected increase in dwellings



Projected increase in people



How can change benefit your family and community?

WHAT WE HAVE HEARD

IDEAS AND FEEDBACK SO FAR

Our initial conversations with community groups and government agencies have identified some important values and opportunities for the Wright Street site:



Creating and enhancing a sense of place for the site as the southern 'gateway' for the Sunshine.



Reflecting and honouring the heritage of the site, including its industrial heritage



Maintaining and enhancing the functions and amenity of JR Parsons Reserve



Enhancing community safety around the site and reducing on-site risk.



Delivering social and economic outcomes for the community (jobs, housing diversity, social enterprise)



Maintaining certainty of access to existing services and recreation uses



Developing a shared vision for the site and its role in the precinct



The future uses of the site should create a new sense of destination and place

What else do you feel is important to understand about the area?

WHAT WE HAVE LEARNED FROM OUR INVESTIGATIONS

We have learned a lot of important information from our own technical investigations, analysis and research that influences our thinking of the site. Some investigations remain ongoing. These key learning are:



JR Parsons Reserve is the largest open space within the Sunshine NEIC and the most central for regional assets.



Access from the heart of Sunshine to this open space and employment areas to the south are indirect and need improvement.



The site is no longer needed for grain storage in Melbourne raising the question of its long-term use.



Security and public safety on site is an ongoing issue while the site is not in use.



Heritage investigations identify the concrete silos as the most significant assets on site (for their visual and social contributions rather than architectural or technological). Investigations are underway to determine their viability for reuse.



Global and local precedents for adaptive reuse of silos all require substantial additions and alterations. No precedents have emerged for the adaptive reuse of steel silos.

What areas have we been investigating?

- Planning
- Urban Design
- Environmental
- Heritage (two consultants)
- Infrastructure
- Landscape
- Traffic and Movement
- Structural (silo conditions)
- Economics and Property

WHAT WE HAVE LEARNED FROM OUR INVESTIGATIONS



Sunshine will be a major transport and employment hub for Victoria with strong demand for jobs, services and places to live, play and enjoy.



The surrounding land uses such as the Council Depot and Mambourin hub could better contribute to the cohesion and amenity of the area.



There is little evidence of high quality placemaking south of the railway station and the site offer a unique revitalisation opportunity not available elsewhere.



A public acquisition overlay impacts the southern end of the site and long-term functionality of JR Parson's Reserve.



There are no significant signs of environmental contamination on site from the prior use.



There is continual water flow across the site in an open drain. The source of this water is being investigated. The site also currently donates captured rainwater to the Council Depot.



The existing buildings on site provide an acoustic buffer to JR Parsons Reserve significantly reducing noise from the rail line.

What else do we need to understand?

EMERGING PLACE PRINCIPLES

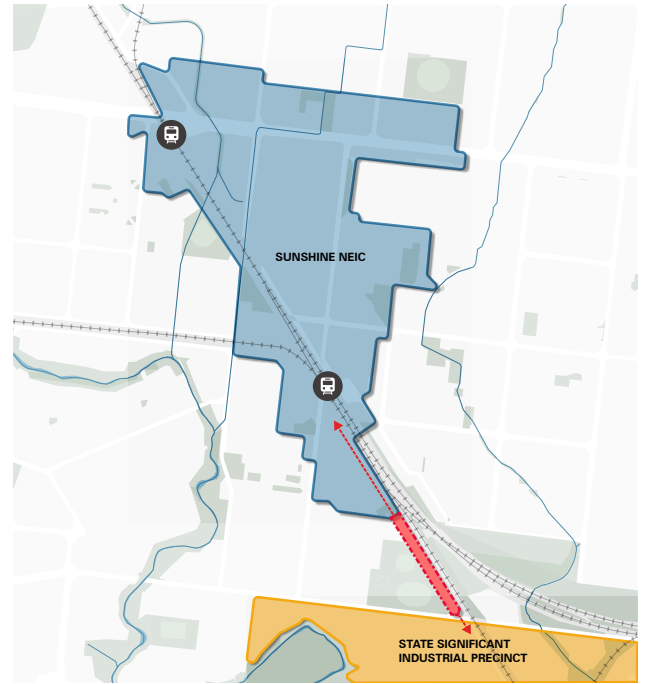
INFORMING A LONG-TERM FUTURE

Our analysis and research has led to the identification of a number of emerging opportunities which we will explore in the development of a master plan for the future of the site. There will also be the opportunity for interim uses on the site while the long-term vision evolves.

Enhancing the site's landmark role as the southern gateway to Sunshine and bridge to the south.



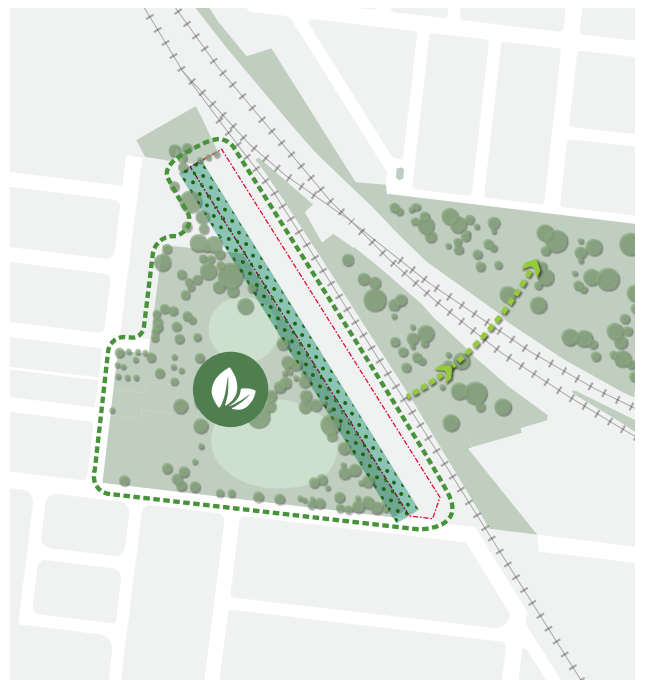
Improving connections between the Sunshine, State significant industrial precinct and JR Parsons Reserve



Creating a integrated vision for the precinct in partnership with Council and community as a safe and exciting place to visit.



Enhancing the value of the surrounding natural environment and open space.

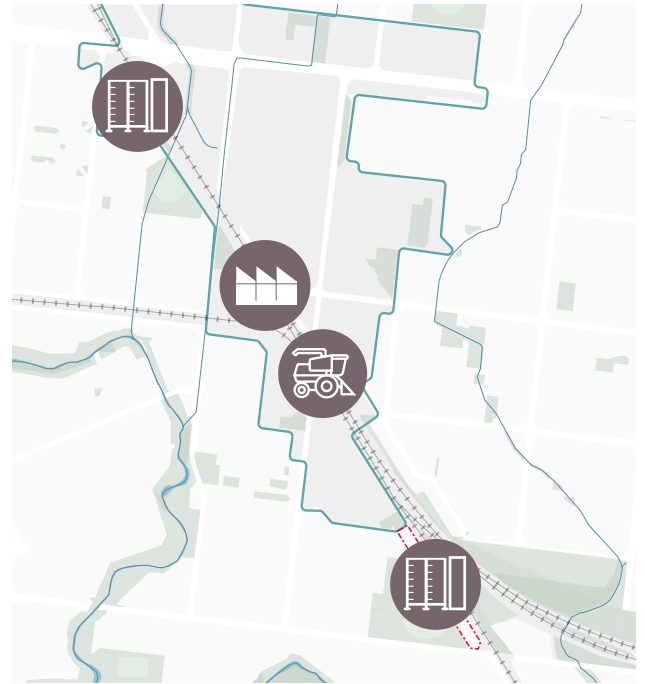


EMERGING PLACE PRINCIPLES INFORMING A LONG-TERM FUTURE

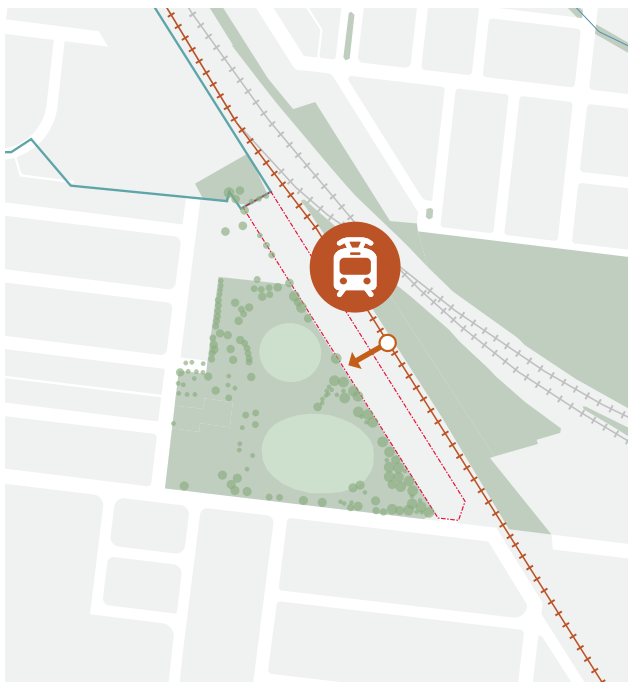
Delivering social, environmental and economic dividends for Sunshine



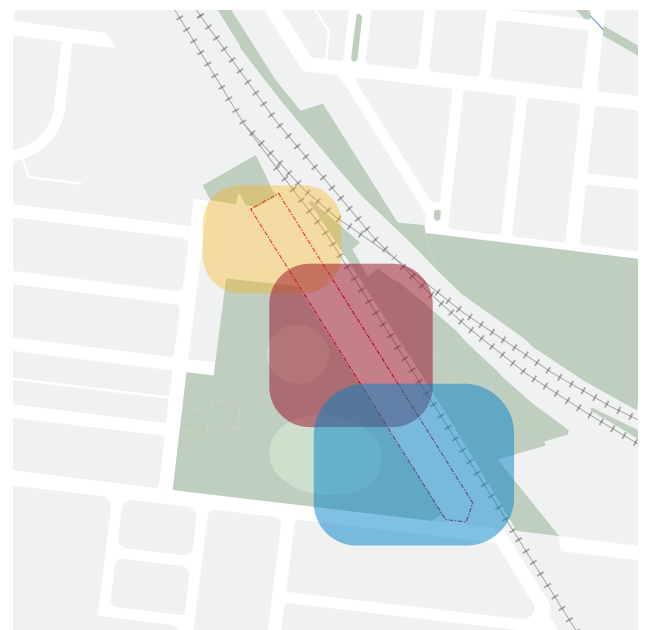
Honouring the history and stories of the site and Sunshine



Exploring transport futures for the underutilised freight line



Deliver a mix of uses that realise the site's strategic potential over time.



What is most important to you about the future of the site?

PLACE PRINCIPLE PRECEDENTS

HIGH QUALITY PLACEMAKING

We are looking at local and international precedents to help inform our design thinking for the redevelopment of the site. Below is a small sample of precedent projects that we think exemplify the place principles outlined in the previous pages, including high quality buildings and landscapes. Opportunities for work, living, community and culture and improved access and connections focussed on people.



What do you see as part of a successful vision for the site?

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