

Draft Town Planning Report

47-61 Sunshine Road, West Footscray (The Wool Store)

V2: July 2026

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47-61 Sunshine Road, West Footscray (The Wool Store)

Contents

1	Introduction.....	3
2	Background.....	5
2.1	Background.....	5
3	Subject Site and Surrounds.....	6
3.1	Subject Site.....	6
3.2	Surrounds.....	8
4	The Proposal.....	9
4.1	Permit Triggers.....	9
4.2	Proposed Land Use and Operation.....	9
5	Planning Policy Framework.....	11
5.1	11	
	Planning Policy Framework.....	11
5.2	Industrial 1 Zone.....	12
5.3	10Overlays.....	14
5.4	General and Particular Provisions.....	16
5.5	Permit Triggers.....	20
6	Planning Considerations.....	21
6.1	Preamble.....	21
6.2	Strategic Planning Policy.....	21
6.3	Acoustic Considerations.....	23
6.4	Vehicle Access and Car Parking.....	24
6.5	Waste Management.....	25
6.6	Operational Considerations.....	25
7	Conclusion.....	30

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1 Introduction

This report has been prepared to accompany a planning permit application to the Minister for Planning for the use of the site as *Place of Assembly* in partnership with Creative Victoria.

Specifically, a planning permit is requested pursuant to the following provisions of the Maribyrnong Planning Scheme:

Table 1.1: Permit Triggers

Clause:	Matter for which a planning permit is required:
33.01-1:	To use the land for <i>Place of Assembly</i>
52.06-3:	To reduce the number of car parking spaces

The application is made pursuant to the Category 2 pathway of Clause 53.22-1 (Significant Economic Development) on the basis that:

- The proposed land use '*Place of Assembly*' is specified within Table 2; and
- The use is to be carried out in partnership with the State of Victoria (Creative Victoria) and written confirmation of such will be provided separately.

This report provides:

- A description of the site and its surrounds;
- A description of the development proposal as detailed with the application material;
- An analysis of the applicable planning controls and policies contained within the Maribyrnong Planning Scheme; and
- An assessment of the proposal having regard to the applicable planning controls and policies.

This report is prepared in accordance with the relevant provisions of the Maribyrnong Planning Scheme including the applicable sections of the Municipal Planning Strategy and Planning Policy Framework.

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1 Introduction

The project team comprises:

Contour Consultants Australia
Town Planners

Ngon Design
Site Plans

Traffix Group
Traffic Engineer

Altus Group
Traffic Management Consultant

Waveform Acoustics
Acoustic Engineer

Longreach Services
Waste Management Engineer

Medical Edge
Medical Operations Consultant

NSA Security
Security Consultant

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2 Background

2.1 Background

In 2024 and 2025, Untitled Group (Anyway Promotions Pty Ltd) hosted a series of music concerts at The Wool Store in accordance with Planning Permit No. PA2403283-1.

The permit (as amended) allowed a total of six (6) events to be held between 19 November 2024 (date of permit issue) and 31 December 2025.

The permit allowed the following:

- To use the land for a *Place of Assembly* pursuant to Clause 33.03-1
- To reduce the number of car parking spaces pursuant to Clause 52.06-3

A maximum of 5,000 patrons were permitted at events and no more than 6,500 people were allowed on the premises at any given time. The permit allowed events to be held between 2:00pm and 10:00pm.

The Head, Transport for Victoria were a recommending referral authority for this application and did not object to the proposal.

The permit did not provide the ability to seek an extension and as such, it expired on 31 December 2025.

Accordingly, this application is made to facilitate the use of the land as *Place of Assembly* for further events on an on-going basis.

A pre-application meeting was held on 30 January 2026 with Department Officers from the Development Approvals arm of the Department of Transport and Planning.



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3 Subject Site and Surrounds

3.1 Subject Site

The subject site is formally known as Lot 1 on LP125717 and is located on the south western corner of Sunshine Road and Roberts Street, in West Footscray.

The subject site is largely rectangular in shape, with a chamfer at the north-eastern corner. It has a maximum depth of 206m and a maximum width of 91m. It has an overall area of 18,810 square metres.

The site is occupied by four-storey red brick warehouse building (c1940s) with a sawtooth roof, which occupies the majority of the site and is otherwise surrounded by grassed areas and hardstand.

Covenant 1861007 applies to the subject site and provides setback requirements for new buildings on the site. Given the application does not propose any buildings and works, the restrictions of this covenant are not breached.

Figure 2.1
Aerial image of subject site and surrounding land

Source: Nearmap, photo dated 25/04/2023.



3

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3 Subject Site and Surrounds

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Figure 22
The subject site from Sunshine Road

Source: Contour Consultants, photo dated 23 December 2025.



Figure 23
The subject site from Corner of Roberts Street and Sunshine Road.

Source: Contour Consultants, photo dated 23 December 2025.



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3 Subject Site and Surrounds

3.2 Surrounds

The subject site is located within an established industrial precinct characterised by a mix of warehousing, light industrial and commercial uses.

The surrounding area predominantly comprises single and double-storey industrial buildings, warehouses and service-based businesses. Built form is typically utilitarian in character, with expansive building footprints and minimal site setbacks. Tracts of residential land are located approximately 300 metres to west and south of the subject site, as well as approximately 300m to the north beyond the Sunbury Train Line.

The site is well served by public transport, being located approximately 500 metres from Tottenham Railway Station and around 1 kilometre from West Footscray Railway Station, with Bus Route 414 operating along Roberts Street adjacent to the site.

The site is identified within Category 2 pursuant to the Car Parking Requirement Maps.

The subject site has the following interfaces:

- **North:** The subject directly abuts Sunshine Road which is within the Transport Road Zone 2 and the Sunbury train line beyond that to the north. Sunshine Road is a major arterial route forming a key east–west connection through Melbourne’s inner west, accommodating significant vehicular traffic, including heavy vehicles associated with the surrounding industrial area.
- **South:** The site directly abuts 36-38 Roberts Street, West Footscray to the south. The site is approximately 18,475 square metres in area and features a single storey warehouse building.
- **East:** The subject directly abuts Roberts Street to the east which is within the Transport Road Zone 3. Beyond the road reserve is 1 Roberts Street, containing is a large scale grain processing plant.
- **West:** The site directly abuts 63 Sunshine Road, West Footscray to the west. The site is approximately 27,164 square metres in area and features similar building massing to the subject site, containing a four-storey brick warehouse building. The site benefits from various Planning Permits for its redevelopment, including Planning Permit TP331/2022, which allows for use and development for warehousing and indoor recreation and Planning Permit PA2403320 which allows use and development of the southern part of the site for a data centre.

4 The Proposal

4.1 Permit Triggers

This section of the report should be read in conjunction with the accompanying site plans and supporting documentation.

The application seeks a planning permit for the use of the land for *Place of Assembly* and an associated reduction in the required car parking rate.

Table 3.1: Permit Triggers

Clause:	Matter for which a planning permit is required:
33.03-1:	To use the land for <i>Place of Assembly</i>
52.06-3:	To reduce the number of car parking spaces

No approval is sought for buildings or works.

4.2 Proposed Land Use and Operation

It is proposed to use the land for *Place of Assembly* to accommodate two categories of events, details of which are provided below:

Major Events:

- Live music concerts utilising 3 stages across the site (consisting of 1 indoor and 2 outdoor stages);
- Maximum of 12 events annually;
- Maximum capacity of 8500 patrons per event; and
- Operating hours between 12pm to 11pm.

For reference Table 3.2 below provides a comparison of the details for major events compared with those approved by the previous Planning Permit (No. PA2403283-1):

Table 3.2: Comparison of Endorsed Major Events against Proposed Major Events

	Endorsed under PA2403283-1:	Proposed:
Patron numbers	Maximum of 5000 per event	Maximum of 8500 per event
Number of Events	5 events	12 events annually
Operating Hours	2pm to 10pm	12pm to 11pm

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4 The Proposal

Minor Events:

In addition to the ‘major’ events described above, the proposal includes a range of other which are described as follows:

- Facilitating low impact community events, all of which fall under the umbrella land use term ‘place of assembly’. These may include;
 - Corporate and community functions,
 - School events,
 - Small-scale performances,
 - Gala dinners, and
 - Film/photography productions.
- Maximum capacity of 1000 patrons per event; and
- The hours of operation are expected to vary given the nature of the events will vary. On this basis, there are no standard operational hours proposed.
- It is not proposed to have an annual cap on the number of minor events proposed.

A general plan has been provided showing the proposed layout for each of these two categories of events.

Car and Bike Parking

The following car and bicycle parking is proposed for each type of event:

Table 3.3: Car and Bicycle Parking Provision

	Minor Event	Major Event:
Car Parking Spaces	58 spaces	34 spaces
Bicycle parking spaces	10 spaces	10 spaces

No buildings and works are proposed and any features, structures or installations shown on the layout plans are purely temporary in nature.

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5 Planning Policy Framework

5.1 Planning Policy Framework

The planning application is subject to the Maribyrnong Planning Scheme and the following clauses of the Planning Policy Framework are considered relevant:

- **Clause 13 Environmental and Amenity Risks**
 - Clause 13.05 Noise
 - Clause 13.05-1S Noise Management
 - Clause 13.07 Amenity, Human Health and Safety
 - Clause 13.07-1S Land Use Compatibility
 - Clause 13.07-1L-02 Land Use Compatibility
 - Clause 13.07-3S Live Music
- **Clause 15 Built Environment and Heritage**
 - Clause 15.03 Heritage
 - Clause 15.03-1S Heritage Conservation
 - Clause 15.03-1L-01 Heritage
 - Clause 15.03-1L-02 Industrial Heritage
 - Clause 15.03-1L-03 Heritage Precincts
- **Clause 17 Economic Development**
 - Clause 17.01 Employment
 - Clause 17.01-1S Diversified Economy
 - Clause 17.01-1R Diversified Economy – Metropolitan Melbourne
 - Clause 17.01-1L Employment
 - Clause 17.03-3S Significant industrial land
 - Clause 17.04 Tourism
 - Clause 17.04-1S Facilitating Tourism
 - Clause 17.04-1R Tourism in Metropolitan Melbourne

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5 Planning Policy Framework

Clause 18 Transport

- Clause 18.01 Land Use and Transport
- Clause 18.02 Movement Networks

Clause 19 Infrastructure

- Clause 19.02 Community Infrastructure
- Clause 19.02-3S Cultural Facilities
- Clause 19.02-3R Cultural Facilities (Metropolitan Melbourne)
- Clause 19.02-3L Cultural Facilities

5.2 Industrial 1 Zone

The subject site is located in the Industrial 1 Zone—(IN1Z) pursuant to Clause 33.01 of the Maribyrnong Planning Scheme.

Purpose

The purpose of the IN1Z is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To provide for manufacturing industry, the storage and distribution of goods and associated uses in a manner which does not affect the safety and amenity of local communities.*

Permit Requirement

Pursuant to Clause 33-01-1, a planning permit is required to use the land for *Place of Assembly*.

Decision Guidelines

Before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider, as appropriate:

- *The Municipal Planning Strategy and the Planning Policy Framework.*
- *The effect that the use may have on nearby existing or proposed residential areas or other uses which are sensitive to industrial off-site effects, having regard to any comments or directions of the referral authorities.*
- *The effect that nearby industries may have on the proposed use.*

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5 Planning Policy Framework

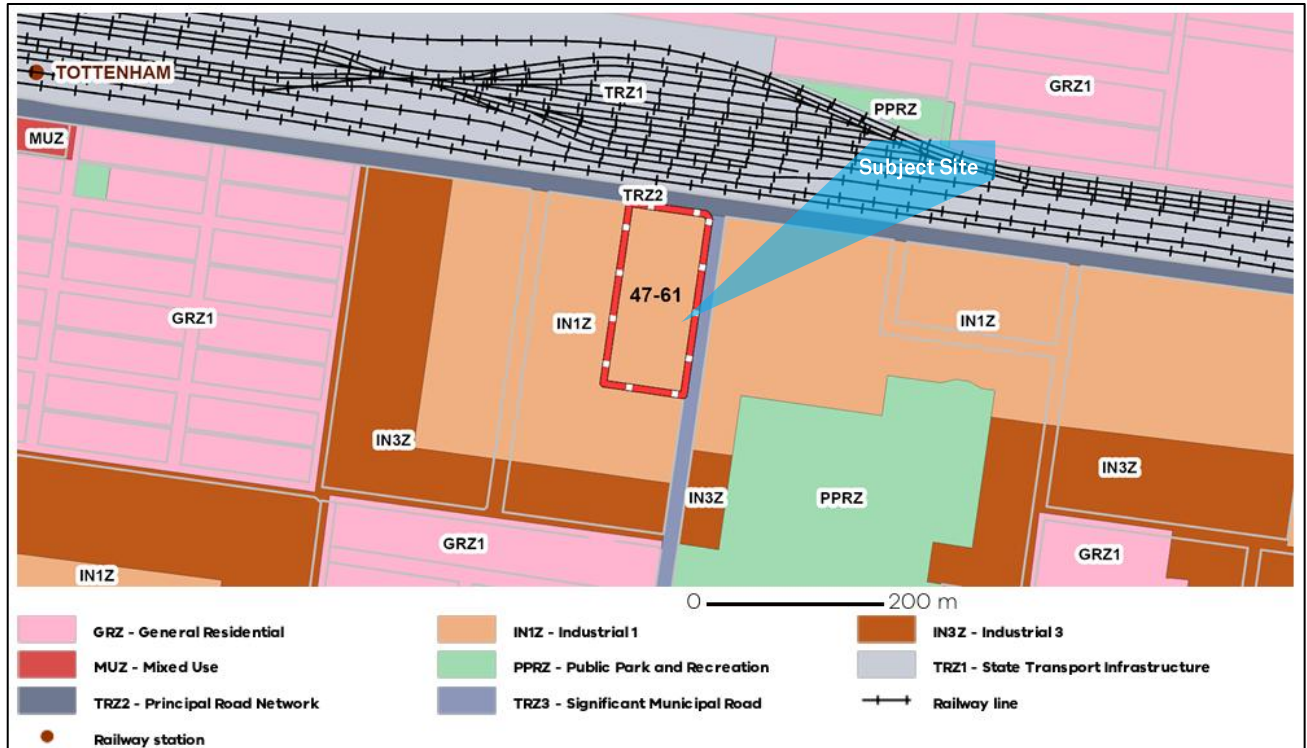
-
- *The drainage of the land.*
 - *The availability of and connection to services.*
 - *The effect of traffic to be generated on roads.*
 - *The interim use of those parts of the land not required for the proposed use.*

5 Planning Policy Framework

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Figure 4.1
Zoning Map

Source: Vicplan



5.3 Overlays

The subject site is located within the Schedule 160 to the Heritage Overlay (HO160) as well as Schedule 2 to the Development Contributions Plan Overlay (DCPO2).

Heritage Overlay – Schedule 160 (HO160)

Purpose

The purpose of the Heritage Overlay is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To conserve and enhance heritage places of natural or cultural significance.
- To conserve and enhance those elements which contribute to the significance of heritage places.
- To ensure that development does not adversely affect the significance of heritage places.
- To conserve specified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.

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Schedule 160 to the Heritage Overlay

Schedule 160 is a site specific overlay applying only to the subject site. The heritage place is known as the Australian Estate Wool Store and is identified within the Victorian Heritage Database.

Permit Requirement

Given no works are proposed, a permit is not triggered under the Heritage Overlay.

Figure 4.2
Heritage Overlay Map

Source: Vicplan



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5 Planning Policy Framework

Development Contributions Plan Overlay – Schedule 2 (DCPO2)

Purpose

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The purpose of the DCPO is:

- To implement the Municipal Planning Strategy and the Planning Policy Framework.
- To identify areas which require the preparation of a development contributions plan for the purpose of levying contributions for the provision of works, services and facilities before development can commence.

This Development Contributions Plan (DCP) applies to all new development within the City of Maribyrnong (unless specially excluded) and requires payment of development contributions for new development.

A permit is not triggered under the DCPO.

5.4
General and Particular
Provisions

The following particular and general provisions are of relevance to this application:

- Clause 52.06 Car Parking
- Clause 52.29 Land Adjacent to the Principal Public Transport Network
- Clause 52.34 Bicycle Facilities
- Clause 53.22 Significant Economic Development
- Clause 65 Decision Guidelines

Clause 52.06 Car Parking

Clause 52.06 sets out statutory provisions for the design and quantum of car spaces to be provided in association with new use and development.

The purpose of Clause 52.06 is:

- To ensure that car parking is provided in accordance with the Municipal Planning Strategy and the Planning Policy Framework.
- To ensure the provision of an appropriate number of car parking spaces having regard to the demand likely to be generated, the activities on the land and the nature of the locality.
- To support sustainable transport alternatives to the motor car.
- To promote the efficient use of car parking spaces through the consolidation of car parking facilities.
- To ensure that car parking does not adversely affect the amenity of the locality.

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5 Planning Policy Framework

- *To ensure that the design and location of car parking is of a high standard, creates a safe environment for users and enables easy and efficient use*

Pursuant to Category 2 of Clause 52.06-5, *Place of Assembly* is required to provide 0.15 car parking spaces per patron permitted.

Based on a capacity of 8,500 patrons for major events and 1,000 patrons for minor events, the statutory car parking requirement equates to 1,275 spaces for major events and 150 spaces for minor events.

Clause 52.29 Land Adjacent to the Principal Road Transport Network

The purpose of Clause 52.29 is:

- *To ensure appropriate access to the Principal Road Network or land planned to form part of the Principal Road Network.*
- *To ensure appropriate subdivision of land adjacent to Principal Road Network or land planned to form part of the Principal Road Network.*

Pursuant to Clause 52.29-2, a permit is required to (inter alia):

- Create or alter access to:
 - A road in a Transport Zone 2.

While Sunshine Road is included within a Transport Zone, no works are proposed and there are no changes to access to Sunshine Road. Therefore, no permit is triggered under this provision.

Clause 52.34 Bicycle Facilities

Pursuant to Clause 52.34, a *Place of Assembly* with a net floor area of 6,620m² is required to provide bicycle parking at a rate of 1 space per 1,500m² NFA for employees and 2 visitor spaces plus 1 additional space per 1,500m² NFA for visitors.

Based on these rates, the development is required to provide a total of 10 bicycle parking spaces, comprising 4 staff spaces and 6 visitor spaces.

The proposal provides at least 10 bicycle spaces on site and therefore a permit is not triggered under this clause.

5 Planning Policy Framework

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Clause 53.22 Significant Economic Development

The purpose of Clause 53.22 is:

- To prioritise and facilitate the planning, assessment and delivery of projects that will make a significant contribution to Victoria’s economy and provide substantial public benefit, including jobs for Victorians.
- To provide for the efficient and effective use of land and facilitate use and development with high quality urban design, architecture and landscape architecture.

Clause 53.22-1 states:

The provisions of this clause prevail over any inconsistent provision in this planning scheme.

This clause applies to an application under any provision of this planning scheme if the condition corresponding to a category in Table 1 is met.

Table 1:

Category	Condition
Category 2	The application must include a use specified in Table 2. The conditions corresponding to that use do not need to be met. The application may also include a use that is not specified in Table 2. The proposed use or development must be: • carried out by or on behalf of, or jointly or in partnership with, the State of Victoria or a public authority; or • funded, or partly funded, by the State of Victoria, the Commonwealth or a public authority; or • carried out on Crown land

Table 2:

Use:	Condition:
Place of Assembly	The estimated cost of the proposed development as specified in a report prepared by a suitably qualified quantity surveyor must be one of the following to the satisfaction of the Minister for Planning: • At least \$10 million if any part of the land is in metropolitan Melbourne. • At least \$5 million if the land is not in metropolitan Melbourne.

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5 Planning Policy Framework

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Table 1 specifies that for Category 2 applications, the corresponding table 2 land use condition for a given land use does not need to be met for an application to be eligible.

The use is to be carried out in partnership with the State of Victoria (Creative Victoria) and written confirmation of such will be provided separately.

Clause 72.01-1 states:

The Minister for Planning is the responsible authority for matters under Divisions 1, 1A, 2 and 3 of Part 4 of the Act, and endorsement of, approval of or being satisfied with matters required by a permit or the scheme to be endorsed, approved or done to the satisfaction of the responsible authority, in relation to the use and development of land for a Use or development to which clause 53.22 applies.

Clause 53.22 provides the following operation provisions and requirements:

Clause:	Requirement:
53.22-2	○ The responsible authority may waive or vary any building height or setback requirement. ○ An application is exempt from an application requirement in this planning scheme if in the opinion of the responsible authority the information is not relevant to the assessment of the application.
53.22-3	In addition to the application requirements elsewhere in the planning scheme, an application must be accompanied by the following information, <u>as appropriate</u>: ○ A report or other documents demonstrating the likely feasibility of the development. ○ A quantity surveyor report prepared by a suitably qualified person specifying the estimated cost of the development. For a development that includes more than one use, the report should specify the estimated cost of development for each use.
53.22-4	An application under any provision of this planning scheme is exempt from the decision requirements of sections 64(1), (2) and (3), and the review rights of sections 82(1) of the Act.
53.22-5	Before deciding on an application, in addition to the decision guidelines elsewhere in this planning scheme including in clause 65, the responsible authority must consider, as appropriate: ○ The purpose of the clause. ○ The views of the Office of the Victorian Government Architect.

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5 Planning Policy Framework

Clause 65 Decision Guidelines

This Clause sets out decision guidelines the Responsible Authority must consider, as appropriate, before deciding on an application or approval of a plan.

5.5 Permit Triggers

The proposal triggers the following requirements for a permit pursuant to the provisions of the Maribyrnong Planning Scheme:

Table 4.1: Permit Triggers

Clause:	Matter for which a planning permit is required:
33.03-1:	To use the land for <i>Place of Assembly</i>
52.06-3:	To reduce the number of car parking spaces

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6 Planning Considerations

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6.1 Preamble

The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the Municipal Planning Strategy, the Planning Policy Framework, the purpose and decision guidelines of the zone and overlays and any of the other decision guidelines in Clause 65.

Having regard to the applicable land use provisions within the Maribyrnong Planning Scheme, an assessment of the proposal requires the following key matters to be considered and addressed:

- Strategic planning policy response;
- Acoustic impact considerations;
- Car parking, traffic and access considerations;
- Waste Management;
- Patron management and associated technical considerations; and
- Response to pre-application matters raised by DTP and Council.

An assessment of the proposal having regard to the policy relating to each of these matters is provided below.

6.2 Strategic Planning Policy

There is substantial strategic planning policy support for the proposed use of the land for *Place of Assembly* in Maribyrnong's Municipal Planning Strategy and Planning Policy Framework.

The proposed use of the land for *Place of Assembly* to facilitate major music concerts and smaller community based events is strongly supported by the economic and tourism objectives of the Maribyrnong Planning Scheme, particularly Clause 17 (Economic Development) and associated State and Local policies.

Clause 17 – Economic Development

At a broad level, Clause 17 – Economic Development seeks to strengthen Victoria's economy and encourage investment and employment growth. The proposed use of the land for *Place of Assembly* to facilitate major music concerts as well as smaller community events is strongly supported by the various Clauses within Clause 17.

The proposal will generate substantial direct and indirect employment across event management, hospitality, security, logistics and creative industries, while stimulating local business activity.

The site is appropriately located to leverage Maribyrnong's established infrastructure and contribute to its emergence as a cultural and employment destination within metropolitan Melbourne. The use will serve to stimulate the local economy in adjacent activity centres, in



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6 Planning Considerations

particular Tottenham Local Activity Centre surrounding Tottenham Train Station which will receive a major influx of patronage at event times.

Clause 17.01 – Employment

The proposal aligns with Clause 17.01 by supporting employment growth and fostering a diversified economy at State, regional and local levels. The proposal will continue to expand Maribyrnong's economic base within the arts and entertainment sector, enhancing economic resilience and reducing reliance on traditional industries.

The use will create ongoing and event-based jobs for the duration of the permit, while increasing patronage of surrounding activity centres and local businesses. Its location within a well-connected metropolitan area supports sustainable employment outcomes consistent with strategic policy objectives at Clause 17.01-1R – Diversified Economy.

Clause 17.04 – Tourism

The proposal is consistent with Clause 17.04-1R, which promotes tourism generating use and development. Major music concerts will attract interstate and international visitors, contributing to hospitality spending within Melbourne's inner west. The venue will enhance Maribyrnong's role within Melbourne's established events network and support tourism growth in an accessible metropolitan location serviced by existing infrastructure.

The existing Wool Store building and surrounds has previously demonstrated its capacity to successfully host high-profile music events, attracting internationally recognised artists and substantial patron attendance. These events have stimulated tourism regionally and beyond, generating significant expenditure in local hospitality, accommodation and transport sectors.

Clause 19.02 – Community Infrastructure

The proposal aligns with Clauses 19.02-3S, 19.02-3R and 19.02-3L, which seek to support cultural facilities that contribute to the community, economic activity and Melbourne's reputation as a leading cultural destination.

The provision of a substantial entertainment facility responds well to these objectives seeking to enhance the cultural scene regionally and will provide a boost to the arts and entertainment sector.

6 Planning Considerations

6.3 Acoustic Considerations

Given the nature of the land use, the management of noise emanating from is a key consideration of this application. Separate to planning considerations regarding acoustic impact, there is a requirement for EPA permissions regarding noise impact. This process will run concurrently with the planning permission being sought.

This application is otherwise accompanied by a Noise Management Plan prepared by Waveform Acoustics, which concludes that:

Major music events at the Wool Store can be conducted in compliance with EPA Publication 1826 and the Environment Protection Regulations 2021.

The applicable outdoor music noise limit of 65 dB LAeq at residential interfaces has been adopted, and acoustic modelling of the nearest dwellings demonstrates that with prescribed front-of-house (FOH) sound limits and coordinated management of all stages, compliance will be achieved.

The assessment is supported by a robust operational framework. The management measures include active attended noise monitoring during major events, enforceable FOH limits, directional speaker systems to minimise off-site propagation, and real-time communication between acoustic consultants and sound engineers to ensure intervention can occur when required. The plan also incorporates community notification procedures and a complaints management system, and demonstrates that, with these controls implemented, residual risk under the General Environmental Duty is reduced to low.

The Waveform Acoustic Report confirms that the proposed land use will operate in a manner that appropriately manages and contains noise, ensuring residential amenity is protected.

6 Planning Considerations

6.4
Vehicle Access and Car
Parking

The Traffic Engineering Assessment prepared by Traffix Group concludes that the proposed land use can operate without generating unacceptable traffic or parking impacts, subject to the implementation of the recommended management measures.

The assessment provides the following details regarding car parking requirements and subsequent shortfalls for both minor ('small') and major events.

Table 5.1: Car Parking Requirement Source: Traffix Report

Use	Size / No.	Statutory Parking Rate (Category 2)	Parking Requirement ⁽¹⁾	Parking Provision	Shortfall / Surplus
Major Events					
Place of Assembly	8,500	0.15 car spaces per patron permitted	1,275	34	-1,241
Small Events					
Place of Assembly	1,000	0.15 car spaces per patron permitted	150	58	-92
Notes:					
1. Clause 52.06-5 specifies that where a car parking calculation results in a requirement that is not a whole number, then number of spaces should be rounded down to the nearest whole number.					

As above, a reduction of 1,241 car parking spaces is sought. The report concludes that this reduction is appropriate given the nature of major music events, where patrons are expected to predominantly arrive via public transport, rideshare services and drop-off arrangements rather than private vehicles.

Under Planning Permit No. PA2403283-1, a similar dispensation was sought and deemed acceptable on the basis that the nature of the event would not elicit high levels of car usage.

A Green Travel Plan and Traffic Management Plan accompany the proposal, promoting sustainable travel modes and managing event-related movements. Measures include rideshare drop-off areas via McArthur Street, temporary lane closures to facilitate pedestrian movements, speed reductions, and the provision of bicycle parking exceeding statutory requirements.

Overall, the assessment concludes that, given the availability of alternative transport options and the proposed traffic management measures, the development will not result in unacceptable traffic impacts and the proposed car parking reduction is appropriate.

The proposal includes the provision of 20 bicycle parking spaces which meets the statutory minimum requirement of 10 (1 employee space per 1500m² of NFA and 2 plus 1 visitor space per 1500m² of NFA) as detailed within Clause 52.34.

The Traffic Impact Assessment and Green Travel Plan prepared by Traffix and the Traffic Management Plans prepared by Altus provide further details of the acceptability of the proposal from a traffic engineering perspective.

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6 Planning Considerations

6.5 Waste Management

The enclosed Waste Management prepared by Longreach Services Group outlines the waste strategy proposed for the proposed use and has particular regard for the large scale operation proposed.

Waste areas are clearly shown within the site plans prepared by Ngon Design, which also accompany the application.

Subject to compliance with the waste management plan, waste generated by the proposal will be appropriately managed to minimise impacts on amenity, health and the public realm.

6.6 Operational Considerations

The application is accompanied by several more operational management plans including the following:

- Alcohol Management Plan;
- Medical Operations Plan;
- Security Management Plan; and
- Venue Management.

Each of these were required to be provided and endorsed under the previous approval (PA2403283-1).

These technical documents have been amended to reference the new proposal and detail the acceptability of the proposal within each of these respective disciplines.

6 Planning Considerations

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6.7
Response to pre-application matters raised by DTP and Council

The eligibility letter issued by DTP on 06/05/2026 sets out several preliminary concerns and requirements for formal submission of the planning application. Included within those requirements was the need to respond to preliminary comments issued by the Council, and also the Head, Transport for Victoria

A number of preliminary matters were raised by Maribyrnong City Council. These comments have been considered and a response to each of these preliminary matters has been provided below.

No issues were raised by Head, Transport for Victoria in the pre-application referral comments dated 15/04/2026.

Maribyrnong City Council Comments - Received 21 April 2026

Comment:	Response:
Traffic <i>Traffic management is a critical issue with this proposal. Council understands that the DTP is responsible for management of Sunshine Road and recommends that the Development Facilitation Program team work closely with internal stakeholders to ensure that traffic can be appropriately managed during events. The comments of Council's Traffic Engineering team should also be incorporated into the proposal.</i>	A detailed response has been provided to the traffic comments not only raised by Council, but also raised by DTP within the eligibility letter. The following is noted: • The traffic management arrangements are generally consistent with the approved arrangements for previous events and the increase in patron numbers is not expected to materially alter patron movements to and from the site. Extension of the westbound kerbside lane closure to include West Footscray Station has been investigated, however is not considered necessary or possible for the following reasons: ○ Sunshine Road narrows to a single westbound lane adjacent to the station and vehicle movements cannot be restricted. ○ Patrons typically arrive to the venue over an extended period of time, and a widened pedestrian area is only necessary closer to the venue to mitigate any potential 'bottleneck' cause by ticket entry points. ○ Conversely, patrons leaving the venue typically disperse along the pedestrian route as they travel further from the venue, reducing the need for a widened pedestrian area. • Untitled Group (Anyway Promotions Pty Ltd) is engaging with taxi and rideshare providers to provide information regarding upcoming events and drop-off / pick-up arrangements in locations

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6 Planning Considerations

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	identified on the submitted traffic management plan. • Traffic controllers are not considered necessary for minor events given the scale of events and anticipated patron and vehicle numbers. • Accessible parking will be available on site when Roberts Street is open (ie. for minor events). • Letter drop requirements for major events will continue to operate in accordance with the previous permit requirements. Letter drops for minor events are not considered necessary given the scale of these events. • It is not proposed to line mark on site car parking for the following reasons: ◦ Car parking areas are grassed and permanent line marking is not practical. ◦ Parking for major events will be for staff only who will be familiar with the car parking arrangements and be provided with instructions from event management. ◦ Car parking areas for minor events will be identified by wayfinding signage which is considered adequate for such events. • The Green Travel Plan prepared by Traffix will be monitored and reviewed on an ongoing basis, based on lessons learnt from previous events.
Noise and amenity <i>Council officers have reviewed the various management plans submitted with the proposal and are satisfied that, subject to careful consideration by the DTP and refinement by way of permit conditions, amenity impacts can be suitably managed. If Council were the responsible authority for this application, the following actions would be undertaken to ensure that a fulsome planning assessment was made. It is strongly recommended that the DTP similarly consider:</i> • <i>The Noise Management Plan should be reviewed by an independent and suitably qualified expert to ensure that the recommendations, assumptions and the criteria for assessment of noise are appropriate and accurate.</i>	The applicant notes Council’s comments regarding noise and amenity management. The accompanying Noise Management Plan prepared by Waveform Acoustics has been prepared by a suitably qualified acoustic consultant and provides a comprehensive assessment of the proposal, including the relevant assumptions, assessment criteria and recommended management measures. In this regard, it is not considered necessary for the Noise Management Plan to be subject to a further independent peer review. The report appropriately demonstrates that amenity impacts associated with the proposal can be satisfactorily managed, subject to the recommended mitigation measures and any appropriate permit conditions. The nature of the proposed minor events has also been clarified within the accompanying Noise Management Plan, as well as within

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6 Planning Considerations

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- *The nature of the proposed 'Minor Events' within the application material is vague and should be clarified, with appropriate parameters around these events to ensure that they do not cause amenity impacts.*
- *Greater detail should be provided regarding patron management, particularly as it relates to ensuing attendees are directed to West Footscray rather than Tottenham train station at the conclusion of events. There is a high risk of impacts to residents to the west from noise and disturbance at the end of events.*

Section 4.2 of this report, including the scale and operational parameters of such events.

Council's comments regarding patron management are also noted. In response, a Variable Message Sign (VMS) will be utilised at the conclusion of events to direct attendees toward West Footscray Station and discourage movement toward Tottenham Station. This measure will assist in managing pedestrian dispersal and reducing the potential for noise and disturbance impacts to residents located to the west of the site. The applicant would also be amenable to a permit condition requiring the implementation of this measure as part of the ongoing event management arrangements.

Strategic intent for the site

Council is pleased to see that permanent planning permission is being sought for the proposal, rather than the continued granting of 'one-off' permits. Subject to careful consideration of amenity impacts, the proposal is supported in this location from a strategic land use perspective. It is acknowledged that the proposal will have positive economic effects, support tourism, and that the subject site is reasonably accessible by public transport. Council supports the development of new venues for live music, where these can co-exist with existing land uses. The subject site is also within a core employment area, where a range of employment generating uses, rather than strictly industrial uses, is encouraged by state and local policy at Clauses 17.011R and 17.01-1L of the Maribyrnong Planning Scheme

The general support for the proposal is noted.

Heritage

The subject building is an individually significant heritage building within a site-specific Heritage Overlay and remains in a state of disrepair. Council encourages the permit applicant to undertake repair works to the building facade to ensure that the significant fabric of the building is preserved. A Conservation Management Plan should be provided, which would include staging/timeframes for works to be undertaken. An investment in the upkeep of the building should be made by the permit holder given that they

A Conservation Management Plan is being prepared by Trethowan Heritage and will accompany the application imminently.

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6 Planning Considerations

will take the benefit of the proposed use.	
Other matters • Council notes that the floorplans submitted with the proposal appear to include outdoor structures that may constitute buildings and works, this permit trigger does not appear to have been contemplated in the town planning report. • It may be appropriate to require that additional hardstand area be provided across the site, particularly where vehicle parking is proposed. Failure to provide this may result in amenity impacts in the form of dust or mud being tracked onto local roads and footpaths. • No details have been provided around the extent of signage which will be required for the proposal. Signage may require planning permission.	<u>Buildings and Works:</u> The application does not seek permission for buildings and works, as it is intended that the external structures reflected on the site plan will be temporary and moveable between events. That is to say that they will be brought in and taken away for each event. This is consistent with the previous planning permit's operation, and can be seen on aerial imagery over the course of the previous use. We note that the previous planning permit for the site does not include permission for buildings and works and the structures proposed are generally consistent with those used for the previous operation. There is also flexibility required for the applicant in relation to the location of the temporary structures, which may change from event to event or to respond to learnings from previous events. <u>Hardstand Parking:</u> The applicant does not propose to provide additional hardstand areas for car parking. The majority of vehicle circulation and parking areas across the site are already hardstand, and the limited grassed areas utilised for event parking are not expected to generate unreasonable amenity impacts in the form of dust or mud being tracked onto surrounding roads or footpaths. Accordingly, additional hardstand treatment is not considered necessary in this instance. <u>Signage:</u> No signage is proposed and as such no permit is triggered under Clause 52.05.

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7 Conclusion

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The proposal represents an appropriate planning outcome for the subject site having regard to the Maribyrnong Planning Scheme and the broader metropolitan context for the following reasons:

The proposal is consistent with strategic planning policy objectives which seek to:

- Facilitate tourism and major events that strengthen Melbourne's role as a leading cultural and entertainment destination;
- Support economic activity and employment generation that contribute to Melbourne's diverse and vibrant economy
- Encourage the activation and adaptive reuse of existing urban and industrial land for complementary commercial and cultural activities; and
- Promote access to major destinations via public transport and sustainable transport modes.

The proposal has been appropriately considered from a functionality, operational and amenity perspective. The proposal:

- Represents an appropriate adaptive reuse of the existing Wool Store building for a cultural and entertainment use;
- Will operate in a manner that appropriately manages potential off-site amenity impacts, including acoustic, traffic and patron movements;
- Is supported by detailed acoustic, traffic and event management plans that ensure surrounding residential amenity is protected; and

On balance, the proposal will allow for the continued activation of an underutilised industrial building, support the local and regional economy through the facilitation of tourism while managing offsite amenity impact.

The proposal is appropriate to be supported, and a permit should be granted by the Responsible Authority.



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