

Project Title

The Greenline Project Master Plan, Melbourne, Australia

Project Statement

The Yarra River – Birrarung is the life blood of the broader Melbourne region and is at the heart of the city. The Greenline Project Master Plan is an ambitious vision for reconnecting the city and the community to its highly valued but complex riverfront. The project has catalysed a shared vision that supports the delivery of reconnected space between many land owners and managers.

Embracing the values of the Traditional Custodians, the project is grounded in the recognition of the River as a living entity, with the opportunity for reconnecting people with a diversity of experiences.

The Master Plan provides a framework that brings together the multiple factors involved in the revitalisation of this essential part of the city. It provides a clear plan that identifies the role that site wide elements and location-specific renewal will play to enhance Melbourne's liveability and contribute to its economic vitality.

The Birrarung, flowing for thousands of years, has seen its north bank dominated by infrastructure, which has severed connections between the city and river. The Greenline Project Master Plan provides a community-driven roadmap to deliver a revitalised north bank that will transform this relationship for decades to come.

Project Narrative

The Yarra River – Birrarung is the living, life blood of Melbourne, the heart of the city.

We acknowledge that the Greenline Project area along the north bank of the Birrarung is located on the lands and waterways of the Wurundjeri Woi-wurrung people. We pay respect to their Elders past and present and acknowledge and honour the unbroken spiritual, cultural and political connection they have maintained to this unique place, including the Yarra River – Birrarung, for more than 2000 generations.

The Greenline Project site stretches along approximately 4 km along the north bank of the Yarra River - Birrarung between Birrarung Marr and the Bolte Bridge in Melbourne, Australia. It is situated adjacent to Melbourne's central business district for much of this length. This reach of the river is a salt wedge estuary, highly modified by urban development.

The Greenline Project Master Plan represents one of the biggest city-shaping projects in Melbourne's history. It synthesises an ambitious vision for reconnecting the city and the community to its highly valued but complex north bank riverfront.

The project proposes a contemporary waterfront for the Birrarung with a vision that weaves together multiple stories, cultures, ecologies, connections and places into a cohesive project. It represents a transformative shift in the way people will relate to the city and its river. It acknowledges how – for millennia – Wurundjeri Woi-wurrung people, along with their neighbouring Kulin nations, have had a reciprocal relationship with this Country.

Four **unifying themes** and strategies are applied across five precincts to ensure a consistent and generous connectivity whilst celebrating their unique transformative qualities. These strategies are research-based tactics and spatial design elements.

Environment - Recognising the river as a living entity, creating a healthy, biodiverse ecosystem.

Culture - Connecting visitors to authentic stories and experiences, within a rich cultural landscape.

Place - Creating new and enhanced destinations that are inclusive, safe and accessible and authentic to Melbourne's unique character.

Connection - Providing a generous and continuous unfolding journey that links a diverse and vibrant waterfront.

Social and Community Health

The Greenline Project Master Plan is informed by the Greenline Implementation Plan, local government strategies and Victorian Government legislation and documents, including the Yarra River Protection (Wilip-gin Birrarung murrong) Act 2017 and the Wurundjeri Woi-wurrung Birrarung Water Policy. The entrant has established strong partnerships with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation (WWCHAC), the Registered Aboriginal Party.

Traditional Custodian engagement with WWCHAC Elders has been continuous through the project to date. The outcomes for the north bank will support the realisation of Wurundjeri values and aspirations in reconnecting with culture and the Birrarung.

From 2019 to 2022, extensive engagement and consultation involved community members and stakeholders in shaping the strategic framework of the Greenline Project. Key documents informed by this process include:

- **Yarra River – Birrarung Strategy 2019:** a guiding document for the planning of the inner city reach of the river. The document outlines strategic directions and opportunities to improve the way the city uses the river and its edges.
- **Greenline Implementation Plan 2021:** a document outlining the scope, projects, key actions and milestones for the Greenline Project. The document is based on the strategic directions of the Yarra River – Birrarung Strategy. Key stakeholder engagement included utilising a Resilience Value Realisation (RVR) methodology, identifying where we are now, where we want to be in the future, and how we get there, resulting in a Joint Opportunity Statement.

Preparation of the Master Plan commenced in late 2022 and was informed by community and stakeholder engagement. Consultation was divided into two stages:

- **Phase One** took place from April to May 2023, with a series of images shared with the public illustrating potential activities and experiences to explore how the ambitions for the project might be realised. The feedback from this phase was used to shape the development of the Draft Master Plan. The ‘Joint Opportunity Statement’ was also workshopped and updated with input from key stakeholders.
- **Phase Two**, held during August to September 2023, sought feedback on the Draft Master Plan, with the aim of confirming alignment of the plan with the previous engagement and to identify if any new considerations were needed before finalising the document.

Wildlife, Biodiversity, Habitat Enhancement or Creation

The Greenline Project is a significant opportunity to return indigenous ecologies and biodiversity to the north bank of the Yarra River – Birrarung.

The Greenline Project Master Plan establishes a vision for the north bank as a crucial ecological connector in Melbourne’s urban landscape by:

- Acknowledging the Yarra River- Birrarung as a living entity, as per the Yarra River Protection (Wilip-gin Birrarung murrong) Act. As custodians of the living River, we are focused on caring for its health, improving its function as an ecological corridor.
- Strengthening local community connection with the environment, thereby enriching the daily lives of residents and workers.
- Prioritising integrated water management, change adaptation strategies and resilience.
- Providing habitat in dense urban settings, linking endangered species and bringing habitat back to the Central Business District.

Culture and Traditions

Developed with Wurundjeri, the **Health and Wellbeing of Country Framework** grounds decision making in five principles: Indigenous Ecosystems Return, Healthier Waterways, Connections to Country and Culture, Self-determined and Take Responsibility.

The Health and Wellbeing of Country Framework underpins all aspects of the Master Plan and its implementation.

The Master Plan enriches Melbourne’s cultural fabric by:

- Recognising the River’s north bank as a special place with heritage and culture. The Master Plan is informed by authentic stories of the diverse cultures and histories of the River, fostering a sense of belonging and community pride.
- Being grounded in the Health and Wellbeing of Country framework, guiding all aspects of the project process and outcomes.
- Elevating the visibility and appreciation of Melbourne’s rich Aboriginal heritage and culture.
- Showcasing Melbourne’s diverse cultural heritage and promoting engagement with the arts and local history.
- Offering interactive and educational experiences that highlight Melbourne’s unique cultural identity.
- Enhancing walkability and connecting vital cultural landmarks and tourist attractions.

Economic Viability

Considered research and rigour has been applied to the Master Plan to ensure the ambitious vision has viability and its outcomes will be a powerful stimulant for Melbourne's economy:

- The Greenline Project Business Case identifies that benefits generated by the project are anticipated to deliver a \$3.29AU return on investment for every dollar spent.
- Boosting tourism and the use of public transport in the city, thereby increasing foot traffic in various locales.
- Generating local employment opportunities and enhancing office attendance in the central city, thereby contributing to a more vibrant urban workforce.
- Catalysing urban renewal and economic growth in neighbouring precincts.
- Realising numerous strategic outcomes for the city as identified across local government strategies and policies (as noted in the Greenline Implementation Plan).

Building on the foundation of the Implementation Plan, the Greenline Project Master Plan provides an innovative and clear strategic design vision that supports the staged revitalisation of the north bank across its varied spaces and stakeholder contexts. Two stages of public consultation have enabled bold ideas to be tested with community, and stakeholder's interests, particularly Wurundjeri Woi-wurrung, to be embedded in the plan.

The **Master Plan** provides a strong advocacy tool, clearly communicating how the project's multiple objectives can be synthesised through design to support next steps in delivering this transformational city-shaping initiative.

Image The Greenline Project site overview and context

SITE OVERVIEW

Greenline location and context

The Greenline has the potential to attract millions of visitors each year. This is a once in a generation city shaping opportunity, to deliver a series of interconnected and high quality public spaces.

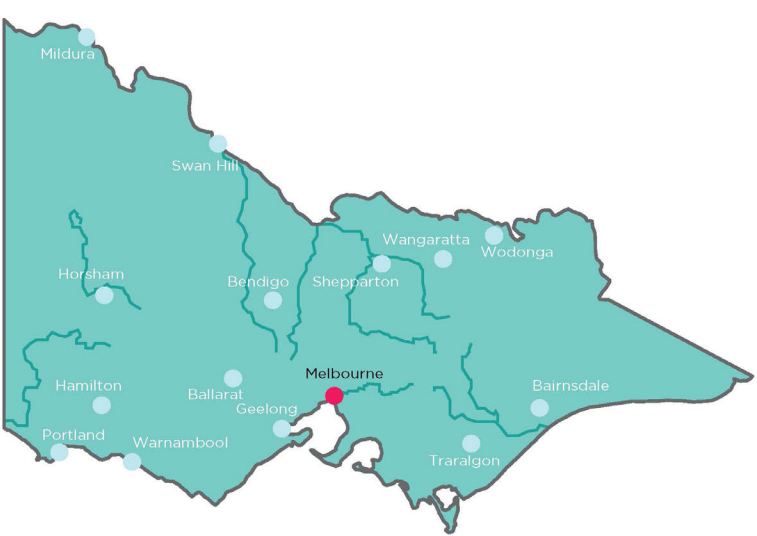
Melbourne is one of the world's most liveable cities. It is a vibrant city full of endless discovery where new and authentic experiences can be had upon each visit. Whether that be finding a new and exciting cafe down one of the characteristic laneways, a stroll through one of the many parks, attending a cultural festival, or an exhibition at the National Gallery of Victoria (NGV), Melbourne has a rich and layered local character.

The Greenline is located on the north bank of the Yarra River - Birrarung, in the heart of Melbourne - and is on the doorstep of many major attractions. Visitor numbers at these destinations are shown below.

National context

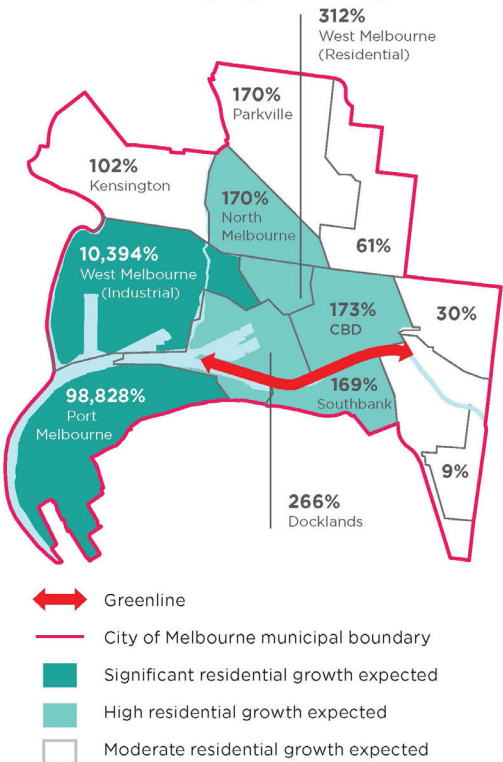


State of Victoria regional context



- State Capital City
- Regional Cities
- Major Water body

Melbourne municipality and future growth



Estimated annual visitor numbers to key destinations within walking distance of the Greenline, 2018

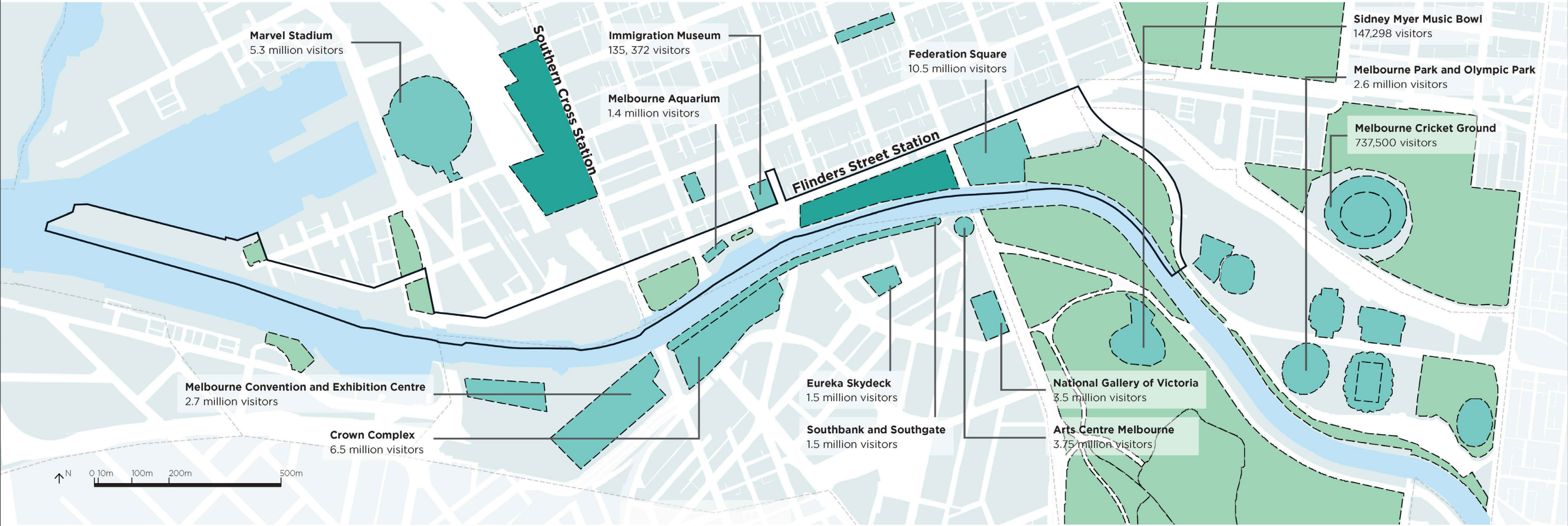


Image Yarra River - Birrarung, flowing through the heart of Melbourne.



Image Yarra River - Birrarung adjacent to Melbourne's central business district on the left.



Image The Greenline Project is located along the north bank of the Yarra River - Birrarung, Melbourne

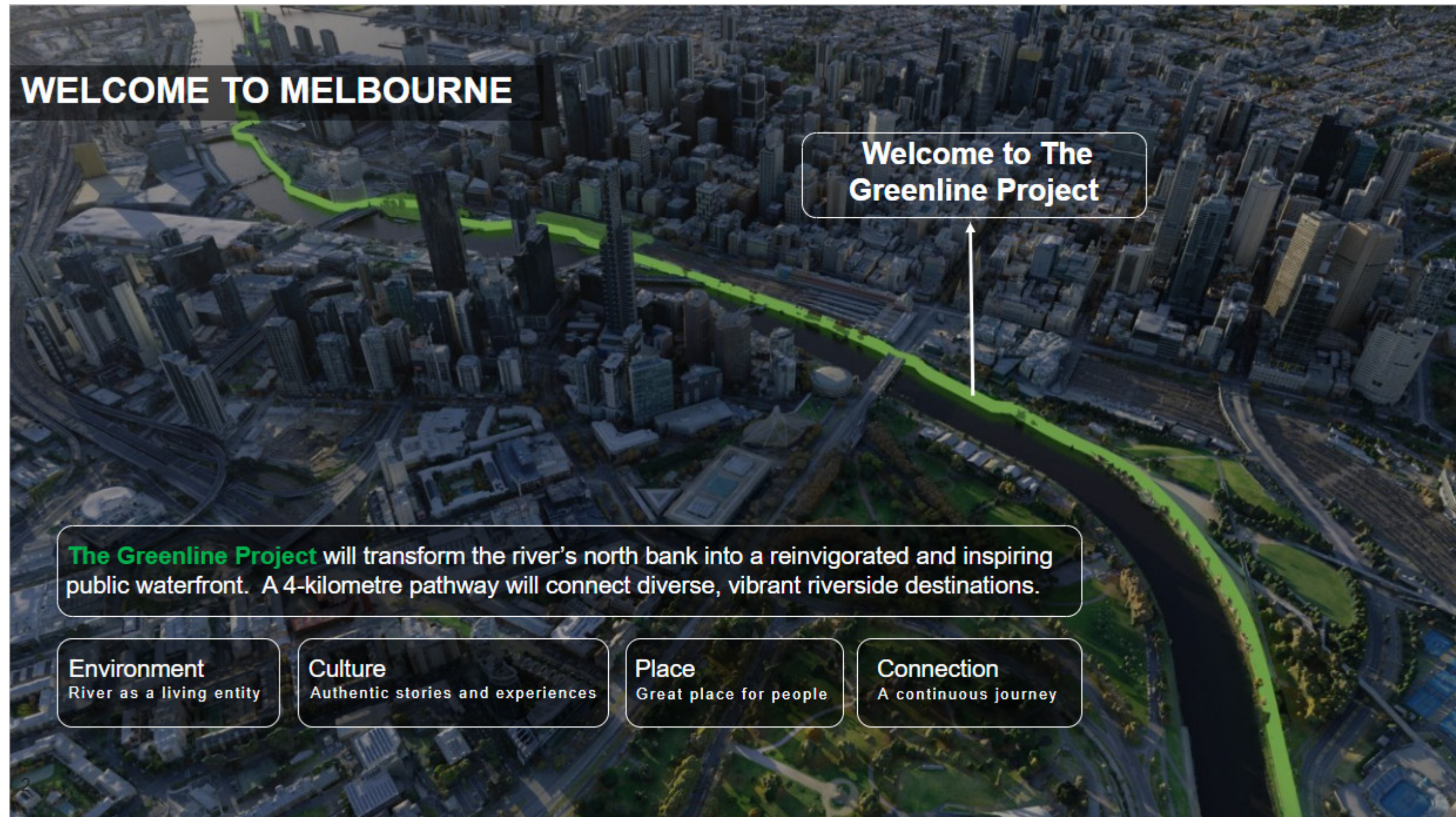


Image Examples of existing Yarra River - Birrarung north bank edge conditions



Image The Greenline Project site extent

PROJECT AREA

Greenline project area

The Greenline project area occupies the north bank of the Yarra River - Birrarung between Birrarung Marr and Eco Park.

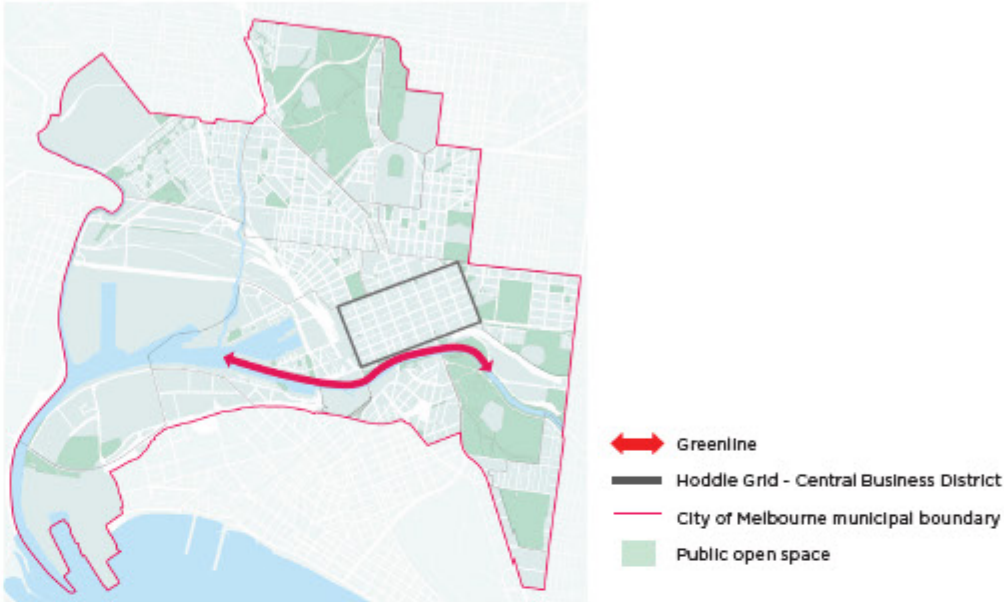
Today, the corridor is characterised by areas of open space interspersed among railway viaducts, river front dining precincts, and high density residential and commercial development.

Access through the area is uneven, often limited by narrow and poorly connected paths, steep slopes, uneven pavements, and poor amenity.

It offers little diversity of cultural expression, limited ecological value, and few opportunities for social and civic engagement, despite its location in the heart of Melbourne

The Greenline seeks to realise the potential of this corridor by providing a unified open space and ecological response to this area of the city.

A significant site



Extent of Greenline and associated works

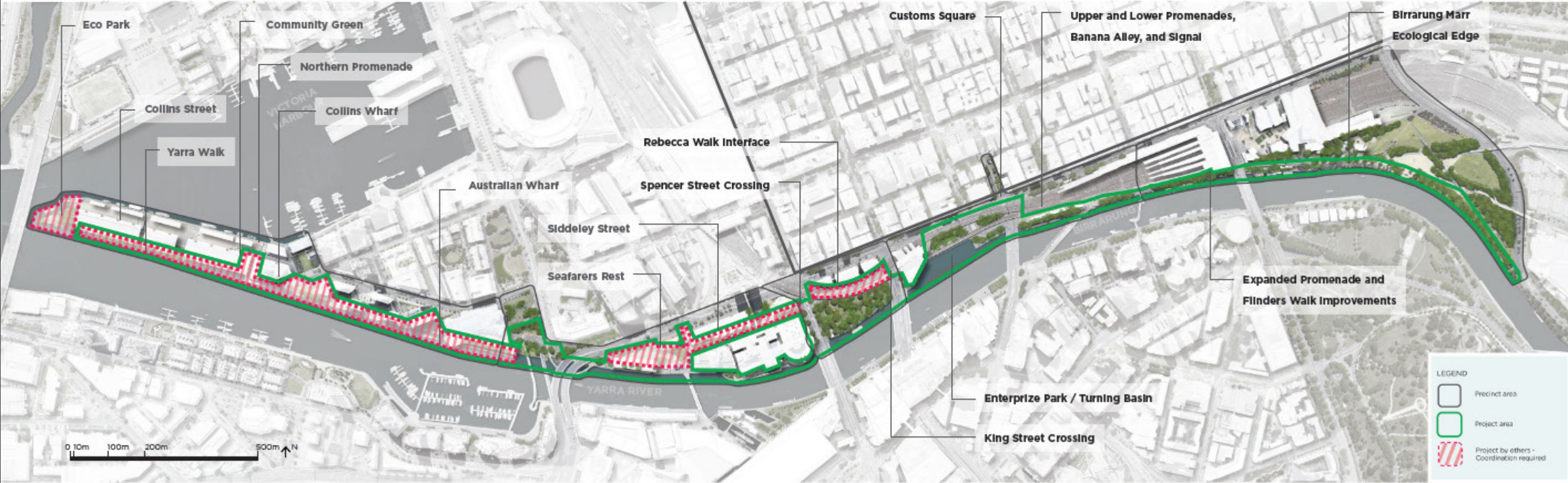


Image The Greenline Project Master Plan cover



HEALTH AND WELLBEING OF COUNTRY FRAMEWORK

The values, rights and lore of Country should guide decision-making for the project. We have established a framework that recasts the brief through a Wurundjeri Woi-wurrung lens.

It has been created by drawing from the extensive work undertaken to date by Wurundjeri Woi-wurrung and the entrant, integrated within the master plan team. It will evolve as the project develops.

We aspire that the project improves the health and wellbeing of Country. As such, the framework identifies five principles:

Indigenous ecosystems return

Re-establish habitat for fauna related to this part of Country by reintroducing ecologies and designing urban environments that allow humans and non-humans to thrive together.

Healthier waterways

Rebuild a relationship of care between humans and the river by improving water quality and habitat for water-based fauna, and by telling the stories of the waterways as an integrated living entity.

Connection to Country and culture

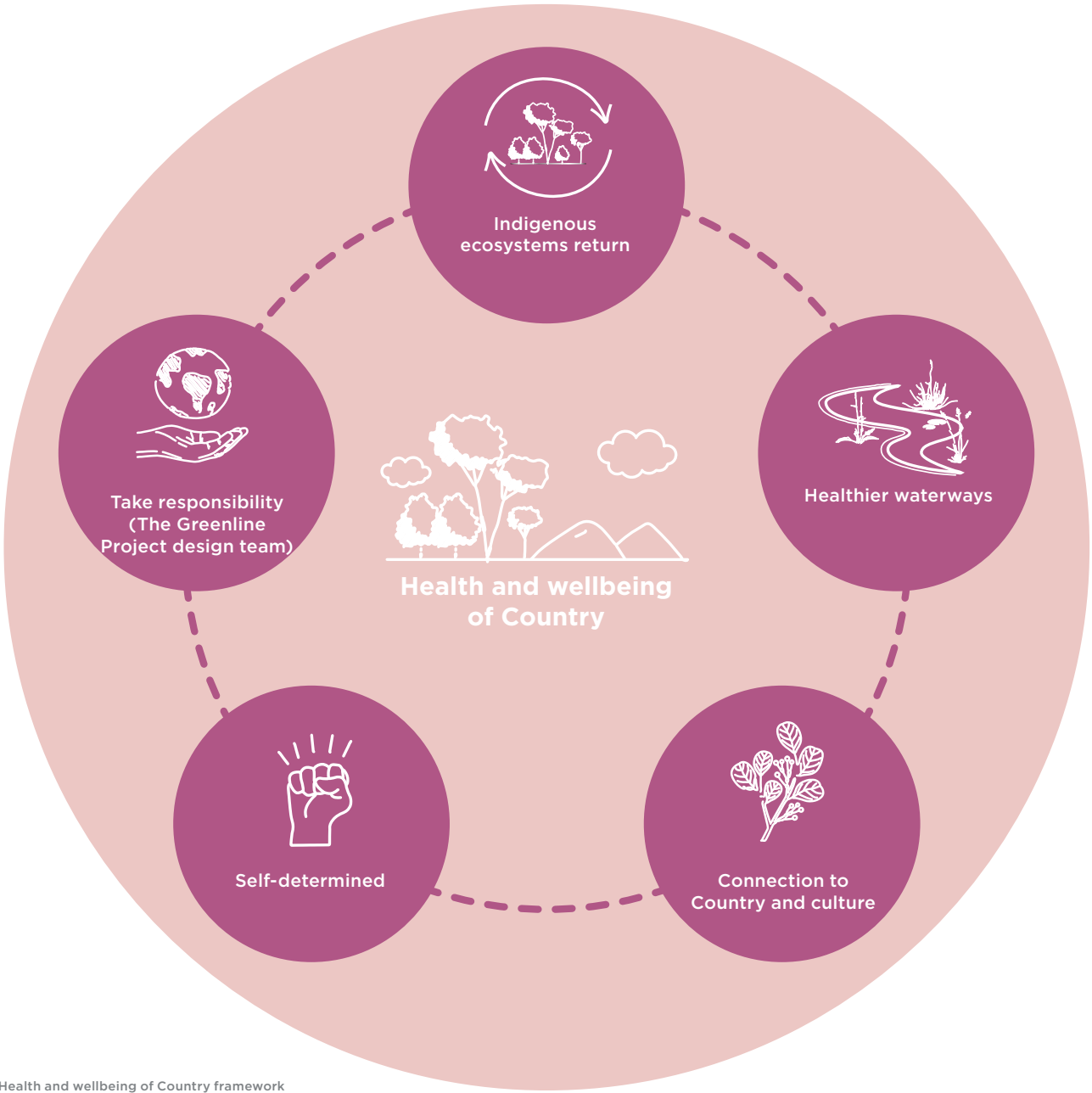
Reveal the markers, stories, truths and practices of Country in place to strengthen everyone's connection to Wurundjeri Woi-wurrung Country and culture.

Self-determined

Ensure that the process of designing and delivering the Greenline Project respects, and is guided by, Wurundjeri Woi-wurrung cultural protocols, processes and opportunities.

Take responsibility

Understand that built environment processes of the past have caused harm to Country, culture and community and that it is the responsibility of all involved in the project to learn from the past, cause no more harm and design for future generations, both human and non-human.



Health and wellbeing of Country framework



Image The Greenline Project Master Plan overview and vision - weaving together multiple stories, cultures, ecologies, connections and places into a cohesive project. Pages 24 and 25, The Greenline Project Master Plan

MASTER PLAN VISION

The Greenline Project Master Plan proposes a world-class, contemporary waterfront for the north bank of the Yarra River - Birrarung.

The vision weaves together multiple stories, cultures, ecologies, connections and places into a cohesive project. It represents a transformative shift in the way people will relate to the city and its river. It acknowledges how - for millennia - Wurundjeri Woi-wurrung people, along with their neighbouring Kulin nations, have had a reciprocal relationship with this Country.

A bold, continuous and generous riverside journey along the north bank of the Yarra River - Birrarung will interweave and reveal new narratives, experiences and destinations.

It defines new places where a city and its people come together to embrace the beauty, history, culture and biodiversity of the river.

It will deliver significant value for Melbourne, contributing to the city's economy, environment, tourism, health, wellbeing and overall resilience. The project will deliver direct economic benefits such as jobs, investment and visitation, and create opportunities for increased commercial activity.

Weaving Environment

The master plan recognises the Yarra River - Birrarung as a living entity, seeking to improve habitat value, ecological connectivity and increase biodiversity to contribute to the health of the river and Country. The project imagines an ecological corridor comprising riparian planting, curated indigenous gardens, canopy tree plantings and novel ecologies including floating wetlands.

Weaving Culture

The project is grounded in designing with Country and listening to the river. Informed through respectful engagement with Traditional Owners, the Greenline Project recognises the natural and cultural values of its setting and establishes strategies for ongoing recognition, repair and celebration.

Visitors will be connected to Melbourne's diverse urban and maritime history, contemporary Aboriginal culture and heritage, and thriving sports and arts culture.

Weaving Connections

A generous and continuous 4-kilometre promenade will re-connect people to the river and its adjacent precincts, facilitating intuitive connections between the north bank, the city, Southbank and surrounding precincts. It will create a diverse, unfolding journey, responsive to the distinctive opportunities of each precinct.

Weaving Place

The project unlocks physical and cultural access to the river. New and enhanced destinations, landscapes, journeys that are place-generated, welcoming and safe will significantly increase visitation to the river and the city. Workers, residents, children, and interstate and international visitors will have a place to connect with the river on scales from the grand to the intimate.



Master plan vision - The woven line concept illustration

Image Master Plan introduction, joint opportunity statement and how the document sits within the broader strategic context. Pages 10 and 11,The Greenline Project Master Plan

INTRODUCTION

Vision

Through the Greenline Project, we will transform the river’s north bank into a reinvigorated and inspiring public waterfront. A 4-kilometre pathway will connect diverse, vibrant riverside destinations.

It will celebrate Aboriginal and contemporary cultures and the history of the area. The river will be recognised as ‘an integrated living entity’ and its surrounding environment will be re-established as an ecological corridor.

Today, the north bank has narrow and poorly connected paths, steep slopes, uneven pavements and poor amenity – all of which limit walking and active transport. It offers little diversity of cultural expression, limited ecological value and few opportunities for social and civic engagement.

Yet this is a place of spiritual, cultural and historical significance. It continues to be Wurundjen Woï-wurrung Country, as it was long before Melbourne existed. This place has also played a central role in Melbourne’s evolution: as a maritime port, the focus of metropolitan rail networks and, more recently, as an elite arts and leisure precinct.

The Greenline Project will express and celebrate these layers of history along the north bank, creating compelling journeys and opportunities to connect with the water. All Melbourne residents and visitors will benefit from connected spaces. These spaces will embrace the river, prioritise safety and inclusion and provide opportunities for public activities that improve health and wellbeing. The Greenline Project will also address environmental and climate-related challenges. It will focus on improving river health, increasing tree canopy and reintroducing riparian vegetation to support biodiversity and environmental education.

The Greenline Project aims to create an inclusive space for all users, offering a wide range of

The Greenline Project Joint Opportunity Statement

The joint opportunity statement was initially prepared with stakeholders in 2021. It was workshopped and updated as follows during the engagement process from April to May 2023.

‘The Greenline Project presents a significant and timely opportunity to revitalise the north bank of the Yarra River - Birrarung, creating a captivating landmark and destination that reflects the unique identity of Melbourne as a liveable city with a rich cultural heritage and a deep connection to the natural environment. A primary objective is the seamless integration of the riverfront to the water itself, and connection to the city. The Greenline Project will enhance accessibility to the river and encourage movement along the corridor, prioritising walking and recreational cycling and connections to public transport.

The Greenline Project will be distinctly Melbourne, representing its rich Aboriginal and maritime history. It will honour Aboriginal heritage and the layered histories and cultural values of the place. Focal points along the north bank and activities on the water will celebrate the Yarra River - Birrarung’s distinctive role in the city, providing valuable opportunities for the public to learn about and experience the culture and history of the site.

Importantly, the ecology of the river and its surrounds will be carefully considered and will inform how the Greenline Project is designed and evolves. This aligns with the Victorian Government’s Yarra Strategic Plan (Burndap Birrarung burndap umarkoo) 2022–32. An integrated water management approach with environmentally sustainable design enhances the climate resilience of the site, encouraging connection with water, increasing urban biodiversity and improving the health of the river.

The Greenline Project aims to create an inclusive space for all users, offering a wide range of

experiences, activities and opportunities. It will be designed to ensure all feel welcome and safe. Public spaces are to be accessible and connect linking surrounding sites, particularly other significant landmarks and key areas of interest along both the north and south banks. This is intended to create stronger linkages between sites along the Greenline Project and strengthen a sense of belonging for both the residents and the visitors to the city.

The Greenline Project is to be portrayed as an attractive destination and landmark of Melbourne. The Greenline Project will play an important role as Melbourne recovers from the COVID-19 pandemic, supporting enhanced tourism and the city’s visitor economy. The project will bring new energy to the city and attract both local and international visitors to the river and nearby businesses, revitalising the Melbourne CBD.

Over time, the Greenline Project will evolve to meet the changing needs of Melbourne’s growing population, cooling the city and providing valuable open space. This will contribute to the health of the river and its environment and to human wellbeing, building the city’s resilience to climate change.

Successful delivery of the Greenline Project will be realised through collaboration and investment by a range of partners. Coordination of multiple landowners and managers will be essential, especially in interfacing with large, strategic initiatives led by government and the private sector. This will enable the Greenline Project to plan for and integrate with adjacent infrastructure and precincts, ensuring a cohesive and future-focused outcome for the city.

This transformation will redefine our connection with the Yarra River - Birrarung, embracing and nurturing the river and promoting community health and wellbeing. The Greenline Project will allow new memories to be made, unique to Melbourne and of this place.’

Refer to the *Community and Stakeholder Engagement* section of this document on page 96 to see the full list of contributors to this statement.

Document purpose

Building on the Yarra River - Birrarung Strategy (2019), Greenline Implementation Plan (2021), and the Birrarung Marr Precinct Site 1 Concept (2023), the Greenline Project Master Plan will:

- provide an overarching design framework for the Greenline Project to support a coordinated approach to the staged delivery of projects
- guide design consistency and quality across the delivery of all projects
- outline key design moves and spatial layouts that lay the foundations for the design development of each precinct through future stages
- illustrate the vision, themes and actions that support design and implementation.

STRATEGIC CONTEXT

This master plan has been informed by key strategies as well as Victorian Government legislation and documents such as the *Yarra River Protection (Wilip-gin Birrarung murrn) Act 2017* and the Wurundjeri Woï-wurrung Birrarung water policy.

Yarra River - Birrarung Strategy, December 2019
The Yarra River - Birrarung Strategy guides planning for the inner city reach of the river. It outlines strategic directions and opportunities over the next 15 years to improve the way we use our river and its edges.

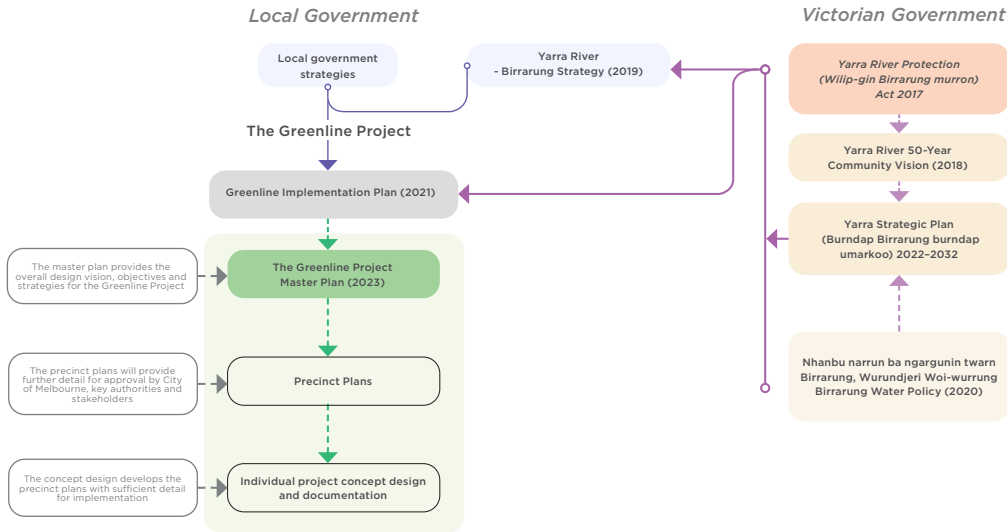
Greenline Implementation Plan, December 2021
The Greenline Implementation Plan builds on the Yarra River - Birrarung Strategy, outlining the scope, projects, key actions and milestones for the project.

Burndap Birrarung burndap umarkoo, Yarra Strategic Plan 2022-2032
Developed in collaboration with the Wurundjeri Woï-wurrung Cultural Heritage Aboriginal Corporation, the Bunurong Land Council Aboriginal Corporation, and state and local government authorities this strategy guides planning to protect and enhance the Yarra River - Birrarung, managing the river and adjoining open spaces ‘without borders’ as ‘one living and integrated natural entity’ as legislated in the Yarra River Protection (Wilip-gin Birrarung murrn) Act 2017.

Burndap Birrarung burndap umarkoo, Yarra Strategic Plan Implementation Plan 2022
The Greenline Project will implement the actions and land-use directions in the plan to support the community vision for the river including but not limited to ‘Enterprize Park upgrade’, ‘Greenline northbank’ and ‘Seafarers Rest Park.’



The following diagram outlines the relationship between the legislation and strategies that underpin this master plan.



ENVIRONMENT

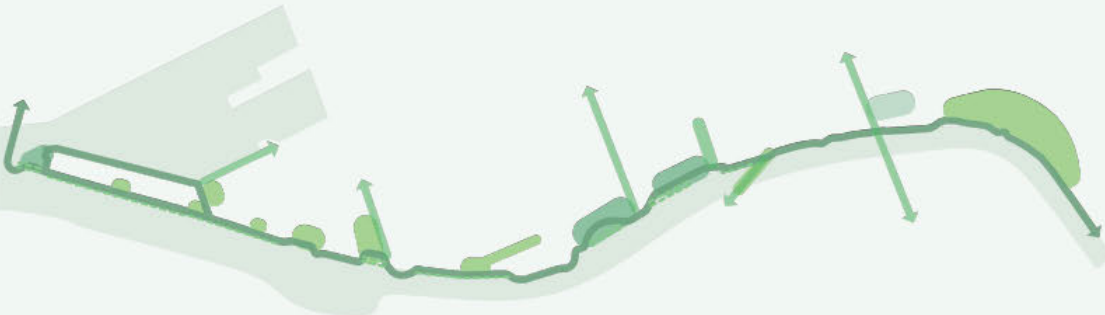
River as a living entity – creating a living, healthy ecosystem

The Yarra River Protection (Wilip-gin Birrarung murrum) Act recognises the Yarra River – Birrarung as a living entity. As custodians of the living river, we are focused on caring for its health, improving its function as an ecological corridor and building the capacity for the north bank to provide habitat for other living beings.



Master plan strategies

- Planting and ecology**
Create a biodiverse network that reflects the character and qualities of the river's indigenous landscape.
- Integrated water management and flood mitigation**
Safeguard the river's health by processing water onsite and responding adaptively to wetland floods.
- Resilience and climate change**
Design to be more resilient by adapting to climate change impacts, becoming energy efficient and developing a circular economy.



CULTURE

Authentic stories and experiences – a cultural landscape

The north bank of the river is a special place, layered with heritage and culture. We will tell stories of the diverse cultures and histories of the Yarra River - Birrarung. This will be achieved through a cultural framework. Truth-telling and reconciliation are central to the cultural role of the Greenline Project: acknowledging and sharing the history of this place and people, and reckoning with the history of the city to continue Melbourne's reconciliation journey.

Other important cultural threads are Melbourne's rich urban, maritime and ecological history as well as a thriving creative, sport and entertainment culture.



Master plan strategies

- Wurundjeri**
Work-sharing culture and identity. Create and celebrate meaningful places and connections for a range of cultural activities.
- Melbourne's history**
Acknowledge culturally significant places and processes Melbourne's distinctive identity.
- Creative strategy**
Curating and making a role of connecting public artworks and experiences.
- Wayfinding and interpretation**
Integrate wayfinding and interpretation methods to enhance the visitor experience.



PLACE

Melbourne's unique character and place – inclusive, safe and accessible

The Yarra River - Birrarung has flowed for thousands of years. Over its recent past, the character of the north bank has been shaped by the built form of the city, urban infrastructure and changing land uses. As the population of the city continues to grow, so does the need for high-quality public open space. A better north bank will provide a better public realm and more accessible open spaces focused on the river.



Master plan strategies

- Open space and park network**
Define a series of existing public open waterfront spaces.
- Events and programming**
Create a welcoming environment through a diversity of events and programs.
- Lighting**
Create a 24-hour safe and engaging night time experience.
- Built form**
Reconsider the built form's relationship to the river.
- Digital strategy**
Improve the quality of open space and diverse visitor experiences with spatially embedded digital infrastructure.
- Safety and inclusion**
Create an inclusive, accessible waterfront.
- Value creation**
Identify opportunities to create value for existing and future businesses.



CONNECTION

A connected and vibrant waterfront – a continuous journey

As the closest point of access to water from the CBD, the north bank connects visitors with the river and its surrounding destinations. The Greenline Project prioritises the safety and inclusive accessibility of these links. It presents a vibrant waterfront, connected both along its length and to its city context.



Master plan strategies

- A generous promenade**
Create a clear, navigable and comfortable journey along the river.
- Pedestrian links and active transport**
Connect the waterfront seamlessly with the city and prioritise a pedestrian-focused shared path along the Greenline Project.
- Water-based uses**
Promote a diversity of uses on and beside the water that support the community vision for the Yarra River - Birrarung.

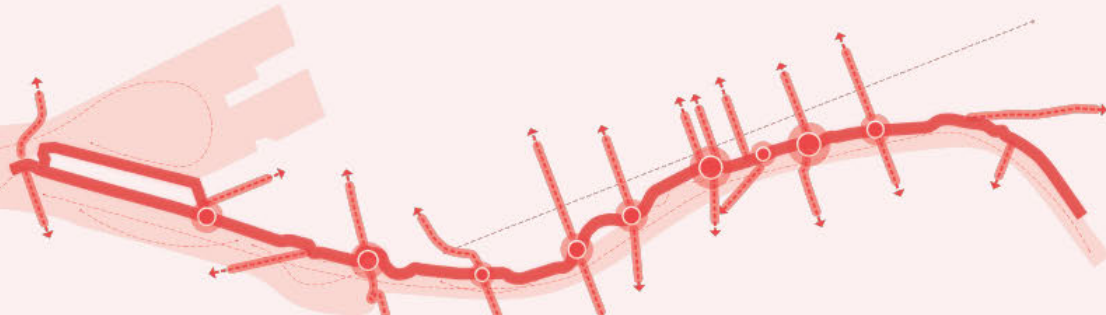


Image The Illustrative Master Plan represents one of the biggest city-shaping projects in Melbourne's history. It represents the ambitious vision for reconnecting the city and the community to its highly valued but complex north bank riverfront. Pages 30 and 31, The Greenline Project Master Plan

ILLUSTRATIVE MASTER PLAN

The Greenline Project Illustrative master plan is an ambitious vision of what the project could be. Detailed and tested designs will be developed in the precinct planning and subsequent concept design phases.

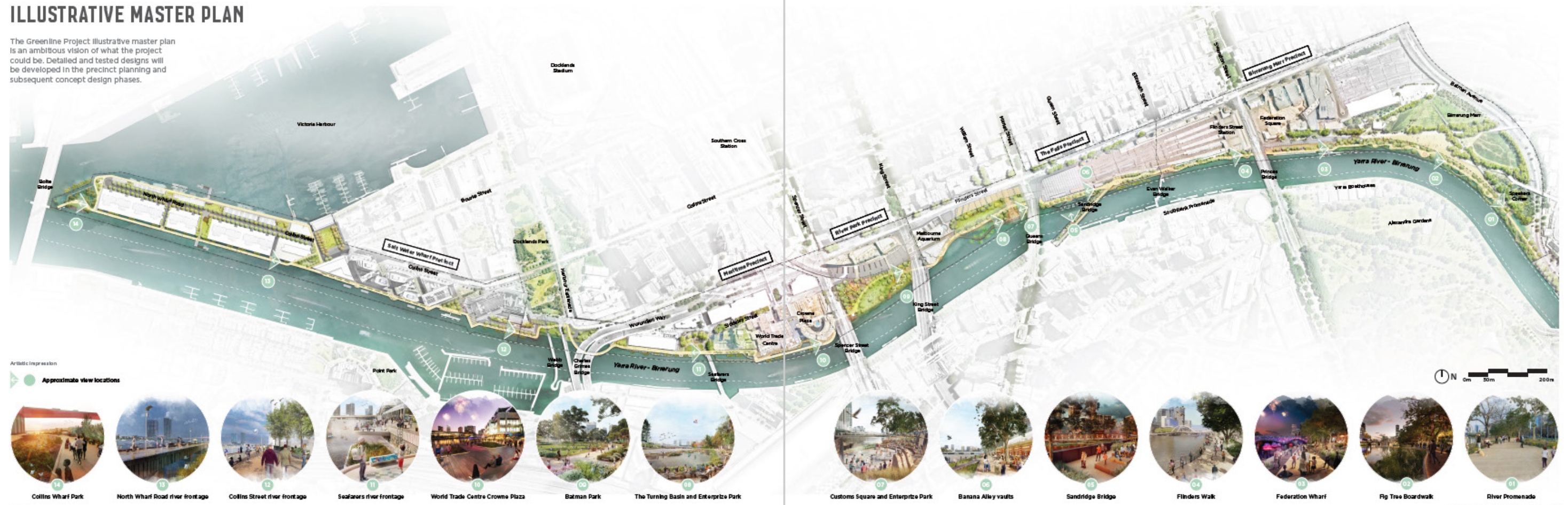


Image The Spatial Master Plan outlines the project’s proposed key activities, experiences and opportunities. It outlines each of the five precinct areas and provides details grouped into themes to guide the planning and implementation of key improvements across the scope of the Master Plan area. Page 32 and 33, The Greenline Project Master Plan



Image The associated Design Elements provides a framework for each of the five precincts demonstrating how the master plan themes and strategies can be applied to provide spatial outcomes across all locations along the full 4km length of the project. Pages 34 and 35, The Greenline Project Master Plan


SPATIAL MASTER PLAN - DESIGN ELEMENTS

The spatial master plan provides a framework for the design of each precinct, demonstrating how the master plan themes and strategies can be applied to form spatial outcomes across all locations.

The spatial master plan for each precinct is partnered with an illustrative master plan, which gives an indication of how the final design may evolve. Following the Greenline Project Master Plan, each precinct will undergo a separate and more rigorous precinct planning and concept design process during which these plans will be further tested, developed and finalised.

Environment
River as a living entity

A series of green spaces and ecological interventions that encompass both aquatic and terrestrial environments.



Floating wetlands

Any floating structures supporting vegetation that treats water and provides habitat. City of Melbourne is conducting trials of these structures.



Riparian landscape

Planted areas adjacent to the river. Plant selection is based on what historically occurred and species that will thrive in an urban environment, including plants that tolerate saltwater inundation.



Ecological edge

Various kinds of planted or constructed ecological zones along the water's edge, which may be partly or fully submerged at times and will tolerate salt. This may be constructed elements such as river edge walls for fish and aquatic habitat, or ecological planting along the river's edge.



Park

Formal parkland, including lawn areas and trees.



Garden

Areas with more garden beds and a horticultural focus on curated native and indigenous plant species.



Culture
Authentic stories and experience

Cultural spaces and buildings along the Greenline will include significant places for Wurundjeri Woi-wurrung and other communities.



Cultural zone

Large design areas that focus on place, culture and history.



Cultural building

Existing buildings that have Victorian or local heritage significance and provide important programming or facilities. Many buildings lie outside the project area, but can be connected with the Greenline Project.



Cultural node

Points that focus on place, culture and history; for example, through seating, public art, or interpretation.




Place
Melbourne's unique character and place

Meaningful places of activity and life, whether large, small or on the water.




Activity zone

Large areas that focus on recreation, education or tourism.




Water activity node

Places where people may access the water's edge directly; for example, boating wharfs, floating pontoons, steps and rock edges.



Activity node

Smaller places that focus on recreation, education or tourism.



Connection
A connected, vibrant waterfront

Connecting people to the river and along its length via easily navigable entry points and journeys.



Primary promenade (pedestrian focused shared path)

The Greenline Project promenade, nominally 6 metres wide.




Primary access point

Major entries to the Greenline Project, typically located at major roads and intersections.




Secondary path network

Secondary paths of varying widths, including floating structures and boardwalks.



Secondary access point

Minor entries to the Greenline Project.



Proposed connection

Proposed pedestrian-focused connections to the Greenline Project, both inside and outside the project boundary; for example, important crossings over Flinders Street.



Image The master plan identifies each of the five precincts in more detail. Each precinct has a spatial master plan which is partnered with an illustrative master plan, which gives an indication of the the final design may evolve. Here is an example of The Falls Precinct vision, master plan actions and spatial master plan. Pages 44 and 45,The Greenline Project Master Plan

THE FALLS PRECINCT

This precinct, centred on the former location of the waterfall in the Yarra River - Birrarung, holds significant cultural value for the Wurundjeri Woi-wurrung and Kulin peoples. The master plan acknowledges the site's importance and promotes various ways to improve its environmental and cultural qualities.

The waterfall formed a physical boundary between fresh and saltwater river systems. The location was once the primary river crossing for Aboriginal peoples and it also marked the arrival of European colonisers in Melbourne. We propose that Aboriginal, maritime and immigration histories be revealed through physical access to water, improved biodiversity, improved views and vantage points, artistic interpretations and the adaptive re-use of physical assets.

Banana Alley Promenade will be revitalised and broadened with new river connections, habitat creation, public hire boats and small watercraft activities. It will be connected seamlessly to the Turning Basin - the base of the old falls, used by ships returning to sea - via an improved pedestrian crossing at Queens Bridge.

The William Street link to Queens Bridge, also known as the S-bend, will be removed (subject to feasibility and approvals) to create a significant new riverside cultural gathering place, visitor destination and interpretive setting. It will highlight Aboriginal history, settlement, immigration and maritime histories, acknowledging the original configuration of the Turning Basin and providing a stronger civic connection to Customs House, now the Immigration Museum.

Enterprize Park and the Turning Basin will become a major cultural, educational and interpretive hub, with increased river access, a river boardwalk, water management strategies and improved biodiversity. Water access for the public, kayaks for hire and small watercraft will be integrated into a more accessible water's edge.

Adjoining parks will be upgraded to make them more useable, including for youth recreation, kayaks and small rivercraft access.

These initiatives will create new destinations for visitors, providing opportunities to experience and interpret the river and its multi-layered stories, resulting in a significant increase in precinct visitation and flow-on benefits for nearby attractions such as the Immigration Museum.

The Greenline Project Master Plan also identifies the opportunity to restore the inaccessible, western edge of Sandridge Bridge providing a new linear open space with integrated indigenous plantings, social settings and interpretive opportunities that acknowledge Wurundjeri Woi-wurrung culture, local history and nature.

Master plan actions

Environment

- 1A Improve the ecological and habitat value of the river's edge at Flinders Walk and Banana Alley Wharf
- 1B Provide greening for Les Erdi Plaza to create an attractive and cooler setting to support existing and additional uses
- 1C Explore creating a new public setting along the western edge of Sandridge Bridge that incorporates indigenous plantings to increase the habitat and biodiversity values of the precinct (outside the Greenline Project scope)
- 1D Design Enterprize Park and Customs Square to adapt to the future impacts of flooding and sea level rise
- 1E Improve the ecological and habitat value of the shallow river's edge at the Turning Basin with floating wetlands to contribute to local interpretation, education and habitat values.

Overall

- endeavour to retain existing healthy and high-quality trees while establishing a tree succession plan that fosters the planting of more indigenous species.

Culture

- 2A Explore opportunities to celebrate the history of Sandridge Bridge with a new public space on its western edge, incorporating seating, meeting areas and interpretation features (outside the Greenline Project scope)
- 2B Celebrate the history of the Banana Alley vaults
- 2C Make evident the ecological and cultural value of the Falls, by supporting public connection with the location, alongside interpretation and experiences
- 2D Transform the existing Queens Wharf at Enterprize Park into a large-scale cultural node that fosters Aboriginal cultural practices and ceremonies and serves as a riverside gathering and meeting place for the people of Melbourne
- 2E Express the Aboriginal and maritime history of the site, including its connection to Customs House (now Immigration Museum)
- 2F Promote ecological awareness through education, interpretation and amenities such as outdoor classrooms, with a focus on children and young people
- 2G Explore opportunities to improve and activate the spaces under the historic viaducts for cultural uses and public programs.

Overall

- Coordinate with City of Melbourne's public art program, and management of existing public artworks
- work with Traditional Owners to ensure cultural values, narratives and resources for cultural practice are embedded into the project outcomes
- understand the layers of Country and where they can be revealed and nurtured through markers of Country, including materiality, language, stories of place, seasons and natural systems.

Place

- 3A Support and manage existing skateboard use and other activities at Les Erdi Plaza. Create improved connections to Sandridge Bridge. Work with VicTrack to reduce noise from the railway viaduct
- 3B Upgrade the Banana Alley riverfront by creating a generous tree-lined walkway with better connections to the river's edge. Improve public amenity while also removing existing carparking. Work with the management of the Banana Alley vaults and existing and future tenants to enable this
- 3C Work with boat operators and Parks Victoria to improve connections with the river
- 3D Explore creating a new linear open space along Sandridge Bridge with places for sitting, gathering and activation set amongst a series of biodiverse indigenous gardens (outside the Greenline Project scope)
- 3E Coordinate with stakeholders to investigate removing the traffic S-bend at Customs Square to create a significant public open space and meeting place at the river. Review the functionality of the service road as part of the traffic proposal
- 3F Provide a water access point for small watercraft near Customs Square and Enterprize Park
- 3G Retain a large lawn for informal recreation and cultural events
- 3H Explore inclusion of infrastructure for recreation activities beneath concrete rail viaduct (ie. bouldering, basketball, bike hire and other activities)
- 3I Investigate the opportunity to activate and architecturally improve the Melbourne Aquarium frontages facing the river and Enterprize Park by widening the promenade along its edge and investigating the connection to the existing internal café.

Overall

- access and include future-proofing digital infrastructure, such as smart nodes.

Connection

- 4A Review the opportunities to widen the current lower promenade between Evan Walker Bridge and Banana Alley, including under the Sandridge Bridge
- 4B Review the connection between the Signal building and Banana Alley to improve access
- 4C Explore floating pontoons in front of Banana Alley to provide over water experiences and connect to boat moorings
- 4D Explore future uses of the Banana Alley vaults, including the possibility of a public access link to Flinders Street (in consultation with management and tenants)
- 4E Improve and upgrade the crossing at Queens Bridge Street to facilitate connections along the Greenline Project. Review public transport stops and upgrade their amenity and accessibility
- 4F Strengthen the connection between the Immigration Museum and Customs Square, including public realm improvements that signify the museum's connection to the river
- 4G Create an over-water boardwalk at the Turning Basin and Enterprize Park to connect the public with the river and with initiatives to improve biodiversity and habitat
- 4H Coordinate with Melbourne Aquarium to improve access and public amenity along Aquarium Drive while supporting the activation of the park.

Overall

- create a generous promenade along the length of the precinct, supported by secondary paths
- continue the quality of the elevated promenade at Flinders Walk by upgrading the existing elevated walkway to Sandridge Bridge
- improve the public experience with generous greenery, seating and cultural interpretation.

THE FALLS PRECINCT SPATIAL MASTER PLAN

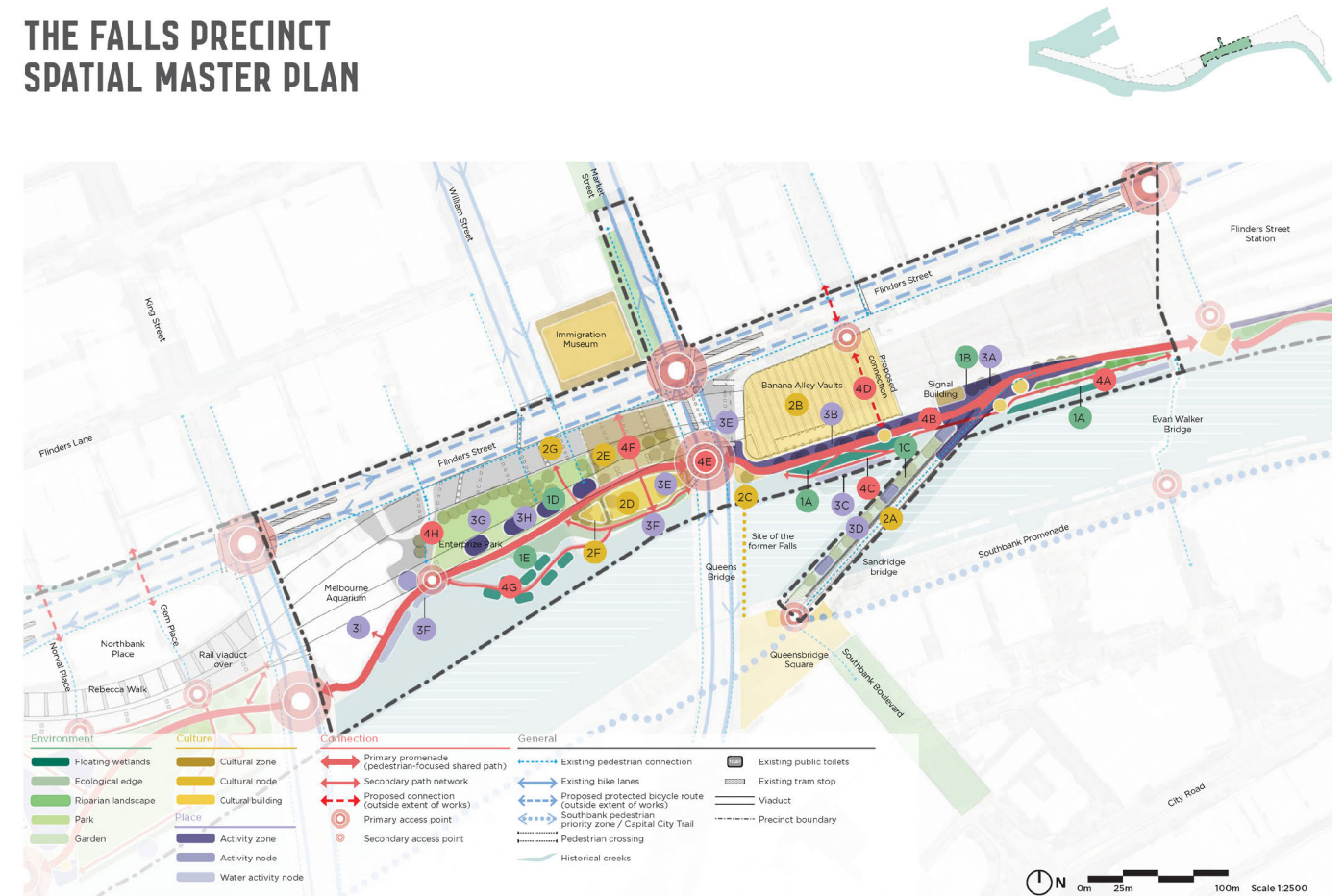


Image The Falls Precinct illustrative master plan and artisitc impression. Pages 46 and 47,The Greenline Project Master Plan

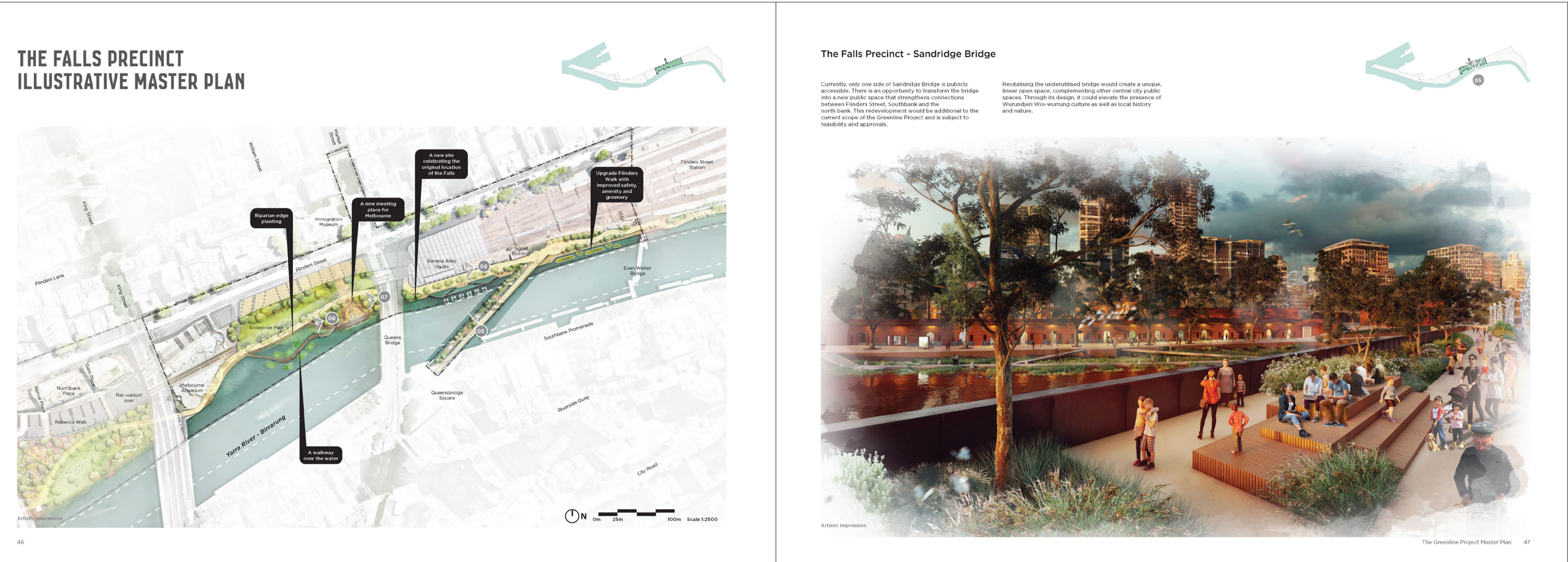


Image The Falls Precinct artisitc impressions. Pages 48 and 49,The Greenline Project Master Plan

The Falls Precinct - Banana Alley Vaults

This location adjacent to the former Falls is a significant cultural site for the Wurundjeri Woi-wurrung and Kulin peoples.

A generous, tree-lined walkway and riverside plaza can support cultural activities and public art, while a revitalised water's edge of floating wetlands and pontoons will provide sensitive watercraft access.

The Banana Alley vaults can be both a destination and conduit to the city - complemented by fresh new cultural, commercial and retail opportunities (subject to consultation with management and tenants).



Artistic impression
48

The Falls Precinct - Customs Square and Enterprize Park

The Yarra River - Birrarung has been associated with journeys and gatherings for the Wurundjeri Woi-wurrung for thousands of generations. More recently, it has also been a destination for immigrants and visitors to the city.

This location offers an opportunity for the Greenline Project to create additional, much-needed open space for the city

and vastly improved pedestrian connectivity and safety along the river by removing the existing S-bend roadway (subject to feasibility and approvals). In its place, we will realise a new space for gatherings, celebration and historical interpretation that recognises the significant cultural heritage of the area.



Artistic impression

Image The master plan strategies highlight strategic details within the themes and designs of the previous chapters. Each Strategy introduces a key design dimension, lists what the master plan will and what will be explored in the later stages of the project. They provide a site-wide lens that guides the precinct planning and subsequent design phases in realising the benefits that the project seeks to deliver. Page 70, The Greenline Project Master Plan

MASTER PLAN STRATEGIES

With the master plan strategies, we highlight strategic details within the themes and designs in previous chapters. The strategies are developed from the objectives in the Yarra River - Birrarung Strategy and the Greenline Implementation Plan.

Each strategy introduces a key design dimension and lists what the master plan will do and what we will explore in the later stages of the project. The strategies are grouped under our four themes: environment, culture, place and connection.

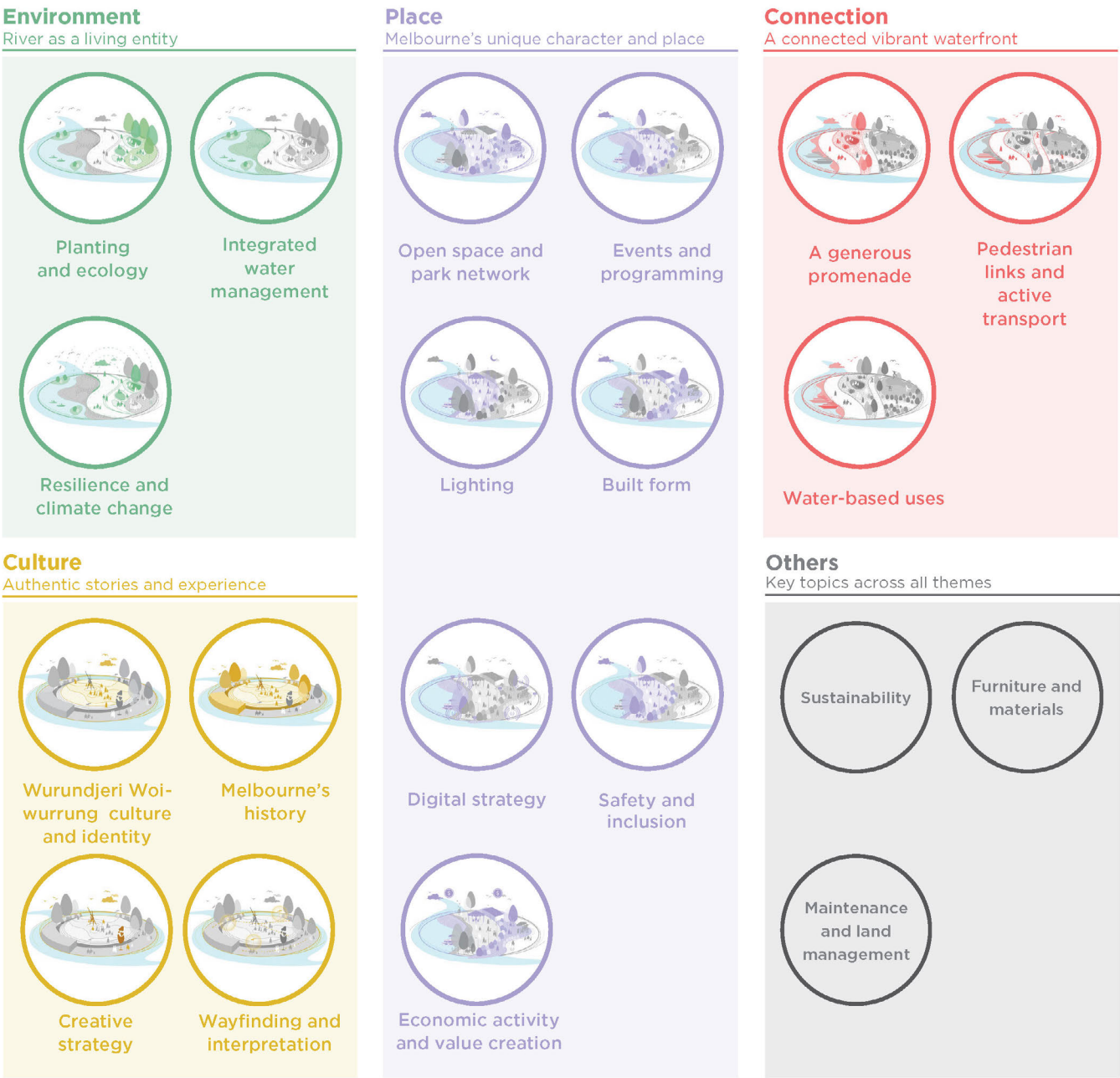


Image Examples of the master plan strategies Resilience and Climate Change and Wurundjeri woi-wurrung Culture and Identity. These demonstrate how The Greenline Project Master Plan establishes a vision for the north bank as a crucial ecological connector in Melbourne’s urban landscape and enriches Melbourne’s cultural fabric. Pages 74 and 75, The Greenline Project Master Plan

RESILIENCE AND CLIMATE CHANGE

Become more resilient by adapting to climate change impacts, becoming energy efficient and developing a circular economy

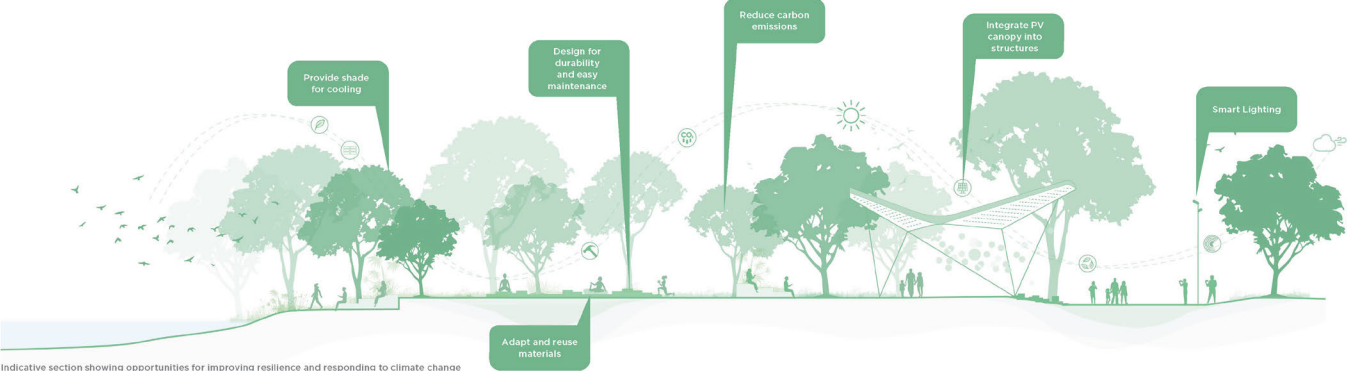
- The Greenline Project will:
- specify the most energy-efficient and serviceable options to reduce the energy consumption of infrastructure
 - design spaces that consider and address the risks of climate change hazards
 - identify construction materials with high recycled content that can be used in the Greenline Project
 - explore implementing a recycling plan for demolition waste generated during the construction process
 - explore how the Greenline Project can help individuals, communities, businesses and institutions to adapt, thrive and survive in a changing climate
 - identify materials that have low environmental impact and are suitable for end-of-life recycling or re-purposing
 - establish a methodology to measure and track embodied carbon footprint throughout the design and construction phase
 - explore emerging building products that are manufactured in accordance with circular economy principles
 - prioritise sustainable energy practices and minimise carbon emissions, exploring the possibility of becoming a carbon-neutral park
 - conduct a climate change risk assessment to support building for extremes throughout the project
 - consider the needs of community and emergency responses during heat, storm and flood events.



Employ innovative technologies to cool down the city



Improve resilience through indigenous planting and canopy cover



Indicative section showing opportunities for improving resilience and responding to climate change

WURUNDJERI WOI-WURRUNG CULTURE AND IDENTITY

Create and celebrate meaningful connections and places for a range of cultural activities

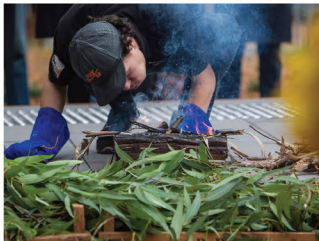
The Greenline Project has continued the engagement process with Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation as the Registered Aboriginal Party.

As part of the master planning process, we have sought to understand opportunities for celebrating Wurundjeri Woi-wurrung culture and practices, as well as telling the truths of the history of the Yarra River - Birrarung. This includes narratives, stories and places for connection and cultural practice.

The master plan design reflects the framework for improving the health and wellbeing of Country. In partnership with Wurundjeri Woi-wurrung, we will continue to explore these layers of the project in the precinct planning stage.

Opportunities may include:

- increasing understanding of the Yarra River - Birrarung's Aboriginal heritage while elevating Wurundjeri Woi-wurrung knowledge throughout the project
- understanding the layers of Country and identifying where they can be revealed
- identifying markers of Country that can be retained or reintroduced
- prioritising indigenous plants to re-establish habitat and strengthen the river as an ecological corridor
- creating a healthier waterway through increased aquatic vegetation and other methods
- expressing history and relationships between different places in both tangible and intangible outcomes
- removing barriers that prevent culturally safe practices
- designing spaces to allow for education, gatherings, ceremonies and special occasions at key locations
- including culturally relevant resources within the project, especially the availability of important plant species.



Smoking ceremony at the opening of Kathleen Syme Library



Opportunities for celebrating sites of Wurundjeri Woi-wurrung cultural importance

Image Examples of the master plan strategies Economic Activity and Value Creation and Sustainability. These demonstrate how considered research and rigour applied to the master plan ensures that this ambitious vision has viability and produces outcomes that will be a powerful stimulant for Melbourne’s economy while setting a precedent of integrated sustainability for public spaces benchmarked against UN Sustainable Development Goals and government Strategies and Plans. Pages 86 and 91, The Greenline Project Master Plan

ECONOMIC ACTIVITY AND VALUE CREATION

Identify opportunities to create value and support existing and future businesses

The Greenline Project will have a positive impact on the local economy and adjacent businesses within the Yarra River - Birrarung corridor. The business case for the Greenline Project, released in 2022, confirmed that it has a strong case for investment with every \$1 spent resulting in a net benefit of \$3.29 to the community. New destinations and a continuous journey along the river will increase footfall and create direct opportunities for existing and new businesses and attract investment in the precinct.

- The Greenline Project will support value creation through:
- investing in high-quality open spaces and amenities that will attract both locals and visitors
 - prioritising procurement processes and strategies that support social enterprises that encourage Wurundjeri Woi-wurrung and Aboriginal economic participation

- supporting and developing businesses along the riverfront that activate the adjacent open spaces
- improving public transport connections that allow people to easily access the riverfront
- prioritising pedestrian movement along the riverfront
- improving connection along the riverfront that allows people to move easily to establishments
- linking with nearby businesses that may benefit from increased local and visitor numbers
- attracting new residential and commercial developments to the city
- increasing local employment
- creating tourist destinations along the north bank, elevating the overall experience for visitors to the Melbourne Arts Precinct and CBD.



View from Princes Bridge looking east towards Federation Wharf Vaults



Moomba festival



Hospitality - Flinders Walk

SUSTAINABILITY

Envision the Greenline Project as a sustainable and resilient public open space

The project can be designed to mitigate and adapt to further climate change impacts, sequester carbon, anticipate future functions with a circular material palette, and prepare for climate change and community shocks and stresses.

The Greenline Project has the opportunity and responsibility to set a precedent of integrated sustainability for a public space in Melbourne and for Australia. The project has the potential to deliver transformative social and environmental sustainability impacts, giving more to the community than we take, delivering world-leading sustainable public spaces.

The Greenline Project will:

Environmental:

- increase the health and biodiversity of the river by re-establishing native ecosystems and habitat
- increase tree canopy coverage, sustainably irrigate green spaces and use permeable surfaces where possible to provide shade, reduce heat absorption and improve air quality
- explore water sensitive urban design initiatives to process stormwater generated by the project before it is discharged into the Yarra River - Birrarung
- remove carbon from the air through increased planting and tree health
- minimise the use of potable water for irrigation
- explore options for a circular and low embodied carbon material palette.

Social:

- be accessible and welcoming to people of all ages, abilities, genders and backgrounds
- create spaces that encourage physical activity and active transportation
- provide opportunities for cultural and artistic expression that reflect the diverse communities of Melbourne
- work with the Traditional Owners to incorporate their perspectives and knowledge
- work with the local community and businesses to integrate their vision.

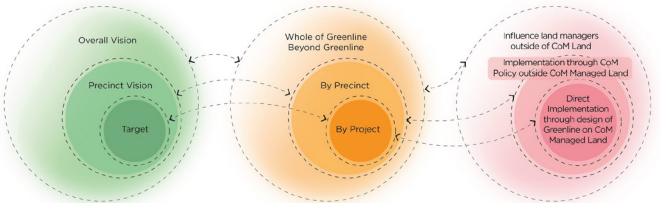
Economic:

- attract investment and development
- incorporate spaces for events and gatherings that can generate revenue for local businesses
- ensure easy accessibility by public transport to encourage use by visitors to Melbourne
- benefit businesses along and nearby the site
- support a range of events from large to small, pop-ups to seasonal celebrations.

The United Nations Sustainable Development Goals (SDGs) comprise 17 goals, covering a triple bottom line of environmental, social and economic outcomes. They outline an approach to end poverty and protect the planet.

The project will contribute to a number of SDGs. We have categorised these as:

- priority influence - seven of the most important objectives as highlighted by the Greenline Project business case
- direct influence - how the Greenline Project positively impacts the development, construction and ongoing use, and benefits visitors to the site
- indirect influence - how the Greenline Project positively impacts its immediate surroundings, the city and beyond.



Vision
The Sustainability and Ecology Strategy works across three scales of Vision. The Overall Vision, Individual Precinct Visions and Targets that are specific to that Precinct.

Scale
Scale influences the ability of Visions and Targets to be implemented, with broader visions influencing the whole Greenline Project and precinct level while Targets being implemented directly at a project level.

Management and Authority
The City has the greatest ability to implement targets at the project level while also being able to implement and influence change at the Precinct and City level.

	Environment	Social	Economic	Direct	Indirect
1. People and community					
2. Climate action					
3. Good health and well-being					
4. Quality education					
5. Gender equality					
6. Clean water and sanitation					
7. Affordable and clean energy					
8. Decent work and economic growth					
9. Industry, innovation and infrastructure					
10. Reduced inequalities					
11. Sustainable cities and communities					
12. Responsible consumption and production					
13. Climate action					
14. Life below water					
15. Life on land					
16. Peace, justice and strong institutions					
17. Partnerships for the goals					

Direct and indirect benefits of the Greenline Project measured against 17 SDGs

Image Building on the foundation of the Implementation Plan, the Greenline Project Master Plan provides an innovative and clear strategic design vision that supports the staged revitalisation of the north bank across its varied spaces and stakeholder contexts. The Master Plan provides a strong advocacy tool, clearly communicating how the project’s multiple objectives can be synthesised through design to support next steps in delivering this transformational city-shaping initiative. Pages 14 and 15, The Greenline Project Master Plan

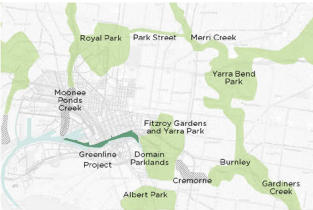
THE GREENLINE PROJECT AS URBAN GREEN SPACE CONNECTOR

We have an opportunity to link the network of parks along the Yarra River - Birrarung between Birrarung Marr and Docklands.

The project will provide a recreational and ecological connection between existing parklands and open spaces across the city centre, including the Royal Botanic Gardens and the Domain Parklands, Melbourne Park and Yarra Park, Birrarung Marr, Enterprize Park, Batman Park and Docklands Park, and northward to the Moonee Ponds Creek corridor and Royal Park.

The Greenline Project is critical to improving the walkability of Melbourne and is a major step toward the creation of a green loop walk that wraps around the CBD and connects its waterways. It also contributes to the broader objective of the Great Birrarung Parkland, a concept being developed by the Birrarung Council, the statutory body that advises the Victorian Government on protecting and improving the river.

The Greenline Project is also a critical ecological link to larger existing habitat areas upstream, as well as to Moonee Ponds Creek and out to the bay.



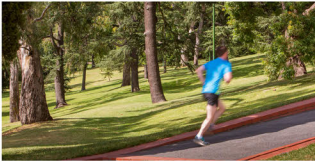
The larger Melbourne green loop - the Greenline Project connects the Yarra River - Birrarung with Moonee Ponds Creek, the inner circle park link and Merri Creek



The Greenline Project as a green space connector



Bulut Park, Docklands



Domain Parklands, Melbourne



Southbank Boulevard, Melbourne

THE GREENLINE PROJECT AS CULTURAL CONNECTOR

The project will create a more walkable, experiential and physical connection between major cultural places and tourism destinations of inner Melbourne, including:

- Melbourne and Olympic Parks
- The Domain and Royal Botanic Gardens
- Birrarung Marr (a major event location)
- Federation Square
- Melbourne Arts Precinct
- Melbourne Immigration Museum
- Melbourne Aquarium
- Southbank and Crown Melbourne
- Melbourne Convention and Exhibition Centre and South Wharf
- Docklands Stadium.

The project will also strengthen local connections supporting day-to-day activity for residents and workers in neighbourhoods on both sides of the river.



The Greenline Project as a cultural connector



Melbourne Convention Centre



Docklands



Tanderrum, Federation Square



Melbourne Park

Thank you

The Greenline Project Master Plan, Melbourne, Australia