

# The importance of Partnerships Showcasing Arden



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31 March 2017

# Presentation Overview

1. Precincts and partnerships are a priority
2. Evolution of the central city
3. Arden overview and engagement approach
4. Reflections

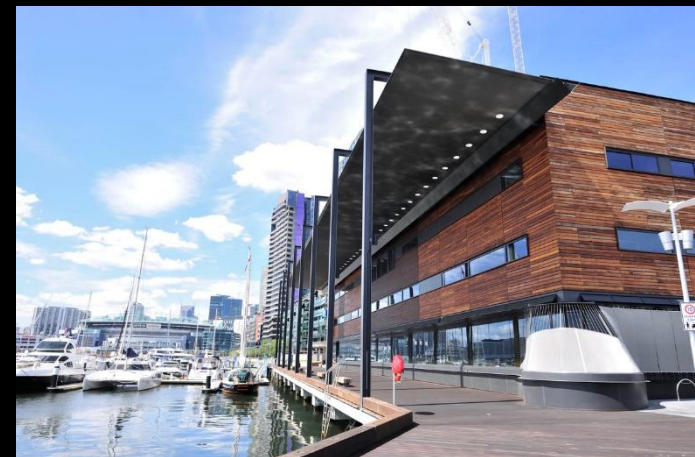
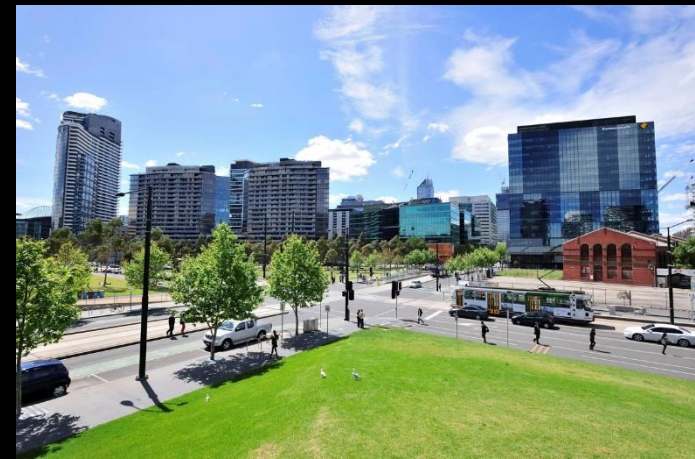
# State government partners

- **Office of Suburban Development (DELWP)** - Melbourne Metropolitan Partnerships and 5 year plans for jobs services and infrastructure
- **Economic Development (DEDJTR)** - precinct coordination where Minister for Major Projects is lead and sub-regional Economic Working Groups
- **Transport for Victoria (DEDJTR)** - planning, managing and coordinating transport networks
- **Land Use Victoria (DELWP)** - oversight of State land assets and land information
- **Development Victoria (Major Projects Victoria and Places Vic)** - statutory authority leading government property development activity
- **Infrastructure Victoria** - independent authority providing advice on infrastructure
- **Victorian School Building Authority** - streamline the delivery of school building projects
- **Department of Health & Human Services** - public housing redevelopment
- **Cities and Precincts Unit (DPC)** develops Victoria's cities and precincts agenda

# The Central City

# Importance of planning for the central city

- Economic engine of Victoria
- Doubling of jobs and population
- Macro economic factors
- Shift to knowledge-intensive economy
- Liveability and place
- Changing policy context





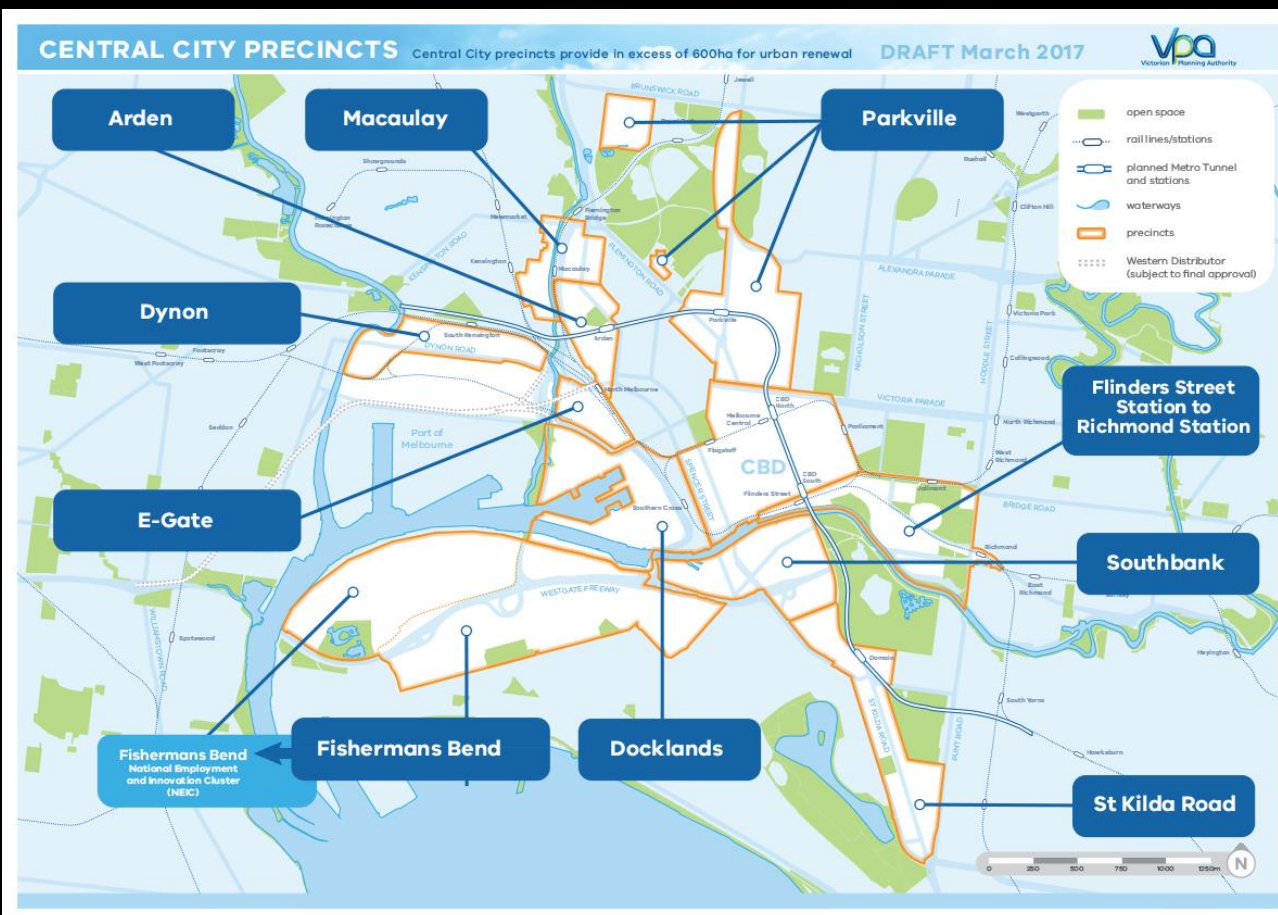
# Central Melbourne's evolution

- Legacy of staged release of precincts to accommodate growth and remain competitive
  - St Kilda Road, Southbank, Docklands and now Fishermans Bend, Arden, and Macaulay
  - Government has ability to shape the city through landholdings and delivery of key infrastructure



# Central City precincts

- A changing economy provides new land for renewal
- Supported by existing and planned infrastructure





# Arden Urban Renewal Precinct

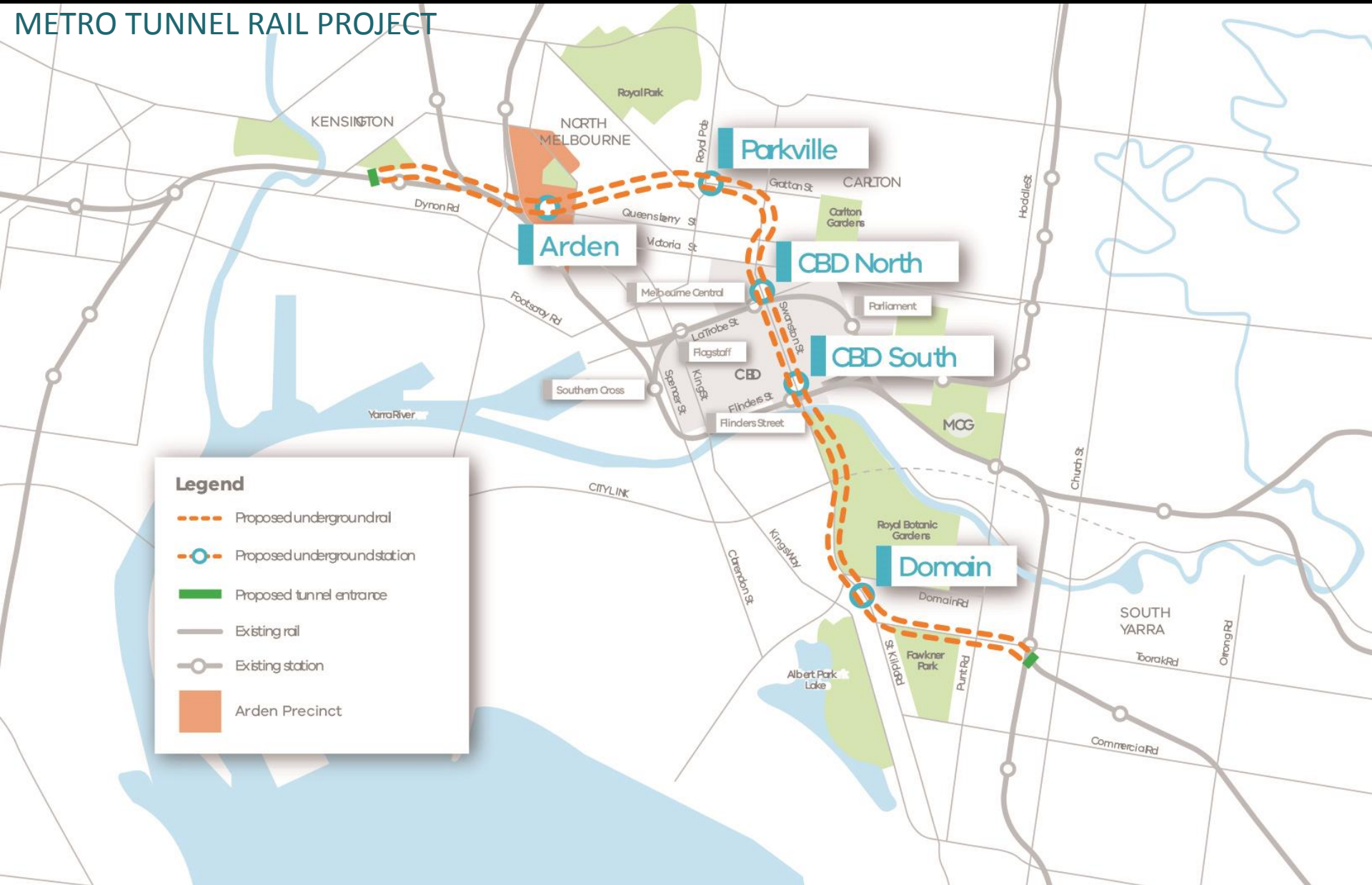




# Arden urban renewal opportunity

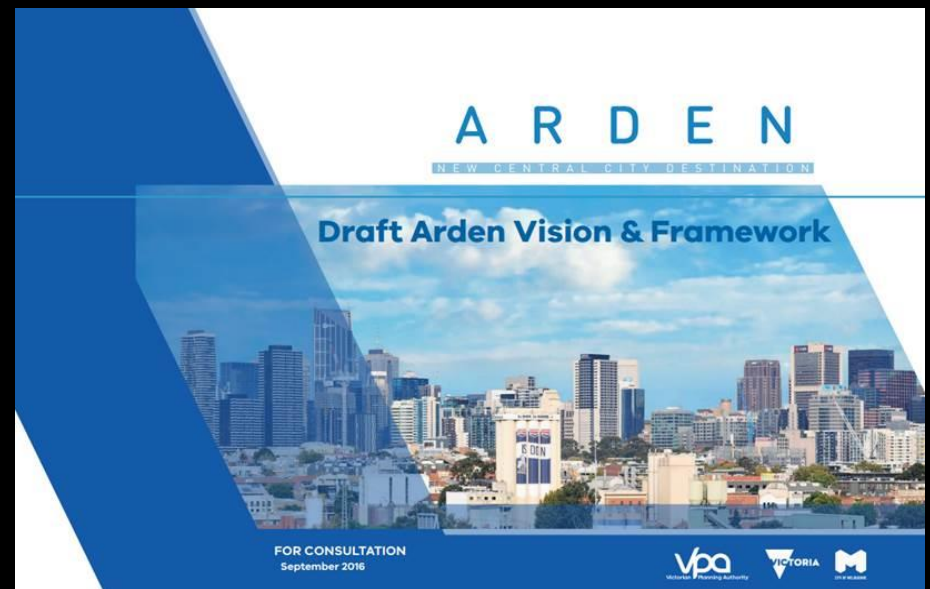
- Arden is a city shaping project – leveraging off Metro Tunnel
- Value creation opportunity for the State
- Unique set of preconditions – a market ready urban renewal opportunity:
  - New and existing transport connections - Arden station, Citylink, Western Distributor, North Melbourne station
  - 60% of precinct government owned
  - Proximity to CBD and Parkville
  - Established character
- Scale of potential development opportunity:
  - 56 hectares
  - 34,000 jobs and 15,000 residents by 2051
  - \$7bn+ development value
  - 1,000,000+ sqm GFA
- But there are constraints particularly drainage

# METRO TUNNEL RAIL PROJECT



# Arden planning process

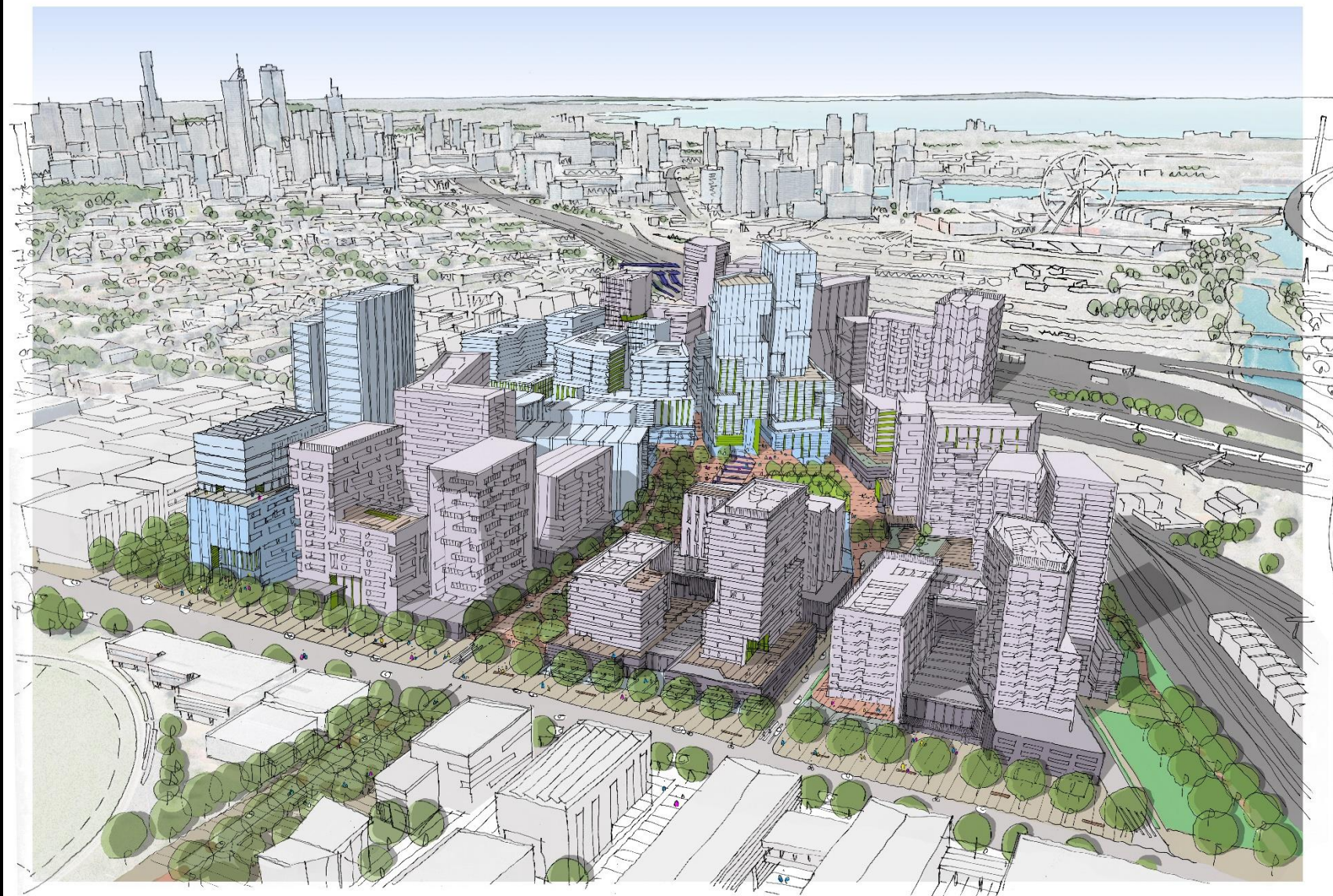
- Draft Vision & Framework released September 2016 for consultation.
- Final Vision & Framework currently being prepared for government approval and public release mid-2017.
- More detailed Structure Plan 2017/18 which will result in changes to zones.





# Precinct Governance

- Minister for Major Projects coordination lead
- Joint Coordination Group with Minister for Planning
- Interdepartmental Committee co-chaired by DELWP (Planning) and DEDJTR (Economic Development) with State Government Departments and Agencies and City of Melbourne.





# Arden Vision

Arden will be a **distinctive new central city destination**, creating a major employment hub based on knowledge industries to enhance Victoria's competitive advantage internationally.





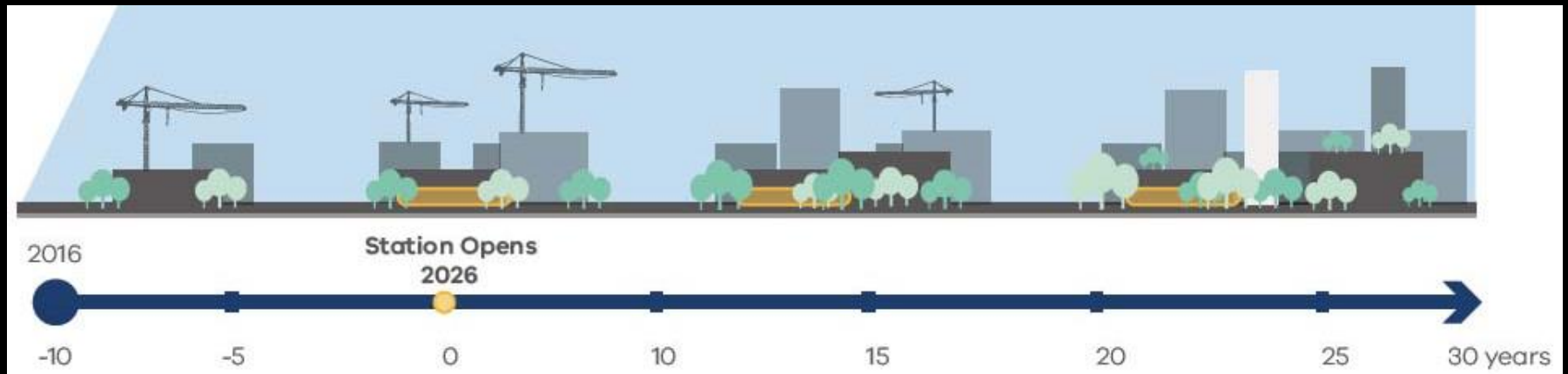
# Key propositions

1. Major new jobs hub
2. Two new boulevards extend Queensberry & Fogarty Streets
3. Large new civic space forms the heart of Arden
4. Moonee Ponds Creek is a highly valued multi-purpose spine



# When will renewal happen?

- Long term planning beginning now
- Planning program over next two years to provide framework for staged development over 30 years+
- Arden Station will be a catalyst for intensive development





250+ RESIDENTS SPOKEN TO AT COMMUNITY EVENTS



50+ PEOPLE ATTENDED THE COMMUNITY FORUM



2,000 UNIQUE VISITS TO THE ARDEN PRECINCT WEBSITE SINCE 5 SEPTEMBER 2016



15 BUSINESSES REPRESENTED AT THE **BUSINESS BREAKFAST**



16 MEETINGS WITH PROFESSIONAL BODIES, LOCAL BUSINESSES AND SPECIFIC INTEREST GROUPS



134 PEOPLE SIGNED UP FOR UPDATES ON THE PROJECT WEBSITE



15 YOUNG PEOPLE ATTENDED A WORKSHOP AT **THE HUDDLE**



A **FORUM** WITH ARCHITECTS, LANDSCAPE ARCHITECTS AND PLANNERS



86 PEOPLE COMPLETED THE SURVEY



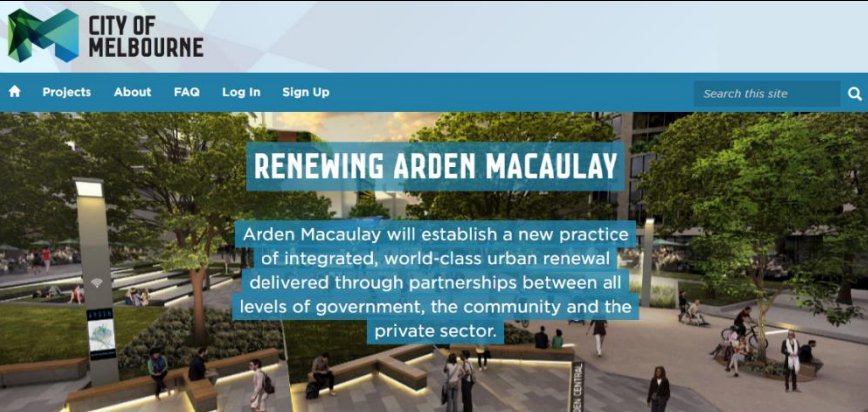
6 WEEK CONSULTATION PERIOD



16 WRITTEN SUBMISSIONS IN RESPONSE TO THE DRAFT VISION

# Draft Arden Vision & Framework consultation





HOME » Renewing Arden Macaulay

The area known as the Arden Macaulay precinct has been identified as an urban renewal area that will accommodate significant growth in residents and employment over the next 30 years.

Through ongoing stakeholder and community engagement, and the opportunity to develop a new Metro Tunnel station at Arden, this precinct is set to become a distinctive new central city destination, building on Melbourne's global competitiveness and liveability.

#### STRATEGIC PROJECTS

#### DRAFT VISION

#### COMMUNICATIONS AND ENGAGEMENT PRINCIPLES



#### 1. DRAFT ARDEN VISION & FRAMEWORK

The Draft Arden Vision & Framework begins the process of planning for the precinct. It starts the conversation about how this precinct will become a distinctive new edge of central Melbourne and a world-class, integrated urban renewal area.

[More information at Shape Victoria](#)



#### 2. METRO TUNNEL ARDEN STATION

Arden station in North Melbourne will trigger significant urban renewal in this inner-city growth area, connecting more people to the CBD and future proofing Melbourne's economic prosperity.

[More information at Metro Tunnel](#)



#### 3. AMENDMENT C190 ARDEN MACAULAY

The City of Melbourne has adopted Amendment C190 to the Melbourne Planning Scheme. This amendment covers the northern Macaulay part of the renewal area and includes rezoning of the area to mixed-use, to facilitate residential development.

[More information on Participate](#)



#### 4. MOONEE PONDS CREEK

Melbourne Water, The City of Melbourne and VPA will work together to understand opportunities for water management, open space and land use around the creek. More information will be available in early 2017.



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Arden Urban Renewal Precinct

Overview

Key Ideas

FAQs

Get Involved

Events

Draft Arden Vision & Framework

Arden's impression of Arden central

The Victorian Planning Authority (VPA) is undertaking planning for Arden, on behalf of the Victorian Government. The VPA is collaborating closely on this project with the City of Melbourne and key stakeholders, including other government agencies.

Please click [here](#) to view a copy of the *Draft Arden Vision & Framework*.

The Arden Urban Renewal Precinct brochure can be accessed [here](#).

A distinctive new central city destination

Draft Arden vision & framework video

AR DEN

THE VICTORIAN PLANNING AUTHORITY

Timeline

Arden Macaulay Structure Plan 2017

Draft Arden Vision & Framework 2018

Draft Arden Vision & Framework Consultation

Final Arden Vision & Framework

Structure Plan

Planning Scheme changes

Masterplans and site development plans

Documentation

[View supporting documentation](#)

Contact

Arden Urban Renewal Team

[arden@vpa.vic.gov.au](mailto:arden@vpa.vic.gov.au)

(03) 9651 9600

Links

[Arden Macaulay Portal](#)

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# What we heard in brief:

- Broad support for vision and approach
- Metro Tunnel engagement positive – builds on this goodwill
- Clarify Governments policy objectives and how will these will be achieved
- Open space and community infrastructure are key to creating places for people
- Stronger focus on sustainability and celebrating water in the landscape



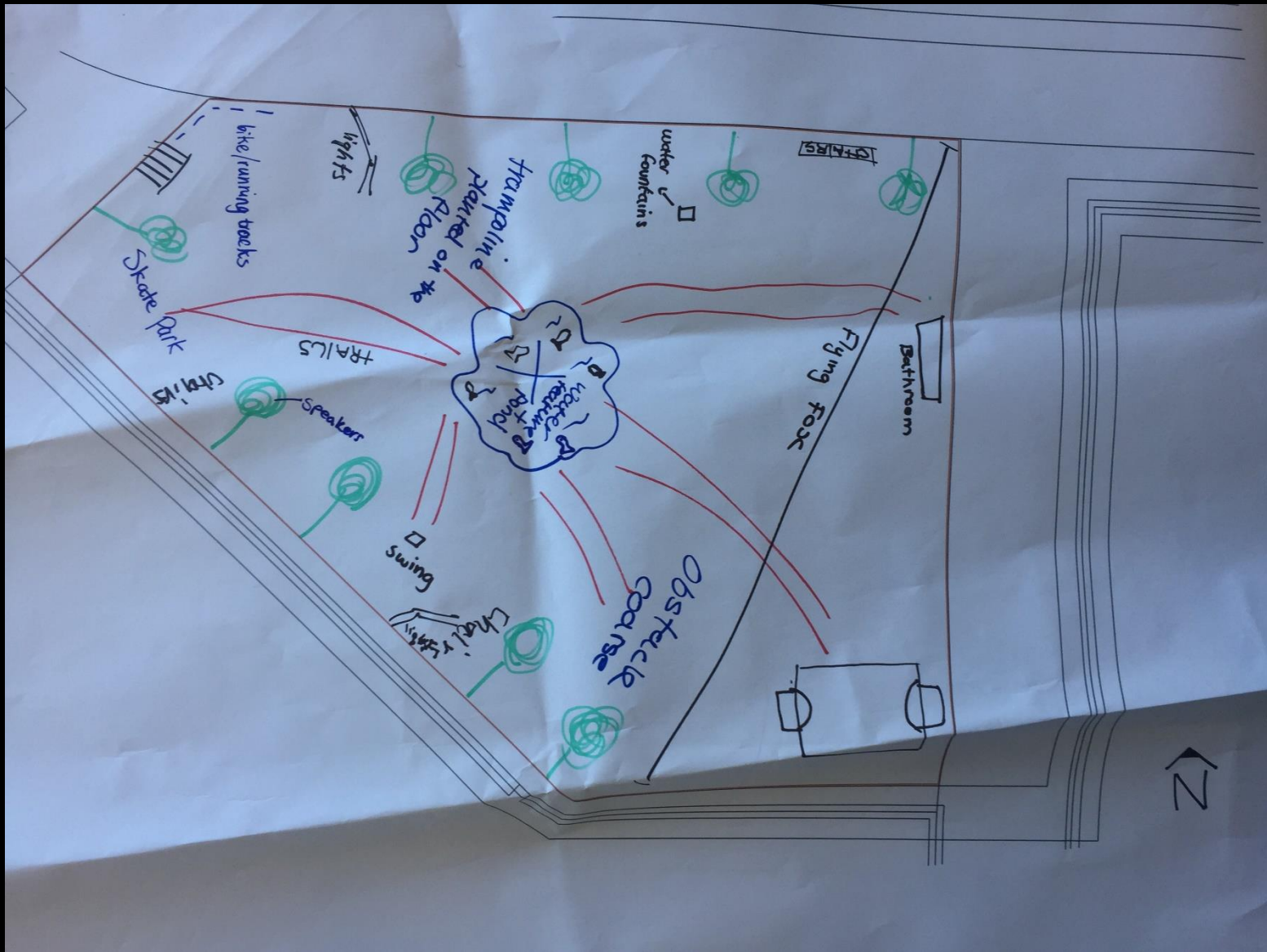




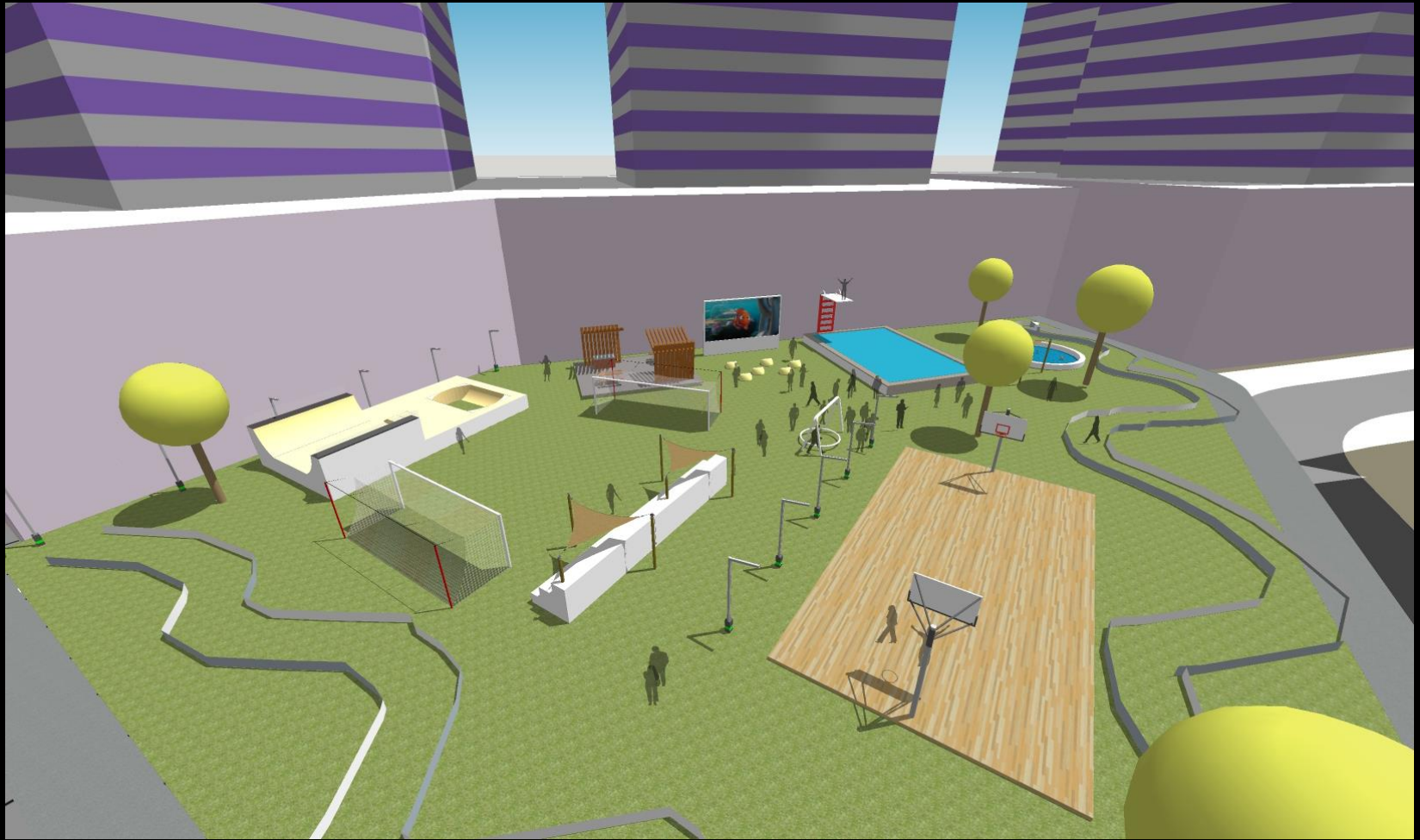
# Engaging young people

- Interactive workshop for 15 young people aged 12 – 18
- Delivered in partnership with North Melbourne Football Club 'The Huddle' a youth program which aims to assist migrants and refugees with their study
- Input to thinking on public open space
- VPA staff and students used 3D software to visualise concepts
- Issues raised – safety, catering for a range of ages and abilities, importance of trees











# Reflections

- We all work in complex spaces but there is strength in numbers and a demonstrated commitment
- Partnerships need governance structures but coffees are important too
- Meaningful and timely engagement has to be a focus and we can continue to use new tools
- Be brave – this is our legacy for Melbourne
- Don't lose sight of the outcome