



Feedback

... on the draft Arden Vision & Framework

On 1 September 2016 the Victorian Planning Authority (VPA) released the draft *Arden Vision & Framework* for public consultation on behalf of State Government and in consultation with City of Melbourne.

This vision outlines an exciting proposal for a bustling new commercial and residential precinct located on 56 hectares of land in North Melbourne around the new Arden Station. This is part of the now-commenced Metro Tunnel project.

Much of the land is owned by state and local government, providing the opportunity for comprehensive, long-term planning for economic, social and environmental outcomes.

The vision proposes five key directions that should guide the area's development, including:

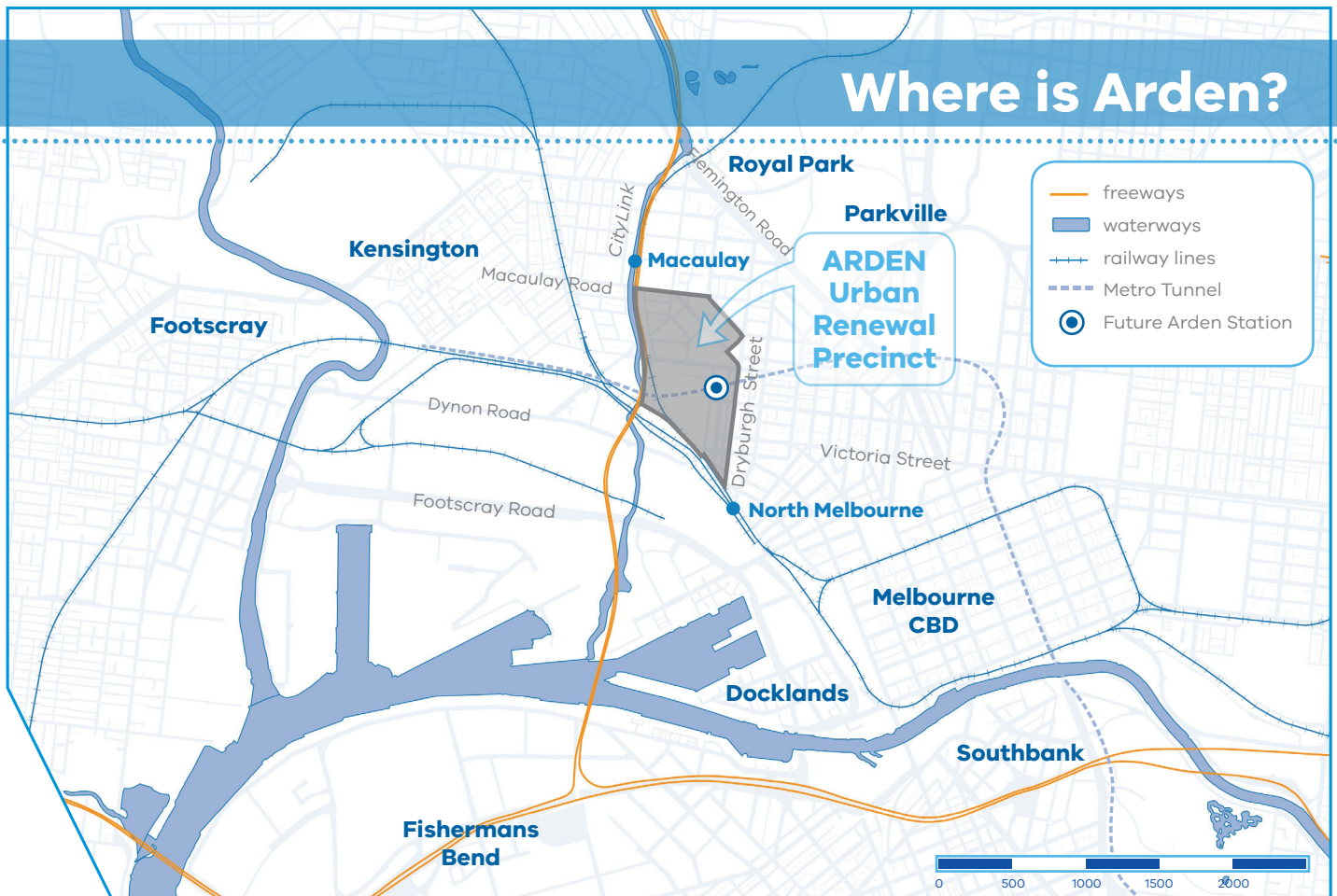
1. urban transformation
2. places for people
3. diverse public realm
4. a water sensitive approach
5. sustainable movement

Feedback on the draft Arden Vision & Framework showed broad support for using the new Arden Station as a catalyst for transforming the area into a mixed-use precinct.

The consultation indicated intense interest in making the precinct an exemplar of innovation, sustainable development and adaptability, while keeping the existing sense of place.

This document summarises the feedback and outlines the next steps.

Where is Arden?



Public consultation activities

The draft Vision & Framework was released for consultation and feedback prior to finalisation.

After a media launch of the vision the VPA sent 4000 flyers to local business owners and residents summarising the project and inviting them to provide input.

Over six weeks, the VPA ran numerous community and stakeholder events and an online survey to explain the details of the project and capture participants' views. The vast majority of survey respondents stated that all principles identified by the VPA for guiding the area's transformation were 'important' or 'very important'.

Community member engagement at the North Melbourne Pool, October 1.





Discussion at Business Forum at North Melbourne Football Club, October 4.



Presentation at the Business Forum at North Melbourne Football Club, October 4.



Group discussion at the Arden community forum, October 5.



Arden community forum, October 5.



MET WITH **250+** RESIDENTS
AT COMMUNITY EVENTS



86 PEOPLE
COMPLETED THE
SURVEY



6-WEEK
CONSULTATION
PERIOD



23 WRITTEN
SUBMISSIONS IN
RESPONSE TO THE
DRAFT VISION



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 BUSINESS 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



4000 FLYERS PUT IN
HOUSEHOLD AND BUSINESS
LETTERBOXES AROUND
ARDEN



Minister for Planning
the Honorable Richard
Wynne addresses the
Arden community forum,
October 5.



Whiteboard Summary by Sarah Firth, community focus, October 5.

What people told us

Economic role of the new precinct

- The majority of respondents were supportive of the draft Arden Vision & Framework, recognising the area had significant potential as a future jobs hub.
- It was recognised that the new Arden Station has huge potential to support a knowledge-based precinct and to extend the internationally recognised Parkville precinct.
- Feedback indicated there was a desire to keep a distinctive identity for Arden.
- There was support for the area to be a mixed use precinct and retaining existing businesses.

Sense of place and identity

- A number of people expressed a strong desire to retain North Melbourne's sense of character, place and heritage.
- Suggestions included protecting the area's heritage buildings and generous tree-lined streets, extending the fine grain elements of the street network, keeping and adding to the affordable spaces for small workshops and creative enterprises and retaining the area's culturally and socially diverse buildings and households.

What people told us

“ The early delivery of community infrastructure such as new schools, open space and community facilities is a contemporary approach to the delivery of community infrastructure into renewal areas ”

“ Need to consider who the businesses are currently and how they will adapt to change in the area. The re-use of heritage buildings is critical. ”

“ I love it. Get it happening sooner! ”

“ Better use of the Moonee Ponds Creek corridor, activate the waterfront and restore its natural qualities. ”

“ Consider the needs and impacts on surrounding residential areas. ”

“ Protect existing businesses which support the community; stop services in the community from disappearing. ”

“ More and better cycling infrastructure for the future. ”

“ Open space and recreational facilities are what will make Arden a great place. ”

Open spaces

- Participants emphasised the importance of having well-connected and diverse open spaces, including people-friendly urban parks and play spaces and also more informal green and natural places.
- Enhanced streetscapes, with generous tree canopies and water features, were seen as important, as well as all the public open spaces that should be provided in Arden.
- Government-owned land was seen as an opportunity to provide open space.

Drainage

- There was wide recognition of the drainage challenge and the potential for redevelopment to address the flooding issues.
- The need for flood mitigation was linked to the upgrading of the open space network and enhancing the Moonee Ponds Creek.

Transport

- Public transport, walking and cycling were viewed as the preferred modes of transport; with improved walking and cycling infrastructure, reduced car dependency and additional bus connections being highlighted as priorities.
- In addition to the new Metro Tunnel, improved transport connections to Footscray, Dynon Road and Docklands were seen as important.
- Improve connectivity suggestions included better walking links to North Melbourne, Kensington and Macaulay Stations; and other possible longer term public transport projects.
- More detail was sought on how walking and cycling will be supported, and how the street network and parking provision will be delivered.
- The need for further discussion on the implications of the West Gate Tunnel for the precinct was noted.

Development of the precinct

- Existing business are concerned about being displaced, with a loss of jobs. There is a desire to support existing businesses and services while also encouraging new forms of employment.
- There will be a need to consider the impact of redevelopment on local communities, to ensure the area is liveable while construction and development occurs –and especially to manage the impact of noise and traffic during redevelopment.
- Suggestions included developing a truck management plan during construction to manage traffic, and holding regular community forums to engage ongoing community ideas.
- There is concern about the potential height of development and the shadows that are cast by tall buildings.

Affordable housing

- The provision of affordable accommodation near the central city that will cater for households with a range of incomes is seen as a priority.
- The link to the economic role of the precinct was noted, with affordable housing being needed to support the education, research and community services sectors.

Sustainability

- There was a strong sense that the precinct should be as environmentally sustainable as possible, including the adoption of best practice technologies that limit waste, conserve water, energy and resources, and are incorporated into building design.
- The potential for water capture and re-use in both building and street design was noted.
- Participants wanted to see well-accepted, performance-based environmental standards applied from the early stages of development and onwards.
- Better use of the Moonee Ponds Creek corridor was widely supported, including activating the waterfront and restoring its natural qualities.
- There was support for rooftop gardens, vertical gardens and community gardens, and for promoting native vegetation.

Community Facilities

- The need for additional educational facilities including schools, kindergartens, and early childhood education was clearly expressed, along with the need for new education facilities to be linked to green open spaces.
- There was support for the principle that community facilities such as libraries, community centres, aquatic centres and aged care facilities should increase to match population growth.
- Spaces for teenagers including sport, cinema and creative spaces; and open and indoor spaces, were seen as important priorities as the population grows.
- Retention of the North Melbourne Football Club and North Melbourne outdoor pool was supported, but participants remarked on the need for additional passive and active recreational spaces in Arden.





How we will use this feedback...

As a result of this extensive community and stakeholder feedback, the VPA is making changes to the *Arden Vision & Framework* before it is finalised.

The final *Arden Vision & Framework* will in turn set the principles and priorities for a structure plan and planning tools to manage redevelopment in more detail.



The Planning Process



Next steps

Once the *Arden Vision & Framework* is finalised, the VPA will develop a structure plan for the area, in collaboration with state government agencies and the City of Melbourne.

The structure plan for Arden will be based on the priorities in the *Vision & Framework*. It will focus on ways of implementing these priorities, such as making changes to the planning scheme for the area and doing detailed master plans to resolve site-specific challenges.

At each step of the way we will be consulting the local community and those potentially affected. This will include formal consultation about any changes to the planning scheme.

We would like to thank all people who participated in the VPA's engagement events, completed the online survey and sent in submissions. It was clear that many people spent a great deal of time considering their responses, and we appreciate your efforts. Please continue to be involved in this project as it evolves and we will notify those of you who have indicated you would like us to do so.

Artist's impression of new civic heart of Arden Central



Contact for more information about key projects in the area

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for interpreting services

 www.ardenmacaulay.vic.gov.au or www.shapevictoria.vic.gov.au

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State Government