

From: contact@engage.vic.gov.au
To: [amendments](#)
Subject: Making a submission Form Submission
Date: Monday, 11 October 2021 11:58:54 AM



Making a submission Form Submission

There has been a submission of the form Making a submission through your Engage Victoria website.

First name

Phoebe

Last name

Dougall

Postcode

[REDACTED]

Are you making this submission as:

An individual

Does your submission relate to an address within the Arden Precinct?

No

Email

[REDACTED]

Daytime contact number

[REDACTED]

Write your submission

While development of the area is inevitable - and important for revitalisation - I oppose aspects of this current proposal:

- Heights of buildings are incredibly out of character for the area and are far too ambitious, assuming that many people will flock to the area. This is setting up for a property wasteland, silo, disconnected living, and models of community that have been proven globally to be redundant. Melbourne does not need this - this is out of character and it is setting up for failure (like Docklands, Elizabeth Street). The demand for housing in that corridor doesn't match the expectations of this scale of development.
- Heights also will lead to horrible wind tunnels and unforgiving shade in an already lower geographical area. The 'artist impression' drawings in the brochures are completely misrepresenting the reality - that plant life and grass will not thrive in shaded areas and the sunlight will not appear as depicted. This is equivalent to false advertising.
- It lacks the creativity and progressive approaches that a new development should represent in Melbourne's changing landscape. This is just the same of the old... it's the same developers who will make ridiculous profits, not care about the stamp they leave on a community, with the vast majority of housing selling to international investors who don't care what happens with them. It is really unsophisticated and such a wasted opportunity to do something that could have a global impact on diversity, creativity, community, personality and become a Melbourne icon. This is setting up for yet another over-developed wasteland.
- The over-development happening in Footscray needs to be factored in as the market is on it's way for over supply.

Leaders at CoM and VicGov need to not think about lining pockets and accepting that they'll be long gone into retirement by the time this over-developed ugly housing project is completed, and leave a mark that has lasting benefits for future generations. This is a chance to do something extraordinary - involve people/businesses in the community that have proven success in building developments that harness community (eg Assemble, Common Equity Housing, 6 Degrees), and the unique personality of the inner NW, and not to leave the city with the scars of more mirrored huge near-empty soulless buildings, wind tunnels and darkness.

I confirm that I have read and agree to the above conditions for making a submission.

Yes

I agree to the Collection Notice

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