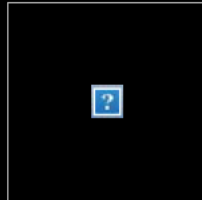


From: contact@engage.vic.gov.au
To: [amendments](#)
Subject: Making a submission Form Submission
Date: Monday, 11 October 2021 2:58:25 PM



Making a submission Form Submission

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

First name

Nadine

Last name

Cohen

Postcode

[REDACTED]

Are you making this submission as:

On behalf of an organisation

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

Yes

Email

[REDACTED]

Daytime contact number

[REDACTED]

Write your submission

Refer to attached Letter and Submission from the North Melbourne Football Club

Upload your submission

- [REDACTED]
[REDACTED]
- [REDACTED]

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

Yes

I agree to the Collection Notice

Yes

To view all of this form's submissions, visit

[REDACTED]

This is not SPAM. You are receiving this message because you have submitted feedback or signed up to Engage Victoria. If you think you have been sent this by mistake please contact us at contact@engage.vic.gov.au.

[Privacy Policy](#) [Log In to Site](#)

Produced by [The State Government of Victoria](#). All rights reserved.



Click [here](#) to report this email as spam.

11 October 2021

Mr Stuart Moseley
Chief Executive Officer
Victorian Planning Authority
Level 25, 35 Collins Street
Melbourne Victoria 3000
By email: amendments@vpa.vic.gov.au



NORTH MELBOURNE
FOOTBALL CLUB LTD
204-206 ARDEN STREET
PO Box 158
NORTH MELBOURNE VIC 3051
NMFC.com.au
(03) 9320 2400 | P
(03) 9320 2401 | F
info@nmfc.com.au | E
ABN: 21 006 468 962

**Re: Submission of North Melbourne Football Club to
Draft Amendment C407melb and Arden Structure Plan
204 – 206 Arden Street – North Melbourne**



Dear Stuart

On behalf of the North Melbourne Football Club (NMFC), please find attached our Submission on the draft Arden Planning Scheme Amendment, Arden Structure Plan and accompanying documents (collectively referred to as the Draft Amendment Package).

As you are aware, NMFC provided a submission to the community engagement process on the draft Arden Structure Plan that ran from June to August 2020. NMFC acknowledges, and is appreciative, that many of the matters raised by NMFC have been resolved and are reflected in the Draft Amendment Package, in particular, the changes to the location, extent and alignment of the integrated water management open space.

The VPA is also to be commended on the successful development of the Draft Amendment Package which addresses the policy and planning requirements of government within the geological and structural considerations of the Arden Precinct - no mean feat.

NMFC supports in-principle the Draft Amendment Package, with the following concerns and requested changes that are expanded on in the attached Submission:

1. **Delivering Arden** - clarity and confirmation on NMFC's role in working with all levels of government and other stakeholders to deliver a high-quality public realm and applying the right planning controls to facilitate delivery.
2. **Investing in Community Infrastructure: The Huddle** - overt inclusion of The Huddle in the Development Contributions Plan and associated Precinct Infrastructure Plan.
3. **Investing in Community Infrastructure: The Huddle** - The Huddle being front and centre in Arden North's community hub infrastructure assessments (funding and delivery), including current strategic priorities, as well as the capacity of existing services and facility to meet current and future needs of residents, workers and visitors.

4. **Investing in Community Infrastructure: The Huddle** - removal of the amended Schedule 3 to the Development Contributions Plan Overlay from the existing North Melbourne Recreation Reserve located in the Public Park and Recreation Zone and amendment to the provisions to include an exemption from the Club's activities, where they occur beyond the existing Reserve.
5. **Investing in Community Infrastructure: North Melbourne Recreation Reserve** - clarity and confirmation on NMFC's role collaborating with government agencies and stakeholders to facilitate the efficient use of existing infrastructure at North Melbourne Recreation Reserve, including priority access for the Club, and any enhancements resulting from the Draft Amendment Package.
6. **Creating Diverse Open Spaces** - clarity and confirmation on NMFC's leading role in the co-design process and governance agreements for the planning, delivery, management, and control of the Integrated Stormwater Management Open Space.
7. **Celebrating Water** - clarity and confirmation on NMFC's role and the process to negotiate and agree on the mechanisms to ensure the Club's operations will not be excessively interrupted by the essential flood mitigation works under North Melbourne Recreation Reserve (Arden St Oval).
8. **Celebrating Water** - confirmation, and process to negotiate, suitable arrangements will be in place for the Club's use of the new playing field whilst underground storage tanks are constructed within the existing Reserve.
9. **Prioritising Active Transport** - removal of the proposed Schedule 14 to the Parking Overlay from the Reserve located in the Public Park and Recreation Zone.
10. **Prioritising Active Transport** - confirmation, and process, that NMFC will be consulted to determine the type of parking best suited to its core business and respective user groups.

There is no doubt that Arden is synonymous with NMFC and the Arden Vision is strategically important to the impact the Club has, and will continue to have, both on and off the field. There is a strong sense of place, and the Club is looking forward to continuing to be an anchor institution and the beating heart of Arden.

We thank you for the opportunity to make a Submission in respect of this important strategic planning project and look forward to working with the VPA, the Victorian Government, key agencies, the City of Melbourne and community stakeholders to deliver this important project for all Victorians.

In the first instance, please contact Nadine Cohen, [REDACTED]

Yours sincerely

Submitted electronically

Ben Amarfio
CEO, North Melbourne Football Club

Encl: NMFC Submission



ARDEN PRECINCT PUBLIC CONSULTATION

NORTH MELBOURNE FOOTBALL CLUB
SUBMISSION



ARDEN STRUCTURE PLAN – AUGUST 2021

Draft Amendment C407melb to the Melbourne Planning Scheme
Public consultation: September 13, 2021 to October 11, 2021

ACKNOWLEDGEMENT TO COUNTRY

North Melbourne Football Club (NMFC) acknowledges the land on which the Club is based at Arden Street is the traditional land of the Wurundjeri people of the Kulin nation.

We respect their spiritual beliefs and acknowledge their ongoing connection with their Country. We recognise and value the ongoing contribution of Aboriginal people and how this enriches us. We embrace the spirit of reconciliation, working towards the equality of outcomes and ensuring an equal voice.

NMFC has a proud Indigenous history that has been well documented over more than 150 years. The Club understands the importance of belonging - the unique connection between people and a united community. The Club proudly acknowledges and celebrates its Aboriginal and Torres Strait Islander cultures and heritage.

The first Indigenous footballers to play for the Club were Mr Alf Egan in 1934 and Ms Kaitlyn Ashmore in 2017 (the inaugural women's season).

CONTENTS

Acknowledgement Of Country	Page 02
1. Overarching Considerations and NMFC Requested Changes	Page 03
2. History: NMFC	Page 05
3. History: Community Cohesion and The Huddle	Page 05
4. History: Community and NMFC	Page 07
5. Creating a New Chapter for Arden	Page 08
6. NMFC: High Level Vision	Page 09
7. Delivering Arden	Page 10
8. Investing in Community Infrastructure: The Huddle	Page 10
9. Investing in Community Infrastructure: North Melbourne Recreation Reserve	Page 12
10. Creating Diverse Open Spaces	Page 14
11. Celebrating Water	Page 14
12. Prioritising Active Transport	Page 15

The contents of this Submission are based on the Arden Structure Plan and draft Amendment to the Melbourne Planning Scheme released by the Victorian Planning Authority (VPA) on 13 September 2021. The Submission is not intended to be exhaustive, but instead provides an outline of key considerations. NMFC reserves the right to elaborate on and or refine this Submission.

NMFC is aware that Submissions provided to the VPA are part of an open public process where all parties affected by the planning scheme can provide input into the draft amendment. Any media enquires must be directed to the Club's General Manager, Digital Media & Communications, email: michael.tormey@nmfc.com.au

1. OVERARCHING CONSIDERATIONS AND NMFC REQUESTED CHANGES

Arden will be a new destination for Melbourne, setting the standard for urban renewal. It will contribute to a future Melbourne that is not only the world's most liveable city, but also one of the most forward-looking.

Arden Vision 2018

NMFC thanks the Victorian State Government, City of Melbourne and the VPA for the opportunity to make a submission on the draft Arden Planning Scheme Amendment, Arden Structure Plan and accompanying documents (collectively referred to as the Draft Amendment Package) and looks forward to working with key stakeholders to deliver this important project for all Victorians.

NMFC provided a submission to the community engagement process on the draft Arden Structure Plan that ran from June to August 2020. The Club acknowledges, and is appreciative, that many of the matters raised by the Club have been resolved and are reflected in the Draft Amendment Package.

The VPA is also to be commended for the successful development of the Draft Amendment Package which addresses the policy and planning requirements of government within the geological and structural considerations of the Arden Precinct - no mean feat.

The prospective transformation of the Arden area is an exciting one and will support the future of NMFC. As a resident of Arden for more than 150 years, the Club takes its role as a leader in, and of, our local community very seriously. The commentary in this Submission goes to the role the Club has in supporting the Victorian State Government, City of Melbourne and stakeholder efforts to deliver a positive framework for change in Arden.

NMFC supports in-principle the Draft Amendment Package, with the following concerns and requested changes:

DELIVERING ARDEN	<p>Clarity on the precinct's governance model and implementation strategy.</p> <p>Clarity and confirmation on NMFC's role in working with all levels of government and other stakeholders to deliver a high-quality public realm and applying the right planning controls to facilitate delivery.</p>
INVESTING IN COMMUNITY INFRASTRUCTURE: THE HUDDLE	<p>The Huddle's inclusion in the Development Contributions Plan and associated Precinct Infrastructure Plan.</p> <p>The Huddle being front and centre in Arden North's community hub infrastructure assessments (funding and delivery), including current strategic priorities, as well as the capacity of existing services and facility to meet current and future needs of residents, workers and visitors.</p> <p>Removal of the amended Schedule 3 to the Development Contributions Plan Overlay (DCPO3) from the existing Reserve located in the Public Park and Recreation Zone (PPRZ) and amendment to the provisions to include an exemption from the Club's activities, where they occur beyond the existing Reserve (e.g. the Huddle as part of the Arden North Community Hub).</p>

INVESTING IN COMMUNITY INFRASTRUCTURE: NORTH MELBOURNE RECREATION RESERVE	Clarity and confirmation on NMFC's role collaborating with government agencies and stakeholders to facilitate the efficient use of existing infrastructure at North Melbourne Recreation Reserve, including priority access for the Club, and any enhancements resulting from the Draft Amendment Package.
CREATING DIVERSE OPEN SPACES	Clarity and confirmation on NMFC's leading role in the co-design process and governance agreements for the planning, delivery, management, and control of the Integrated Stormwater Management Open Space.
CELEBRATING WATER	<p>The Club is supportive of the need for the underground storage tanks and acknowledges that Arden North will be an area in transition for several years.</p> <p>Clarity and confirmation on NMFC's role and the process to negotiate and agree on the mechanisms to ensure the Club's operations will not be excessively interrupted by the essential flood mitigation works under North Melbourne Recreation Reserve (Arden St Oval).</p> <p>Confirmation, and process to negotiate, suitable arrangements will be in place for the Club's use of the new playing field whilst underground storage tanks are constructed within the existing Reserve.</p>
PRIORITISING ACTIVE TRANSPORT	<p>The Arden Precinct Parking Plan: Part 2 Evidence Base (August 2021, GTA, p 56) notes that rather than attempting to prescribe parking for anchor land uses, decision guidelines and design standards could be specified within a Schedule to the Parking Overlay.</p> <p>Removal of the proposed Schedule 14 to the Parking Overlay from the North Melbourne Recreation Reserve, which is located within the PPRZ and not the proposed Special Use Zone.</p> <p>Confirmation, and process, that NMFC will be consulted to determine the type of parking best suited to its core business and respective user groups.</p>

2. HISTORY: NMFC



NMFC is the beating heart of the North Melbourne community. The Club's identity is part of the social fabric and is inextricably linked with Arden and vice-versa.

NMFC has been part of North Melbourne for over 150 years and has been at the Arden Recreation Reserve for almost 140 years. Arden Street is the Club's home, on and off the field.

The Club's role in Arden is critical and unparalleled. Everything the Club does is deeply engrained within its home of North Melbourne.

NMFC, nicknamed the Kangaroos, was founded in North Melbourne in 1869 by local cricketers desiring to keep fit over the winter months. Folklore has it that the ball used in the first match was purchased by a local North Melbourne resident, Tom Jacks, who sold some roofing iron to pay for it.

In 1882, NMFC amalgamated with the Hotham Cricket Club and moved into the North Melbourne Recreation Reserve (Arden St Oval), which remains the established home of the Club today, both on and off the field.

The fourth oldest football club in the Australian Football League (AFL) and one of the oldest in the world, the Club competes in the AFL, the Australian Women's Football League (AFLW) and the Victorian Men's and Women's Football Leagues (VFL and VFLW). Arden Street Oval hosts training and matches for all these teams.

NMFC has an envied culture and those lucky enough to have played in the royal blue and white are dubbed "Shinboners", a term which dates back to the 19th century and the local North Melbourne abattoir-workers.

NMFC is known for its fighting spirit - a bold and never beaten attitude that has won the Club premierships and allowed the Club and the community to achieve the extraordinary together.

There is no doubt that Arden is synonymous with NMFC and the Arden Vision is strategically important to the impact the Club has, and will continue to have, both on and off the field. There is a strong sense of place, and the Club is looking forward to continuing to be an anchor institution and the beating heart of Arden.

3. HISTORY: COMMUNITY COHESION AND THE HUDDLE



The Huddle has seized the opportunity to set the benchmark for leadership in inclusion and engagement. The community is embedded in every element of The Huddle and it is a highly visible and celebrated part of the identity of Arden and the regions it serves more broadly.

The Huddle is currently central to cultivating a culturally and socially cohesive community and will have a pivotal role in bringing new and existing communities together as Arden transforms, ensuring the growing community feels a sense of belonging.

Arden North's development vision, with centralised community Hub facilities, will harness The Huddle's momentum to achieve new ambition and scale that are diverse and adaptable to serve the changing needs of people over time, and are beneficial, supportive and appropriate for all people.

North Melbourne is home to one of the most culturally diverse communities in Victoria. More than 140 different cultures are represented from Victoria's original Aboriginal inhabitants the Wurundjeri people of the Kulin Nation, to more recent refugees and migrants from countries in Africa, Asia, Europe and the Middle East.

The Huddle was established in 2009 in part with a major grant from the Brumby Labor State Government, and support from the Scanlon Foundation, the Australian Multicultural Foundation and the City of Melbourne. The Huddle was created to reach, engage and empower young people, to build upon their strengths, increase their ability to participate in society and contribute to more socially inclusive communities. In late 2021, The Huddle will celebrate the 100,000th program participant, having worked across 160 different cultures.

The Huddle's work has been recognised as innovative and best practice, evidenced by numerous awards, including (but not limited to):

- 2016 Melbourne Award for Outstanding Contribution to Multiculturalism
- 2014 Victorian Community Sport and Recreation Minister's Awards
- 2013 National Migration and Settlement Awards for Leadership
- 2012 Victorian Premier's Award for Community Harmony

Through the design of its innovative programs, The Huddle leverages the power of sport to strengthen engagement and trust with young people, improving their confidence and self-esteem, health and wellbeing, resilience, education, careers and employment.

Due to its prominent role and function building social capital and stronger communities, The Huddle works with the local North Melbourne community, the broader City of Melbourne North West communities and sub-regional communities in Wyndham and Tasmania.

For example, in 2020, The Huddle in partnership with the City of Melbourne and the Victorian State Government, established The Melbourne Youth Alliance, a talented group of African-Australian young people to address a range of complex issues including low education levels, loss of identity, growing unemployment rates and anti-social behaviours.

Most recently, The Huddle's ability to mobilise and assist those in need was on display when The Huddle formed part of the Victorian State Government's COVID-19 Emergency Response Team to assist more than 3000 people in the nine local housing commission towers. NMFC and The Huddle helped source more than 800 boxes of fresh and culturally appropriate food and worked with interpreters to translate health advice and information into more than 12 different languages.



Throughout COVID-19, The Huddle has been the key conduit between State and Local Government, Victoria Police, Victorian Multicultural Commission and major local community cultural groups in North Melbourne and surrounding areas to ensure children, young people and their families have adequate supplies of culturally appropriate foods, education, mental health support, physical activity and economic support.

The Huddle has also worked very closely with the Victorian State Government to address any issues and concerns multicultural communities may have with the roll-out of the COVID-19 vaccination program, including culturally appropriate weekly online education forums, a series of videos about the benefits of the vaccination program, and a series of youth-led communications campaigns designed by residents living in the North Melbourne and Flemington high-rise to create mass awareness of the importance of being vaccinated.

4. HISTORY: COMMUNITY AND NMFC

There was notable interest in the North Melbourne Football Club and its future role within the Arden precinct.

Draft Arden Structure Plan Consultation Analysis: Summary Report, VPA, City of Melbourne, Victorian State Government, February 2021, p 17

North means plenty to me. It's more than just part of life, it's the way of life. It's something that MUST be passed on and be preserved for my children.

Vlad Minaker

The Krakouer brothers, the glorious 90s, the King, Archer... the pioneers of Friday night, sponsorship and so much more... the battlers who never give up. Instead of barracking for the big clubs just to be like everyone else I chose the blue and white... It's been 30 years now and no-one knows how lucky we are. It means everything, it means belonging!

Nick

My family came to Australia from Italy and moved in up the road from Arden St and became fans of the NMFC. My dad took me to every game when I was a child and it was something we did together... just me and him. We would run into family and friends and it was special. So, to me the club reminds me of family.

Michelle Wilson

When the Club first made North Melbourne its home, football was played for the love of the game and designed to give the locals an opportunity to connect with others and spend time with friends and teammates. It was tribal and passionate. It was local pride and it was a way of life. NMFC has remained a real grass-roots club, filled with hardworking people who live and breathe for North Melbourne.

NMFC understands its important role in nurturing strength and resilience in our local community. This is not by accident and is embedded within our Club's DNA. This is evidenced by a long-standing history of giving back to our local community and the nationwide respect for the work we do. NMFC is well recognised as a best practice example of how a professional sports club can create important cohesive links. Our doors have been open for more than 150 years for people regardless of their age, gender, sexual preference, religious beliefs, cultural background, or economic circumstances. There are no high fences or barriers that prevent access to the grounds, or the facilities.

At the heart of NMFC is its 47,000+ strong member base and 260,000+ passionate Kangaroos supporters whose daily lives are heavily centred around their football club.

The Club's member base is among the most loyal in all of Australian sport, who have fought doggedly to keep the Club thriving over its 150-year history. Our members are tough, strong-willed, passionate and ultimately determined to ensure the Club prospers, not only on the field, but for the rest of the wider community to benefit through a sense of belonging and inclusion.

Arden Street is the spiritual home to these 300,000+ current supporters and the generations that came before them.

NMFC's role in the Arden Renewal project is critical and unparalleled.

5. CREATING A NEW CHAPTER FOR ARDEN

The Arden Structure Plan outlines how underutilised industrial land in Melbourne's inner north will be transformed into a thriving centre for Victoria's knowledge industries, with around 15,000 residents and 34,000 workers.

The Hon. Jacinta Allan MP, Minister for Transport Infrastructure, Minister for the Suburban Rail Loop, Arden Structure Plan, August 2021, p 4

The City of Melbourne looks forward to continuing this work with Government and our community to ensure Arden is a high-quality and climate-adapted globally competitive neighbourhood and innovation district, enabling the realisation of our vision: a city of possibility.

Sally Capp, Lord Mayor of Melbourne, Arden Structure Plan, August 2021, p 5

This location is synonymous with the North Melbourne Football Club, which has based its home here for more than 125 years.

Arden Precinct - Background Report, VPA, August 2021, p 5

Plan Melbourne 2017 - 2050: Direction 4.2: Build on Melbourne's cultural leadership and sporting legacy; Direction 5.4: Deliver local parks and green neighbourhoods in collaboration with communities

Arden Precinct - Background Report, VPA, August 2021, p 11

NMFC understands that the Draft Amendment Package has been released to provide the community with an update on the components of the plan which have changed following previous feedback.

NMFC acknowledges and congratulates the Victorian Government, and its key agencies, especially the VPA, Department of Transport, Melbourne Water, Rail Projects Victoria and VicTrack, along with the City of Melbourne, on the amendments.

From the Draft Structure Plan (June 2020) to the Draft Amendment Package (August 2021), NMFC welcomes:

- The commitment that provides for future active recreation in Arden North where the new integrated storm water management open space can support sports fields and repurposing of the Lost Dogs Home heritage building.
- Infrastructure worth \$349m included within the Development Contributions Plan, including delivering open space and drainage infrastructure projects.
- The commitment to invest in community infrastructure, providing new and building on existing, community facilities at the North Melbourne Recreation Reserve and Aquatic Centre.

- Repositioning the Arden North community facility and the announcement of a second community learning and culture hub in Arden North.
- The opportunity for Arden to develop into an innovation precinct specialising in health, life sciences, digital technology, and education technology to complement Australia's pre-eminent biomedical cluster in Parkville.
- The Arden Precinct project being identified as part of the VPA's Fast Track Program.

The Draft Amendment Package includes strategies that give effect to the objectives. NMFC has an important role to play in supporting strategy implementation through helping to "Deliver", "Advocate" and implement through "Place Creation" (Arden Structure Plan, August 2021, p 96).

The VPA's Draft Amendment Package provides the blueprint for a 21st century inner urban community - an urban renewal project that is more than bricks and mortar. NMFC looks forward to continuing to be the civic beating heart, an anchor institution and an integral stakeholder in "Delivering Arden: Setting the framework for how Arden will be governed and developed over time".

6. NMFC: HIGH LEVEL VISION

Over the past 16 months in particular, the Club has worked closely with the Victorian Government and its agencies, along with the City of Melbourne and a coalition of local stakeholders, spanning local businesses, schools, and community groups to address the exponential demand for active open space and social infrastructure, including a permanent and expanded home for The Huddle.

The North Melbourne Recreation Reserve is defined by its long-standing association with NMFC. One of the last true community clubs, NMFC has fought to retain its inner-city location and has always given back to those in our backyard. While our past is engrained in North Melbourne, we see our future here too. We aspire to grow with the suburb and enhance its offerings to all those set to join us in calling it 'home' for future generations.

It is no secret that NMFC has outgrown the current limitations of our Arden Street base and over the last decade has invested millions of dollars into facilities, generously supported by the Victorian State Government, benefactors and the life blood of the Club - our members and the community.

With our past engrained in North Melbourne, the Club will continue to work closely with the Victorian State Government in cementing Arden Street as the long-term base of NMFC.

The Draft Amendment Package provides a once in a generation impetus for the Club to realise its long-term vision, where sport, science, innovation and community can co-exist with state-of-the-art facilities to support the increase in demand to service our men's and women's combined football programs and the wider community.

7. DELIVERING ARDEN

Developing an agreed governance model amongst stakeholders will be an important early activity in Arden; to ensure clarity around ongoing decision making and accountability amongst delivery partners. With a robust governance structure in place, Arden will be well placed to provide a sound precinct management and stewardship strategy, and to meet the ongoing and evolving needs of the precinct.

Delivering Arden (Governance, Development staging, Early activation, Infrastructure funding and delivery), Arden Structure Plan, August 2021, p 88

Ensure that early activation and place-shaping activities are delivered alongside early precinct development and in readiness for the Arden station opening, and that long-term planning, development and service delivery are considered early in the life of the precinct to create a distinct sense of place, promote a vibrant and interesting early local experience and ensure the long-term resilience of the precinct.

Objective 27, Arden Structure Plan, August 2021, p 89

NMFC and The Huddle are an entrenched part of the civic heart of Arden and look forward to continuing to be an anchor institution and actively contributing to the early place shaping activities that are essential to:

- building identity and community connectedness
- fostering a strong sense of place and community identity
- building sustained economic, social and environmental resilience

The Club's long and rich history must form an important part of the future character and identity of the precinct. The Club provided a submission to the "Amendment to the Arden Station Precinct Development Plan" and would welcome the opportunity to embed the Club's history and traditions in design and names in streets, parks, public buildings and other infrastructure.

NMFC looks forward to working with all levels of government, private developers and other stakeholders to deliver a high-quality public realm and applying the right planning controls to facilitate delivery.

8. INVESTING IN COMMUNITY INFRASTRUCTURE: THE HUDDLE

Investment in new community infrastructure will be required to support the health and wellbeing of residents, workers and students in Arden. The new proposed government school, passive and active recreation facilities, youth centres (such as the North Melbourne Football Club's The Huddle), library, arts facilities and community centres will complement the existing services on offer across North Melbourne and West Melbourne.

Investing in Community Infrastructure, Arden Structure Plan, August 2021, p 83

Community infrastructure: Public places and spaces that accommodate community facilities and services and support individuals, families and groups to meet their social needs, maximise their potential and enhance community wellbeing.

Appendix 3: Glossary, Arden Structure Plan, August 2021, p 137

This report recommends the delivery of several community hubs over the next 20 years. In relation to the Arden Structure Plan area the report recommends three community infrastructure hubs (an Education and Family Hub in Arden North; an Innovation and

Learning Hub in Arden Central and an Arts & Culture Hub, also in Arden Central).

Arden Structure Plan Community Infrastructure Needs Assessment, Final Report, ASR Research, August 2021, p 17

Demand for the already-overwhelmed services that The Huddle provides will undoubtedly increase as a result of the DSP's proposed increase in residents and workers. Accordingly, the Club seeks to expand the footprint of The Huddle by 200% as part of our vision and build better connected open spaces which are essential to the effective delivery of our programs.

North Melbourne Football Club Submission - Arden Draft Structure Plan, August 2020, p 19

The Draft Amendment Package highlights the need for additional community hubs, including repositioning the Arden North community facility and announcing a second community learning and culture hub in Arden North.

Arden North already has a successful "Community Hub" - The Huddle.

Whilst the Draft Amendment Package applauds the work of The Huddle, it is silent on its future expansion footprint, including allocating infrastructure and funding (circa 1,000 sqm).

The prospect of missing this once-in-a-generation opportunity to expand The Huddle's well established and successful essential activities would be a significant lost opportunity for Arden North.

The Draft Arden Development Contributions Plan (VPA, August 2021, p 7), amongst other things:

- Outlines projects required to ensure that future residents, visitors and workers within Arden can be provided with timely access to the community services and transport necessary to support a future mixed-use area
- Establishes a framework for development proponents to make a financial contribution towards the cost of identified infrastructure projects

To support this, the Draft Arden Development Contributions Plan - "community building project" (VPA, August 2021, p 35) includes:

- CB-01: Arden North and Macaulay Learning and Cultural Hub: Construction of community facility (\$13.19m: Proposed Library, Creative spaces, Multipurpose Bookable Rooms, Aboriginal cultural interpretation space)
- CB-03: Arden Central Family and Community Hub: Construction of community facility (\$3.349m: Proposed Older Persons and Disability Services, Multi-purpose bookable meeting space, Spaces for Community Service Organisations)

The Huddle has the following characteristics outlined in the Arden Precinct Draft Development Contributions Plan (VPA, August 2021, p 12), namely:

- Is essential to the health, safety and well-being of the community
- Will be used by a broad cross-section of the community
- Reflects the vision and strategic aspirations as expressed in the Arden Structure Plan and Arden ordinance package
- Are not recurrent items

Further, The Huddle will also complement and serve the needs of the school communities from the proposed government primary school within Arden Central and proposed government secondary school in the North Melbourne/Macaulay area.

Accordingly, there is rationale and strong justification for The Huddle to be identified as part of the essential community and social infrastructure needed to meet the needs of the new community to be funded via the Arden Development Contributions Plan (Planning Policy Framework 19.03-15: Development and infrastructure contributions: To facilitate the timely provision of planned infrastructure to communities through the preparation and implementation of development contributions plans and infrastructure contributions plans).

The Huddle must be front and centre in Arden North's community hub infrastructure assessments (funding and delivery), including current strategic priorities, as well as the capacity of existing services and facility to meet current and future needs of residents, workers and visitors.

Accordingly, NMFC requests the Structure Plan be amended to directly contemplate The Huddle (circa 1,000 sqm) being located within the proposed Arden North Community Hub on the north-west corner of Arden and Fogarty Streets.

The Draft Amendment Package includes an amended DCPO3. This is to replace the existing DCPO3 that applies to the area, introduced by Amendment C369 to the Melbourne Planning Scheme in June 2020. The requirements of this overlay would apply to any and all future development pursued by the Club, either within the boundaries of the existing Reserve in the PPRZ or on land beyond it within Arden North in the proposed Special Use Zone.

As we hope this submission reveals, the Club has already contributed significantly to community infrastructure. In many respects, the future vision for Arden will be built on the Club's long-term investment in the community over its history.

This contribution should be recognised by way of the following requested changes to the Draft Amendment Package:

- a. Remove the amended DCPO3 from the land comprising the Reserve and the land presently within the PPRZ.
- b. Include an exemption in Clause 4.0 of DCPO3 for use and development associated with the Club, where that use and development occurs beyond the existing Reserve's boundaries. Such an exemption would align with the proposed exemptions in DCPO3, relating to other use and development that is clearly directed towards community building (schools, social housing etc.)

9. INVESTING IN COMMUNITY INFRASTRUCTURE: NORTH MELBOURNE RECREATION RESERVE

Explore opportunities to upgrade and expand the North Melbourne Recreation Reserve to serve the needs of the Arden community and surrounding areas. (Strategy 25.3)

Investing in community infrastructure, Arden Structure Plan, August 2021, p 86

Provide future active recreation including a sports pavilion, playing surface with lighting, playground and outdoor fitness equipment on the integrated stormwater management open space in the Arden North – Mixed-use sub-precinct. (Strategy 25.4)

Investing in community infrastructure, Arden Structure Plan, August 2021, p 86

As the municipality continues to grow and develop, the culture and functioning of the City in twenty years' time will be very different from today. However, through these changes the characteristics of the city we value today must be retained.

Melbourne Planning Scheme, Clause 21.04, Settlement, p 1

NMFC notes the Arden Structure Plan Community Infrastructure Needs Assessment (ASR Research, August 2021) highlights that the existing open spaces of Arden cover a significant area, however North Melbourne Recreation Reserve's current arrangements restrict public access and limit flexibility in how it can be used. This includes the North Melbourne Recreation Centre which is an aquatic and recreation centre that requires a fee to gain access (p 51).

There is also commentary on negotiating with the NMFC greater community access to the North Melbourne Recreation Reserve (p 49), reviewing the future recreation role and function of both the North Melbourne Community Centre and North Melbourne Recreation Centre (p 50) and reviewing existing recreation facilities and opportunities for new facilities (p 57).

NMFC has a long-standing and respected working relationship with the City of Melbourne to manage the Oval, while the City of Melbourne itself manages the indoor hardcourt space and community gymnasium within the larger NMFC HQ. Under the current licence for the Oval, NMFC is required to maintain the field. Council is responsible for maintenance of the surrounding grounds in the broader Reserve. The Club is responsible for managing and maintaining bookings for the oval.

NMFC agrees that North Melbourne Recreation Reserve is at capacity. The Oval requires maintenance to a high standard to ensure its suitability for professional Australian Rules Football, and as such the capacity for formalised use is capped at around 30 hours per week (on average).



The Club's Licence to manage the Oval provides for usage by community, including Auskick, junior and senior sporting club training, school sport and other community uses. There is consensus that the Club's football programs need, and have, priority access to the Oval.

More recently changes to the elite sport and community/local sports landscape has also added pressure to an already constrained Oval. These changes include:

- The (long overdue) pivot to increasing the participation of women in professional and organised sport, including NMFC AFLW and standalone VFLW side
- Playing competition games for AFLW, VFLW and VFL (noting that full scale games impact the surface considerably more than training sessions)
- Playing AFL pre-season and practice matches
- The surrounding industrial area has been gentrifying and converted to mixed-use, increasing the demand on the Oval which is one of the very few active open spaces in the surrounding area

NMFC looks forward to collaborating with government agencies and stakeholders to facilitate the efficient use of existing infrastructure at North Melbourne Recreation Reserve, including priority access for the Club, and any enhancements resulting from the Draft Amendment Package.

10. CREATING DIVERSE OPEN SPACES

Deliver new open space for active recreation within integrated stormwater management open spaces in Arden North that combines the ability to safely serve a stormwater function in extreme rainfall events and be future-proofed for active recreation. (Strategy 21.3)

Investing in community infrastructure, Arden Structure Plan, August 2021, p 71

NMFC welcomes the commitment to Arden's open space and public realm network to support the health of the community and the environment, in particular the sporting reserve projects proposed to be funded in the Draft Development Contributions Plan (VPA, August 2021) and Arden Transport Precinct Public Spaces Design and Costing Report (GHD, July 2021).

NMFC notes that the specific location, form and implementation of the Stormwater Management Facility in Arden North will directly impact the connectivity, character and functionality of the open spaces and public realm of Arden North. (Arden Public Realm and Open Space Strategy, AECOM, July 2020, p 96). Notwithstanding, the assertions that the integrated stormwater management open space in Arden North will serve as a sports oval, including a sports pavilion, playing surface with lighting, playground and outdoor fitness are welcome and essential commitments.

The Club looks forward to being directly involved in the integrated and collaborative planning, design and delivery process to ensure that the active recreation space and sports oval contemplated in the Draft Amendment Package is delivered appropriately for the many end users which will benefit from it.

11. CELEBRATING WATER

Arden North is highly flood-affected, and a considerable amount of space in the Arden Structure Plan is nominated to support integrated water management.

Early flood management concepts for the precinct, including those published in the Draft Arden Structure Plan (VPA & CoM 2020) have been refined to increase the developability of the precinct, provide a space more suitable for formal recreation and community use, and retain the opportunity to explore re-using the Lost Dogs Home heritage building.

Arden Precinct - Background Report, VPA, August 2021, p 15

The Arden St Oval is located east of the proposed Citywide Flood Storage. It is proposed to construct a large capacity underground storage tank beneath the Arden St Oval. This has the potential to provide approximately 12,500 cubic metres of flood storage, based on a storage system with a surface area of 10,000 square metres (approximately 50 per cent of the oval surface area) and a tank depth of 1.25 metres.

Melbourne Water Arden Macaulay Precinct Flood Management Strategy, Engeny Water Management, August 2021, p 25

NMFC notes the Arden Flood Management Strategy will include natural and built infrastructure works to manage the risk of flooding and unlock development in the precinct (Arden Structure Plan, VPA, August 2021, p 62). The works of particular interest to NMFC include:

- Integrated stormwater management open space - acts as open space for passive and active recreation
- Underground storage tanks - additional storage capacity underneath North Melbourne Recreation Reserve oval (12.5ML of storage to be provided)
- Underground storage tanks - allows space to continue to operate as normal for the community and NMFC
- The major flood management works required in the precinct will be funded through an Urban Renewal Cost Recovery Scheme for Arden

The Club is supportive of the need for the underground storage tanks and acknowledges that Arden North will be an area in transition for several years. Accordingly, there is a need to understand the process to negotiate and agree on the mechanisms to ensure the Club's operations will not be excessively interrupted by the essential flood mitigation works under North Melbourne Recreation Reserve (Arden St Oval) and that suitable alternative arrangements are in place for the Club to train and play games.

It follows that any works to the existing Reserve to construct the requisite underground storage tanks should not occur until the new sporting field within the integrated stormwater management open space is delivered and available for use by the Club's football programs whilst these works are occurring.

12. PRIORITISING ACTIVE TRANSPORT

Different land uses and place functions each have their own unique ways in which parking is, and should be, managed. As each land use brings a different type of user, the management of parking needs to be altered accordingly to ensure a suitable balance for all users.

Arden Precinct Parking Plan: Part 2 Evidence Base, GTA, August 2021, p 49

Arden North: The location of the north and northeast residential blocks are relatively isolated from the rest of the precinct. This lends them towards providing parking solely for those buildings.

Arden Precinct Parking Plan: Part 2 Evidence Base, August 2021, GTA, p 74

It is recognised that Arden will become a highly sought-after place to work, live, recreate, visit and spend time. Accordingly, the Arden Vision establishes Arden as an exemplar of best-practice sustainability, where at least 60% of trips are made by public transport; 30% by walking and cycling; and no more than 10% by private vehicle.

The Arden Precinct Parking Plan (August 2021, GTA) sets out a plan to best minimise the impact of car parking and associated vehicular trips in Arden. NMFC acknowledges that it is realistic to expect that some changes to the movement network will be required in Arden, with parking being a highly emotive and a sensitive issue for the community, coming at a cost (including environmental, social and financial), with trade-off between other priorities. Notwithstanding, there are several strategic assumptions and proposed Policy Measures and Controls that are of concern to NMFC in that they are not fit for purpose.

The Arden Precinct Parking Plan: Part 2 Evidence Base (August 2021, GTA) looked at Land Use and User Types, with a focus on Residential, Retail, Commercial, Education and Service Economy. Examples are called out and parking supply scenarios considered. The Club understands that it does not have a “right to park”, however, the Club’s requirements also need to be considered on their own merits.

Examples of NMFC User Group Parking Characteristics include (but are not limited to):

USER GROUP		PEAK DEMAND
The Huddle	School groups, community groups, people from low social economic backgrounds, volunteers (n=100), workforce (n=35)	Monday to Friday 3pm to 8pm Saturdays from 10 am to 4pm
AFLW	Contracted players (n=30) Athlete Support Personnel (n=20)	Early September to late April Tuesday and Thursday nights 6pm to 10pm Match Days at Arden Street
AFL	Contracted players (n=44) Athlete Support Personnel (n=30)	Mid November to late September Pre-season 7.30am to 4pm, 4 days per week In-season 8am to 4pm, 4 days per week
Arden Oval Game Day (AFLW)	Both competing teams, match officials, event day workforce (including volunteers), AFLW officials, Broadcast (n=100) Usually close Fogarty Street for traders, toilets, broadcast van, fan engagement and the like Usually close parts of Green Street and Henderson Street for “reserved parking” and other logistical uses	Weekend (usually)

- Private vehicles, with resultant car parking
 - is important for player safety, wellbeing and risk mitigation, especially for the AFLW program and “highly” recognisable professional athletes
 - remains a necessary high performance load management tool
 - remains a necessary management tool for injured players and player rehabilitation
- Paid parking, with cost escalation relative to the duration of stay will impact people from low socio-economic communities accessing The Huddle’s programs
- Paid parking is considered detrimental for the Huddle’s volunteer workforce and women’s football program
- Some of the Club’s core business, in particular, The Huddle and women’s football programs,

operate outside of standard business hours

- Time restricted parking creates complexities, in particular, on-field training, recovery, rehabilitation, sports science and sports medicine, strength and conditioning
- Creating a supply constraint is unlikely to make other transport modes attractive due to the nature of the work of professional athletes
- Need to ensure that NMFC is not placed at a competitive disadvantage relative to other AFL and AFLW Clubs due to the lack of suitable car parking provisions

The Arden Precinct Parking Plan: Part 2 Evidence Base (August 2021, GTA, p 56) notes that rather than attempting to prescribe parking for anchor land uses, decision guidelines and design standards could be specified within a Schedule to the Parking Overlay. NMFC must be consulted to determine the type of parking best suited to its core business and respective user groups.

In this context, the Club requests that the proposed Schedule 14 to the Parking Overlay be removed from the North Melbourne Recreation Reserve, which is located within the PPRZ and not the proposed Special Use Zone. This will enable any future parking proposed within the boundaries of the Reserve to be considered having regard to Clause 52.06 of the Melbourne Planning Scheme and in the context of the Club's unique parking requirements, as well as those of other uses located in the PPRZ.

