A Comprehensive Planning Approach in CBD Development: Creating Healthy, Vibrant, and Sustainable Urban Cores

Peter Seamer
CEO, Victorian Planning Authority
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The Victorian Planning Authority

Who we are

- Statutory authority with an Independent Board reporting to the Minister for Planning
- Strategic planner to manage Victoria’s growing population
- 100 Staff - mix of planners, engineers, urban designers, economists, architects, graphics, multimedia, engagement and policy specialists
- Unlock areas for affordable new housing, businesses, recreation and plan the infrastructure needed
Booming Population Growth

- Melbourne and Victorian population continues to grow strongly
- Fastest growth rate in Australia: 1.7 per cent
- There will need to be an additional 2.2 million dwellings to house the population
Role of VPA: to unlock and manage Victoria’s growth using the planning system, and infrastructure coordination.
Melbourne’s evolution

Post-war Melbourne
- City & inner employment
- Car-based growth
- Short travel

1950
Melbourne’s evolution

Donut

Melbourne

- Strong suburban growth
- Falling CBD jobs & services

1970
Ava Gardner described Melbourne as "the perfect place to make a film about the end of the world."
Melbourne's evolution

Transition Melbourne

- Laneway culture
- New liquor licensing laws
- Gentrification under way
- City Link, Crown, Southbank

1990
Melbourne’s evolution

Melbourne Today

- Strong CBD
- Central Arts & Culture
- “Sports Capital”
- Strong Gentrification

2010
Future Melbourne?

- Emphasis on all jobs
- Balanced liveability across the city
- Jobs-centric transport investment
- Equitable access & investment

2030
Melbourne’s evolution

**Post-war Melbourne**
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**Donut Melbourne**
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**Future Melbourne?**
- Emphasis on all jobs
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Timeline:
- 1950
- 1970
- 1990
- 2010
- 2030
City of Melbourne – Built floorspace 2015

• Balanced floorspace mix – residential, office, open space, retail, community.
• Future potential for car park adaptation.

**TOP 3 BUILT SPACE USES (m²)**

- Residential accommodation: 3,768,300 4,867,800 6,099,000
- Office: 4,326,800 5,179,600 5,294,400
- Car parking: 3,213,700 3,561,600 4,000,200

**SPACE AT A GLANCE**

- Residential: 6,099,000 m²
- Office: 5,294,400 m²
- Parks and reserves: 4,782,600 m²

- Outdoor sports/recreation: 1,538,600 m²
- Under construction: 1,420,700 m²
- Unused: 1,360,600 m²
- Retail: 811,800 m²
Melbourne CBD
Built floorspace 2015

- Limited jobs growth in CBD => transfer of jobs to Docklands.
- Recent growth in residential dwellings.
- Future potential for car park adaptation.
Melbourne CBD – Change in jobs

• Decline in finance and insurance jobs => Docklands movement.
• Jobs growth moved to the “edge of CBD” precincts.
Melbourne Office floorspace density

* Becoming more efficient - Docklands *

Office floor space ratios (sq.m per employee)

<table>
<thead>
<tr>
<th>Location</th>
<th>Floorspace Density</th>
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<tbody>
<tr>
<td>City of Melbourne</td>
<td>18.7 m²</td>
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<tr>
<td>Melbourne CBD</td>
<td>18.4 m²</td>
</tr>
<tr>
<td>Southbank</td>
<td>18.2 m²</td>
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<tr>
<td>Docklands</td>
<td>14.9 m²</td>
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Docklands case study - 2016

Early delivery of residential => office now largest land use – *primarily financial*.
Inner City Renewal

- Legacy of staged release of renewal precincts to accommodate growth and remain competitive:
  - St Kilda Road, Southbank, Docklands and now Fishermans Bend, Arden, Macaulay, E-Gate and Dynon
- Government has ability to shape the city through its land and delivering key infrastructure
- The CBD and inner city neighbourhoods play a role in accommodating a significant proportion of growth going forward
Inner City Renewal Opportunities: 700+ hectares around the CBD Core
Inner city today
Journey to work

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<td>Within 1 km of Home</td>
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Value of jobs per worker across Melbourne

LGA Production per Worker

Do we keep pumping this (17%)?

Or seek to lift all these (63%)?

And what about Regional Victoria (20%)?
Suburbanisation of Employment across Melbourne

In 2011, Melbourne had 2.1m jobs – over 1.67m (~80%) in the suburbs
Arden – Inner City Renewal

- 56ha in North Melbourne
- Between Macaulay Rd, Dryburgh St, Upfield Rail Corridor
- Focused around new Arden Station
CONTEXT – Melb Metro Project
WHEN will renewal happen?

- Long term project
- Planning underway
- Development over 30 + years
KEY propositions

1. Major new jobs hub
2. New civic space forms heart of Arden
3. Two new boulevards extend Queensberry & Fogarty Streets
4. New local centre focused around Macaulay Rd
5. Moonee Ponds Ck multi-purpose spine
6. Walking, cycling & p/t have priority
Modern Cities

• The CBD is the centre for Government
• The CBD has 10% of Melbourne’s Jobs
• The CBD has 1% of Melbourne’s Residences
• The CBD has the vast majority of international tourists
• Home of great events:
  • Grand Final
  • Grand Prix
  • Australian Open
  • Arts Festivals etc
The CBD and its suburbs

- All great cities have a great CBD
- The suburbs need the CBD, the CBD needs the suburbs

- CBD’s are very expensive to service
- CBD’s have the highest level of services / amenity
- CBD’s have been supported by high levels of State funding

- Melbourne has been voted the world’s most liveable city because of our inner areas and CBD
10 issues for the CBD

• Growth of workers commuting to the CBD to be linked to transport capacity
• Growth of active transport, and shorter distance travel
• Features, amenity etc... (Like everywhere else)
• Good building design...and at a pedestrian scale
• Protection and enhancement of our built form character
• Consistent approach to urban design
• Too much height, density and spacing between towers
• Successful inner city and suburban growth to balance the CBD
• Strong partnerships between Council, State, business, residents and commuters
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• Spacing between towers
• Successful inner city and suburban growth to balance the CBD
• Strong partnerships between Council, State, business, residents and commuters
• A vision and plan for the CBD agreed by the above partners

• Those activities that should be in the CBD should be, those that don’t, probably shouldn’t be
For more information, visit our website:

www.vpa.vic.gov.au