



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

Where we work



Greenfield



Urban renewal



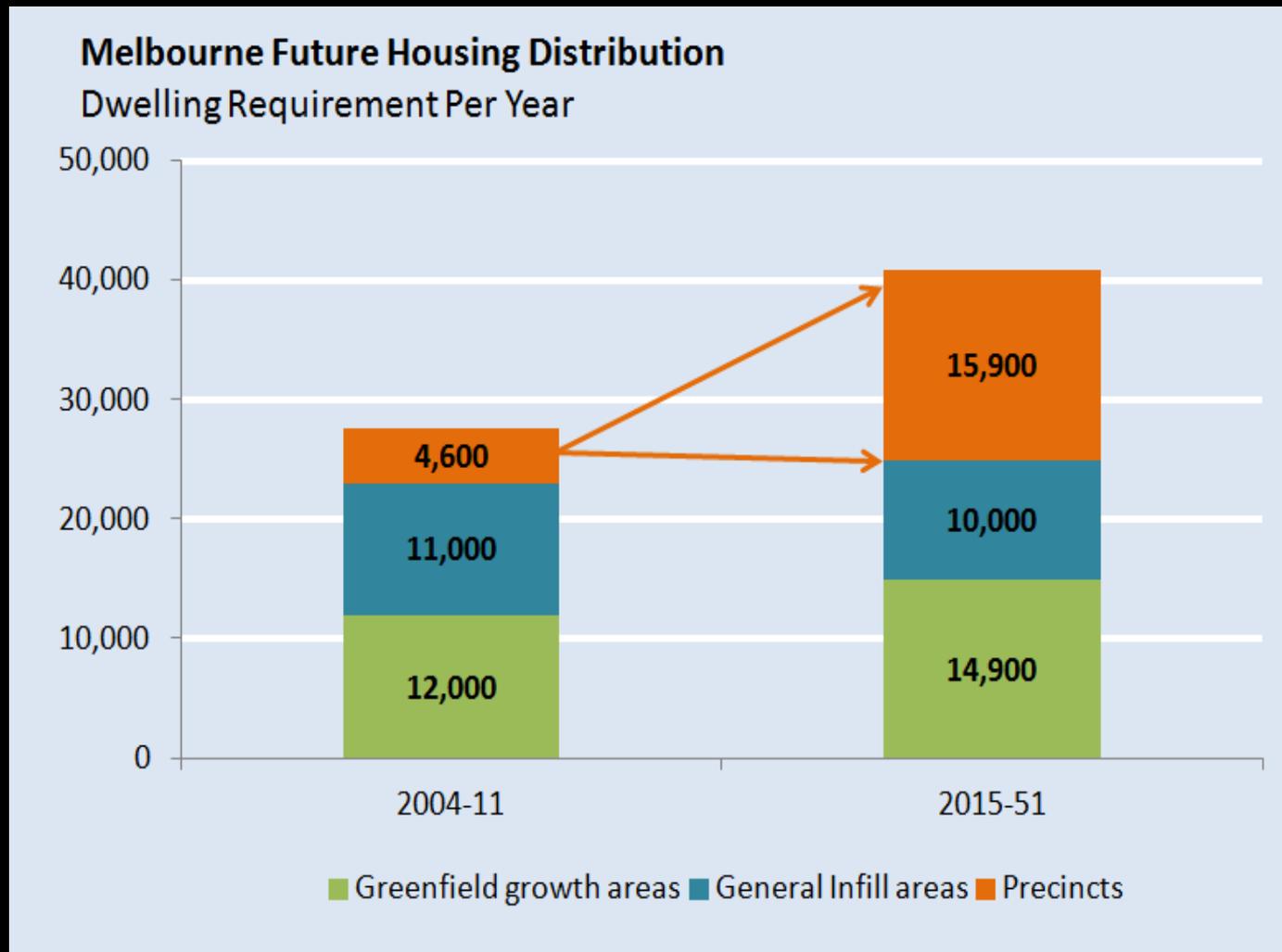
Regional

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

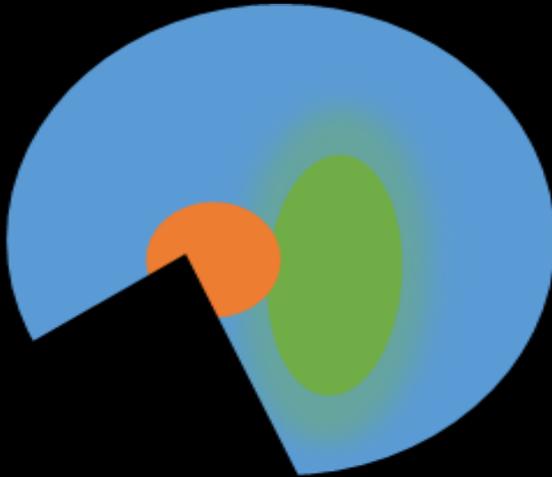


Post-war Melbourne

- 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

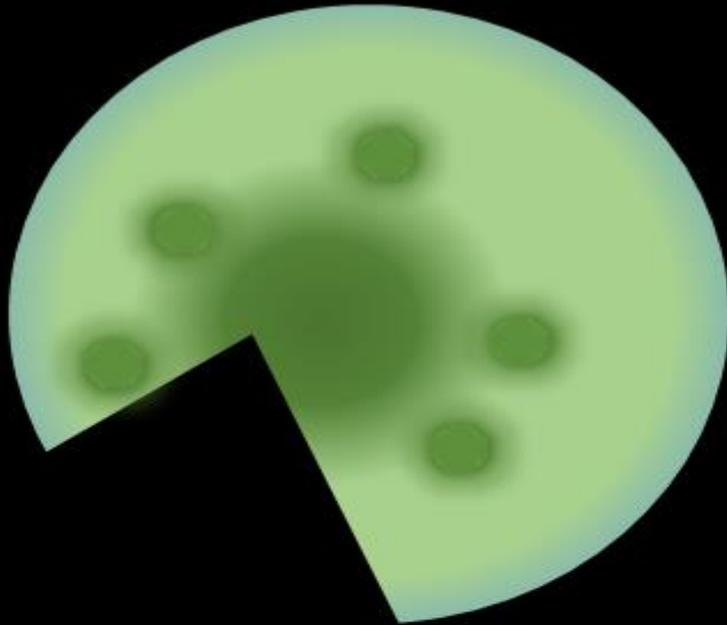


Melbourne Today

- Strong CBD
- Central Arts & Culture
- "Sports Capital"
- Strong Gentrification

2010

Melbourne's evolution



Future Melbourne?

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

2030

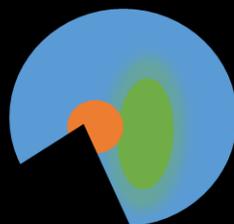


Melbourne's evolution



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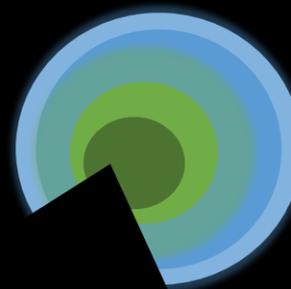
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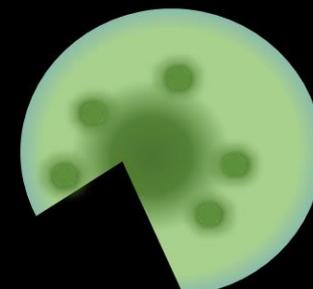
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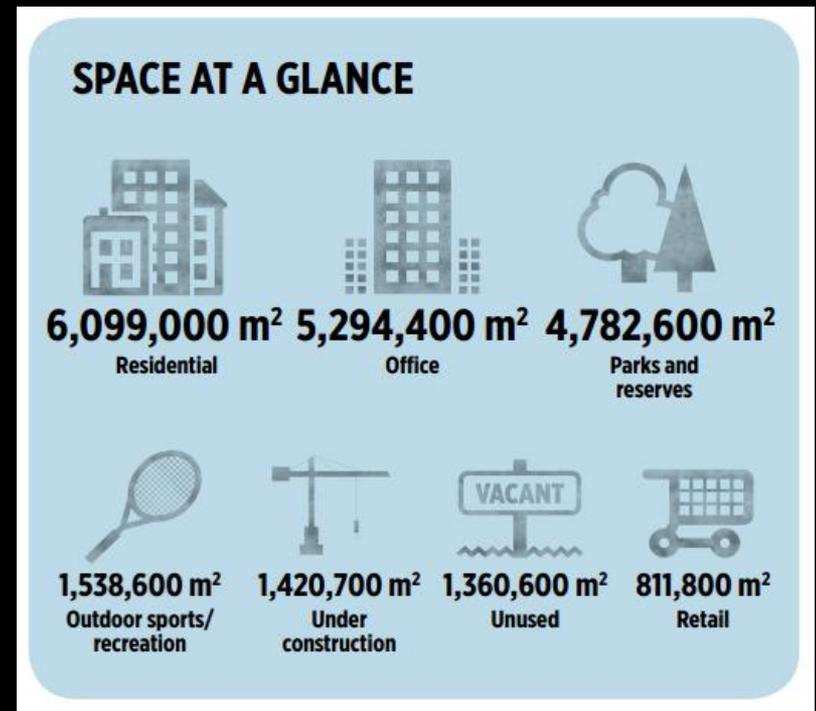
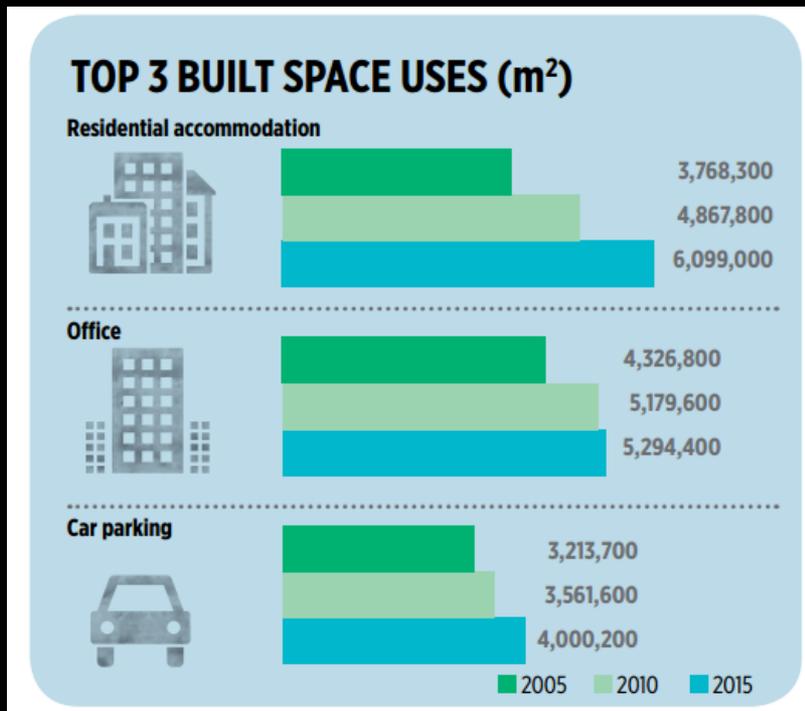
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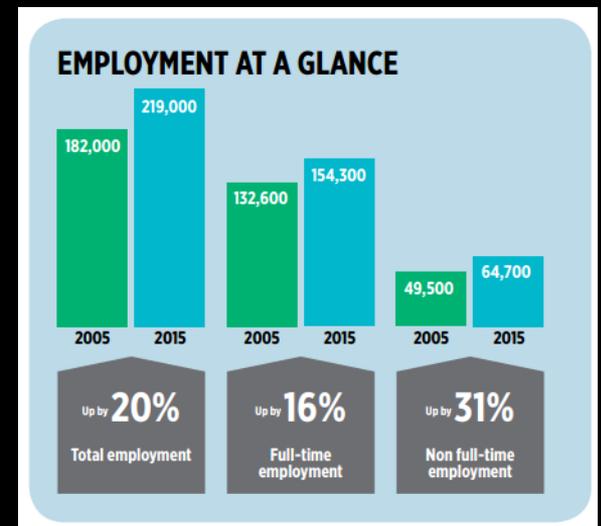
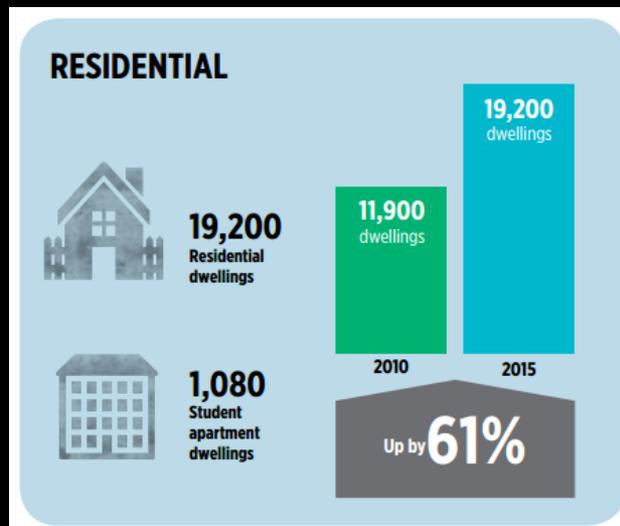
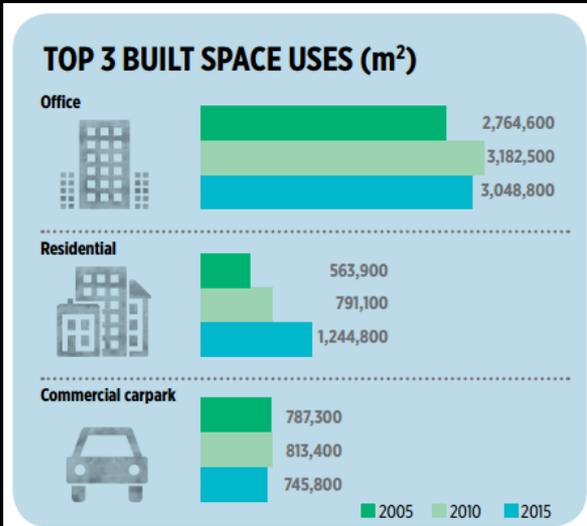
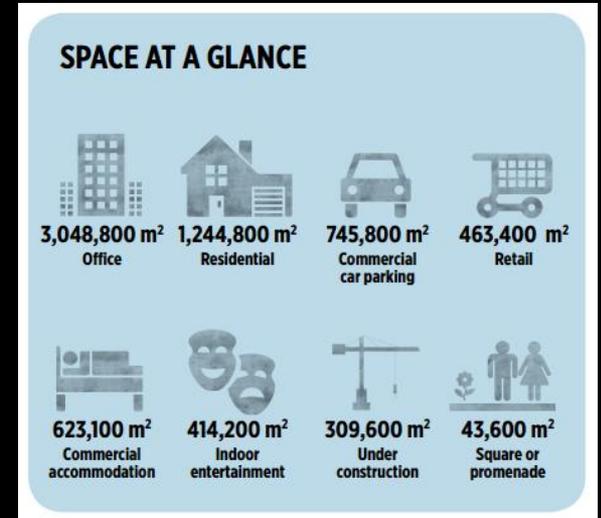
City of Melbourne – Built floorspace 2015

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



Melbourne CBD Built floorspace 2015

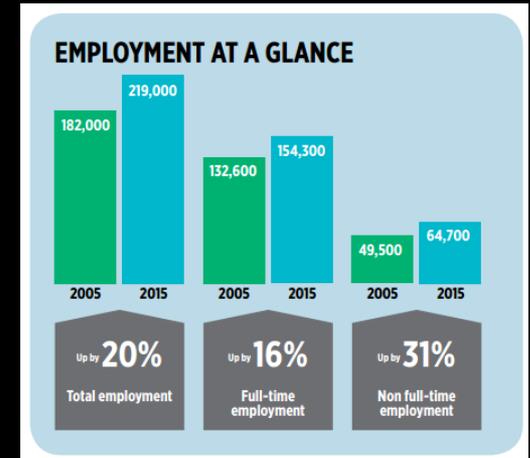
- Limited jobs growth in CBD => transfer of jobs to Docklands.
- Recent growth in residential dwellings.
- Future potential for car park adaptation.



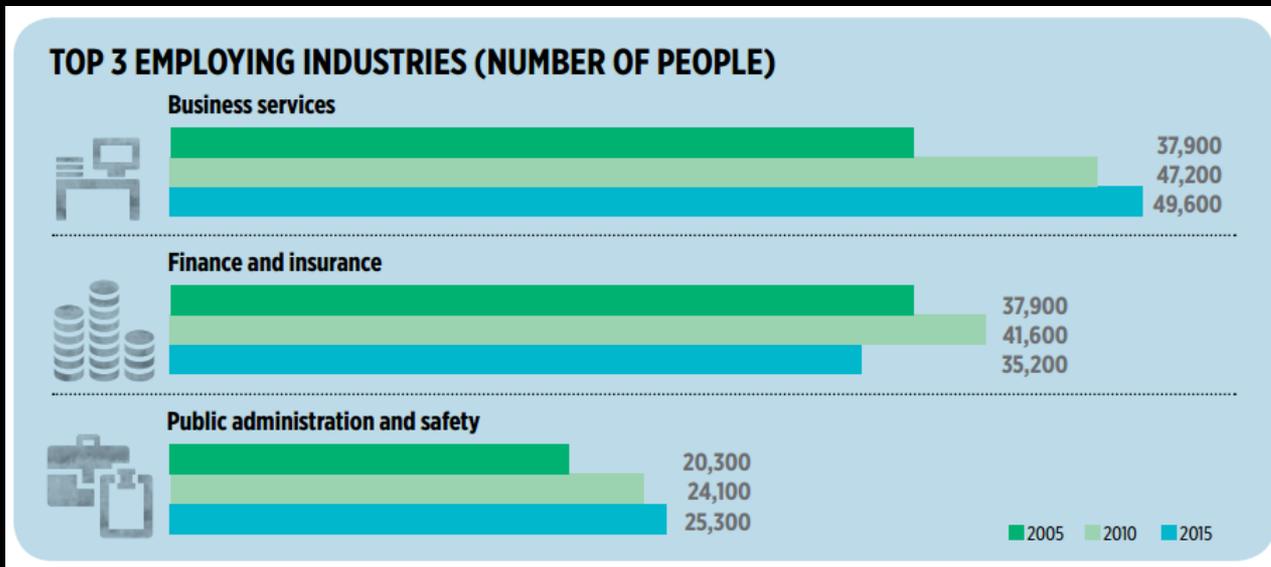
Melbourne CBD – Change in jobs

- Decline in finance and insurance jobs => Docklands movement.
- Jobs growth moved to the “edge of CBD” precincts.

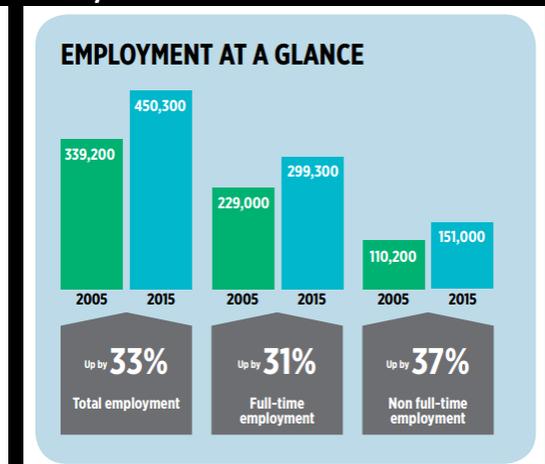
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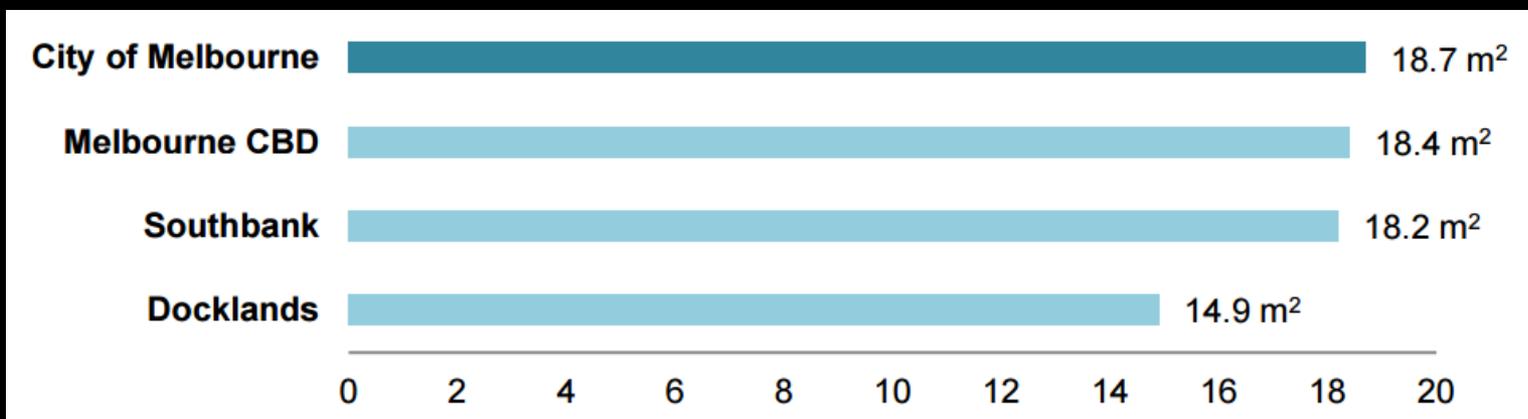
City of Melbourne.



Melbourne Office floorspace density

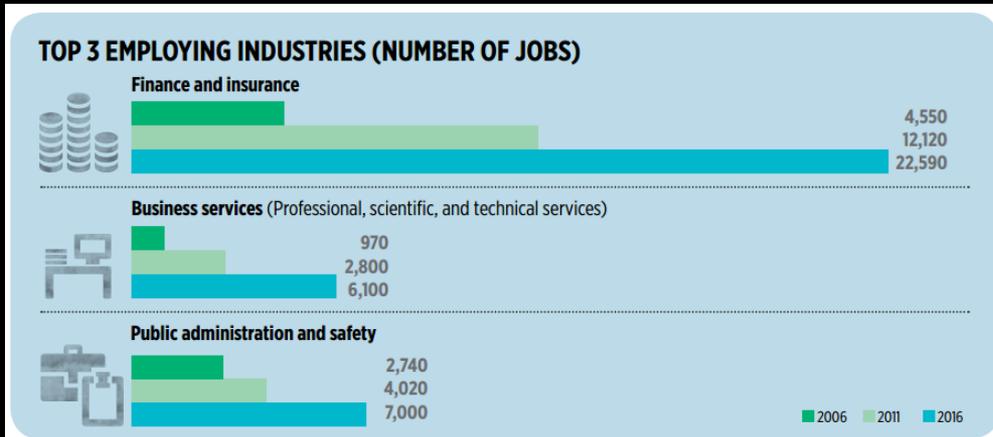
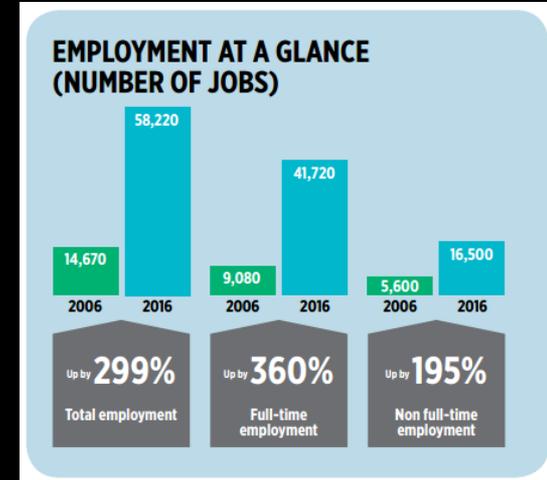
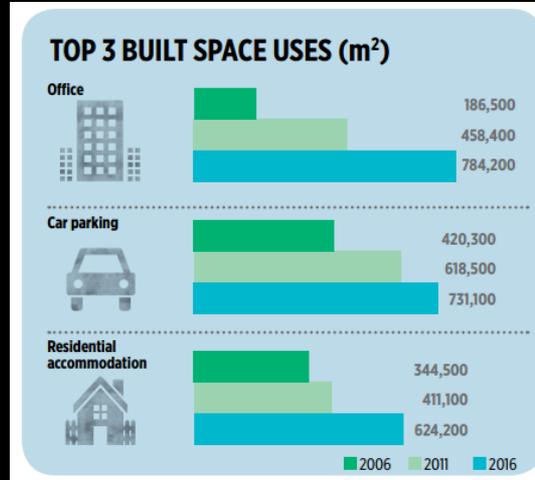
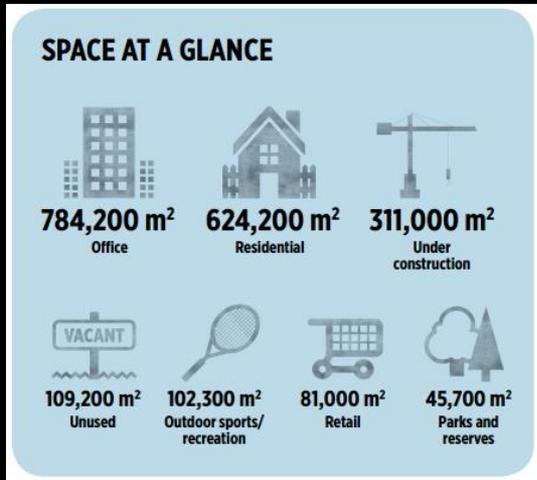
Becoming more efficient - Docklands

Office floor space ratios (sq.m per employee)



Docklands case study - 2016

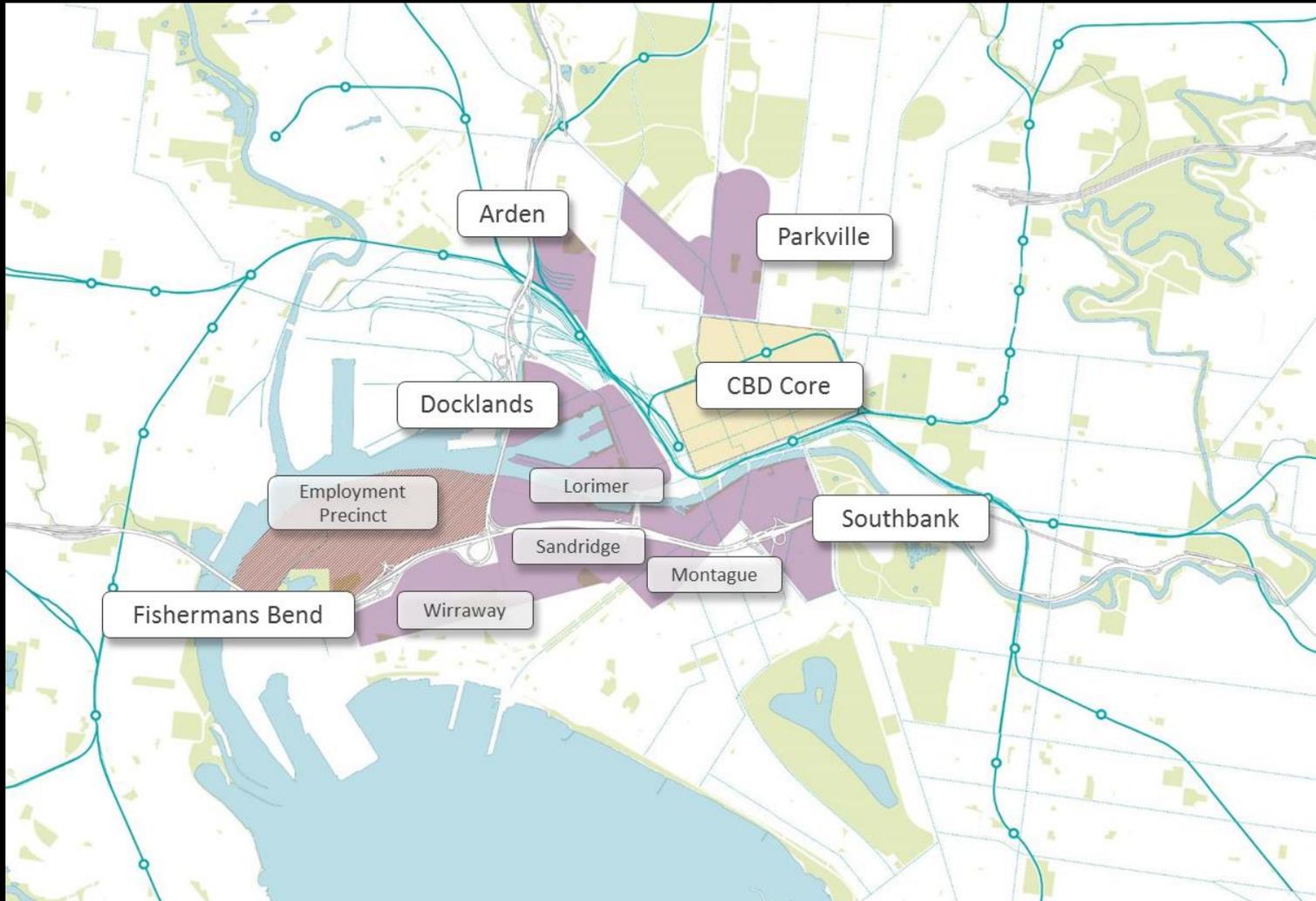
Early delivery of residential => office now largest land use – *primarily financial*.



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

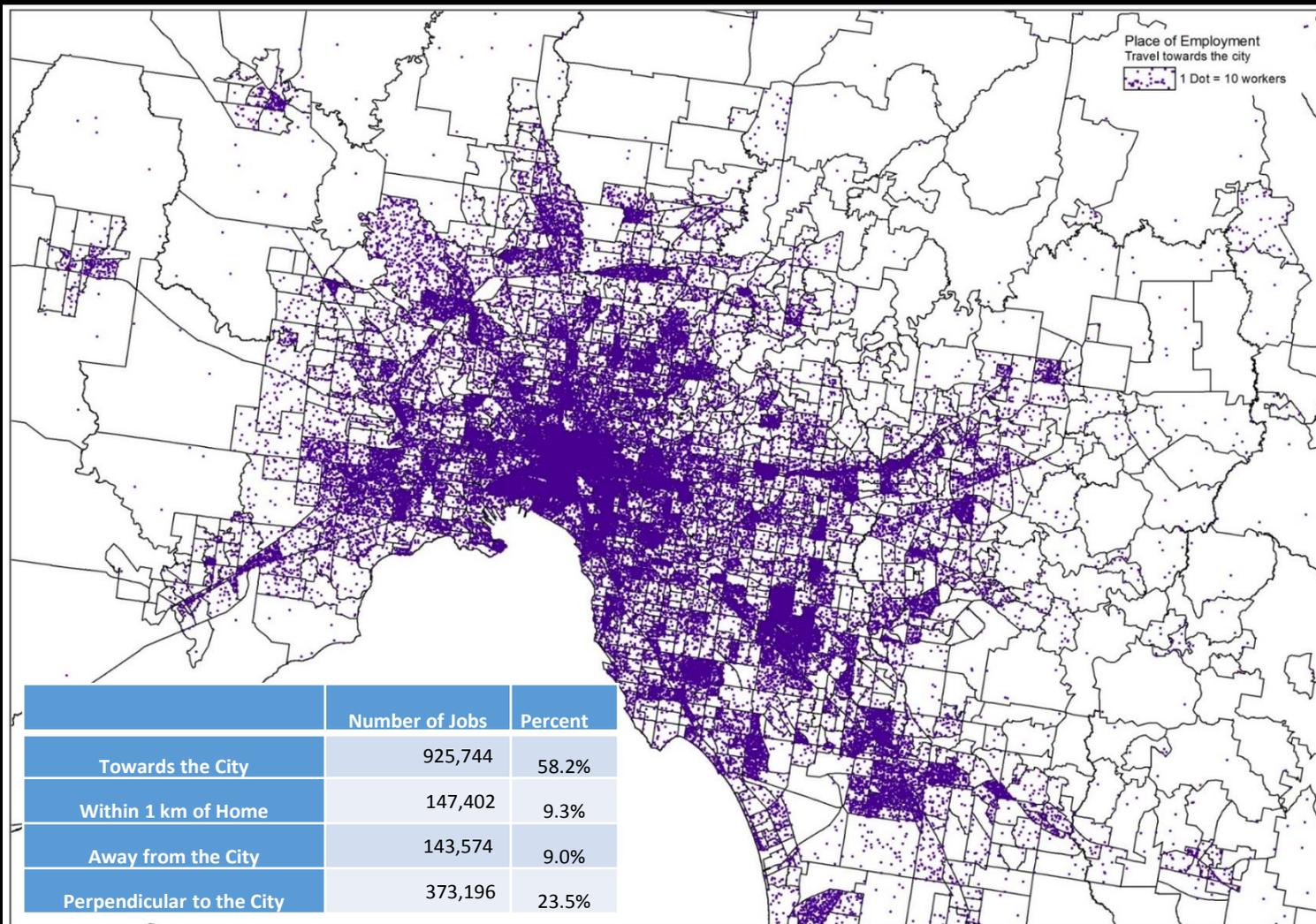


Inner city 2051

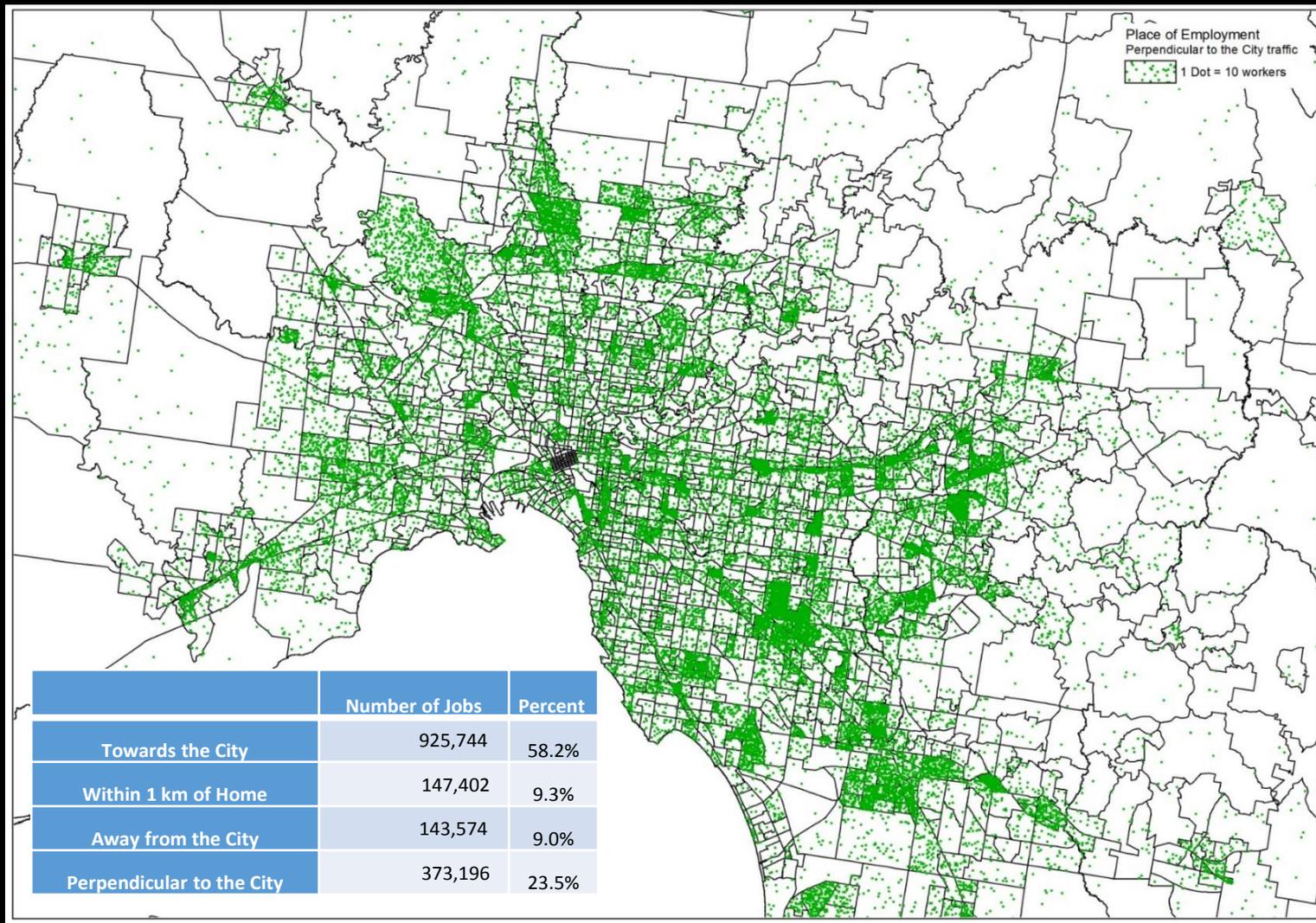




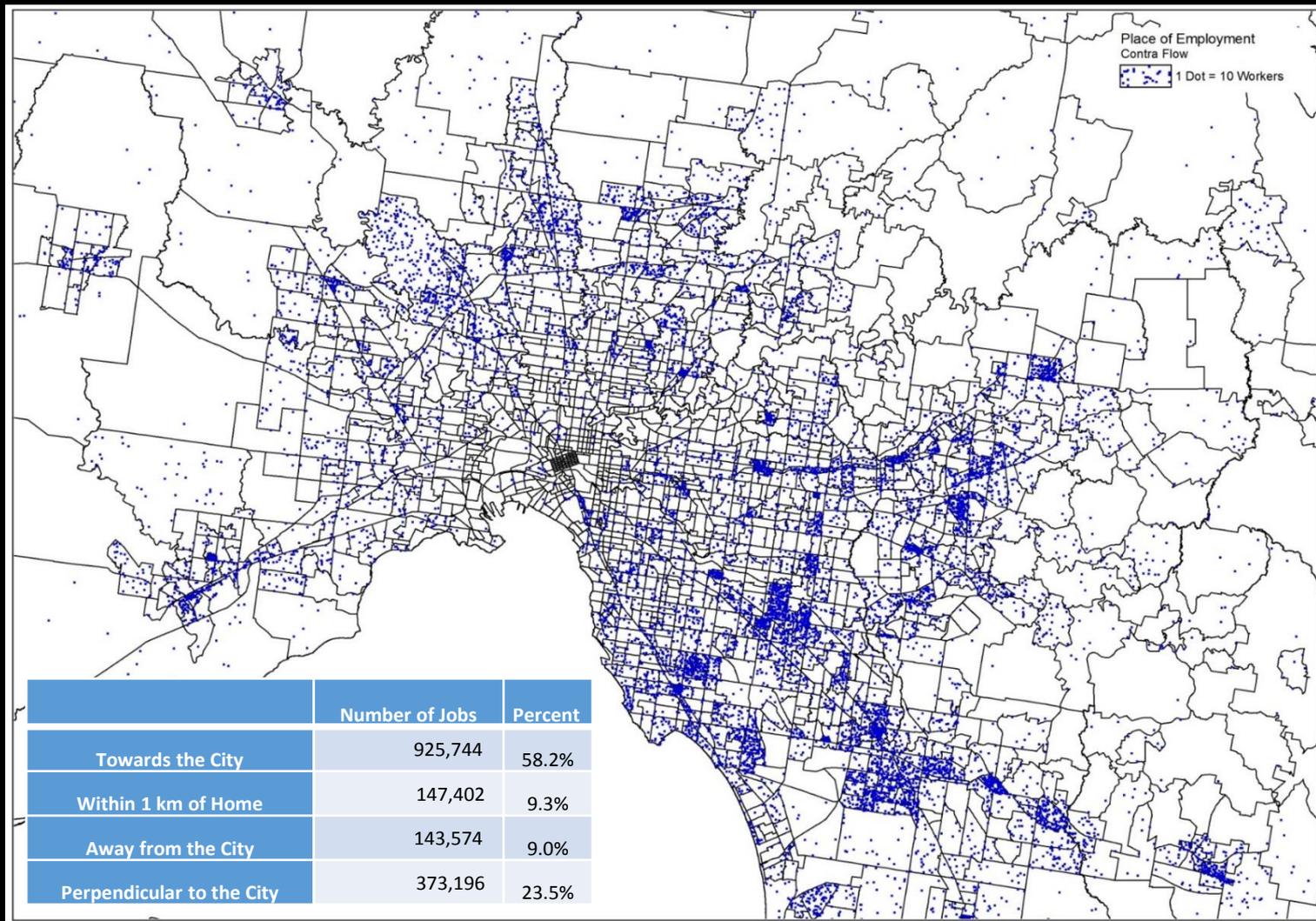
Journey to work



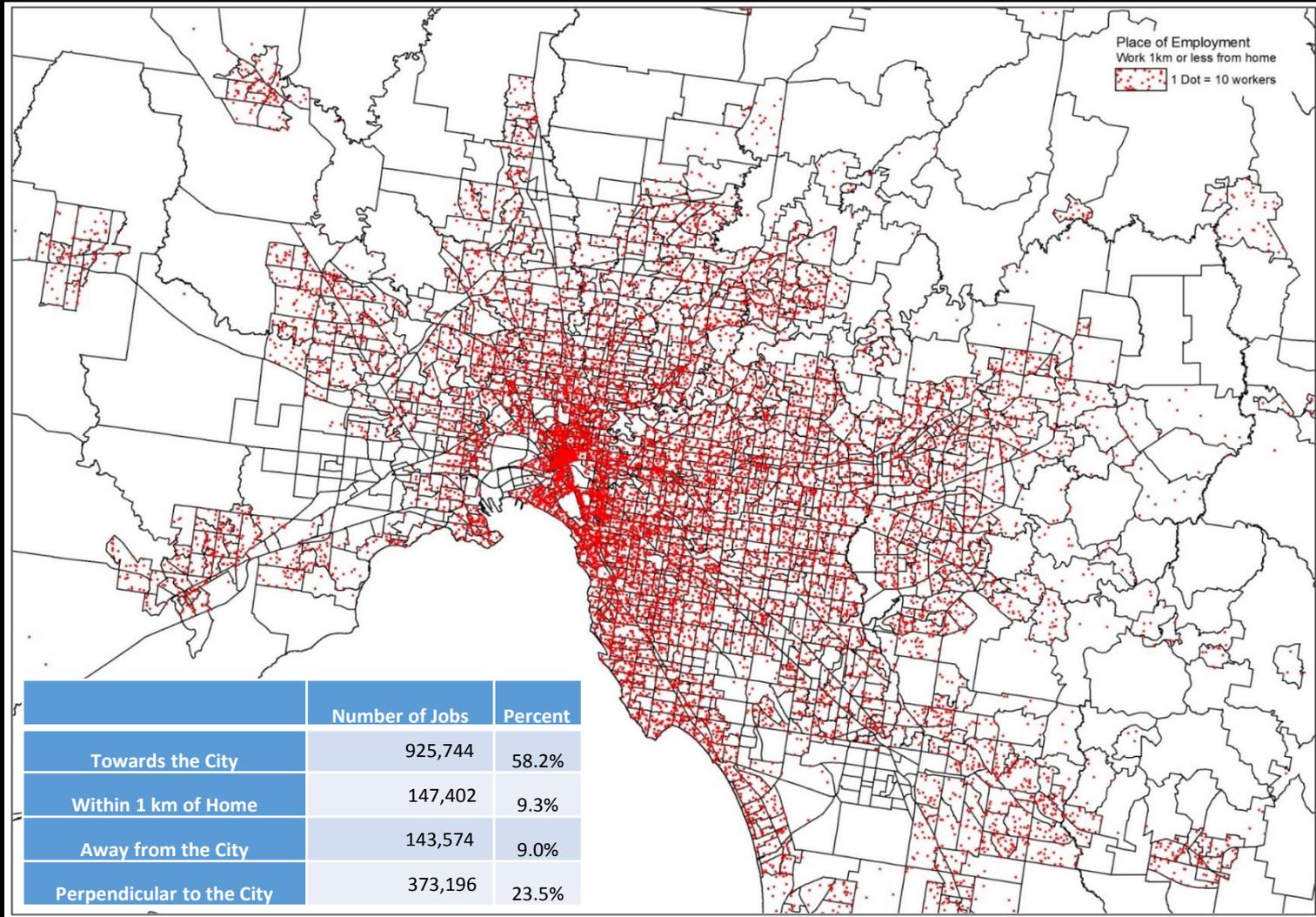
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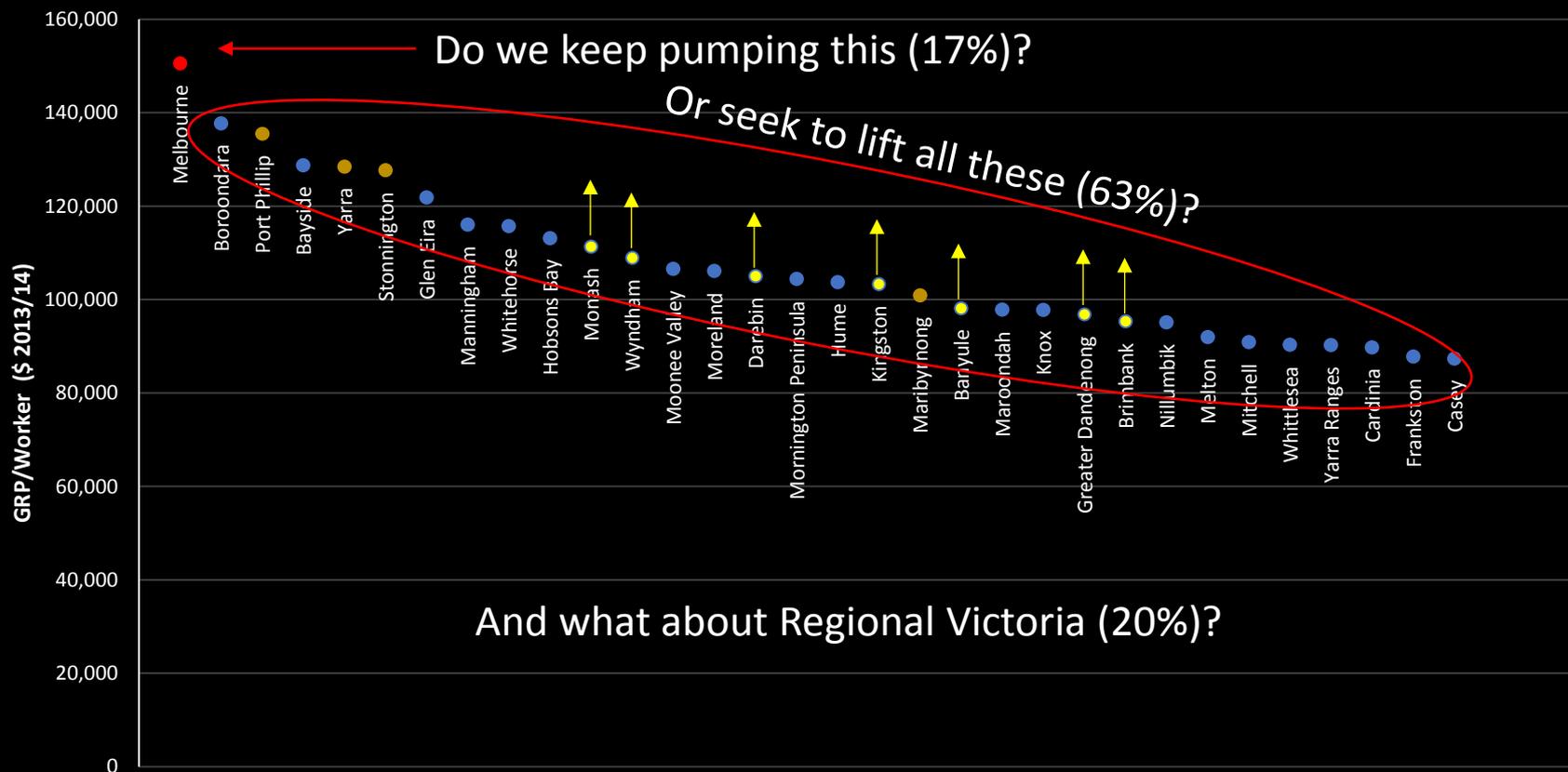


Journey to work



Value of jobs per worker across Melbourne

LGA Production per Worker

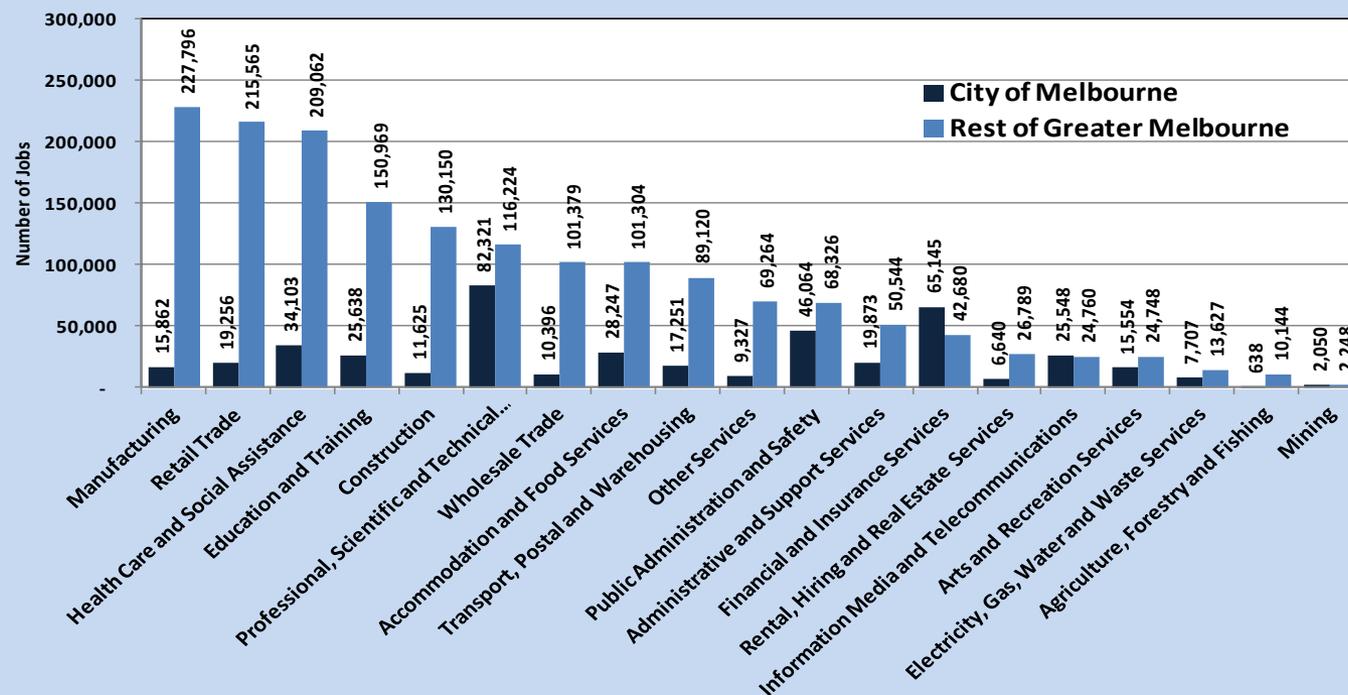


Suburbanisation of Employment across Melbourne

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

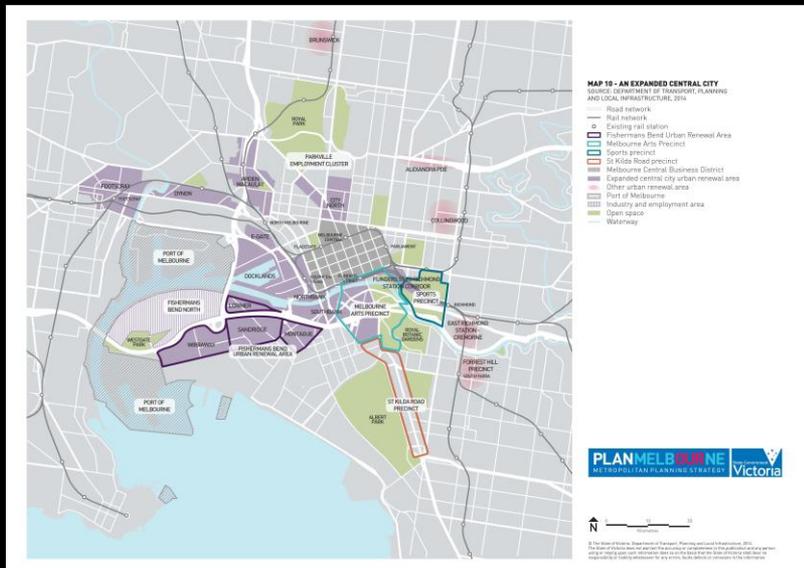
Suburbanisation of jobs across Melbourne

Source: MPA analysis of revised ABS 2011 Census figures

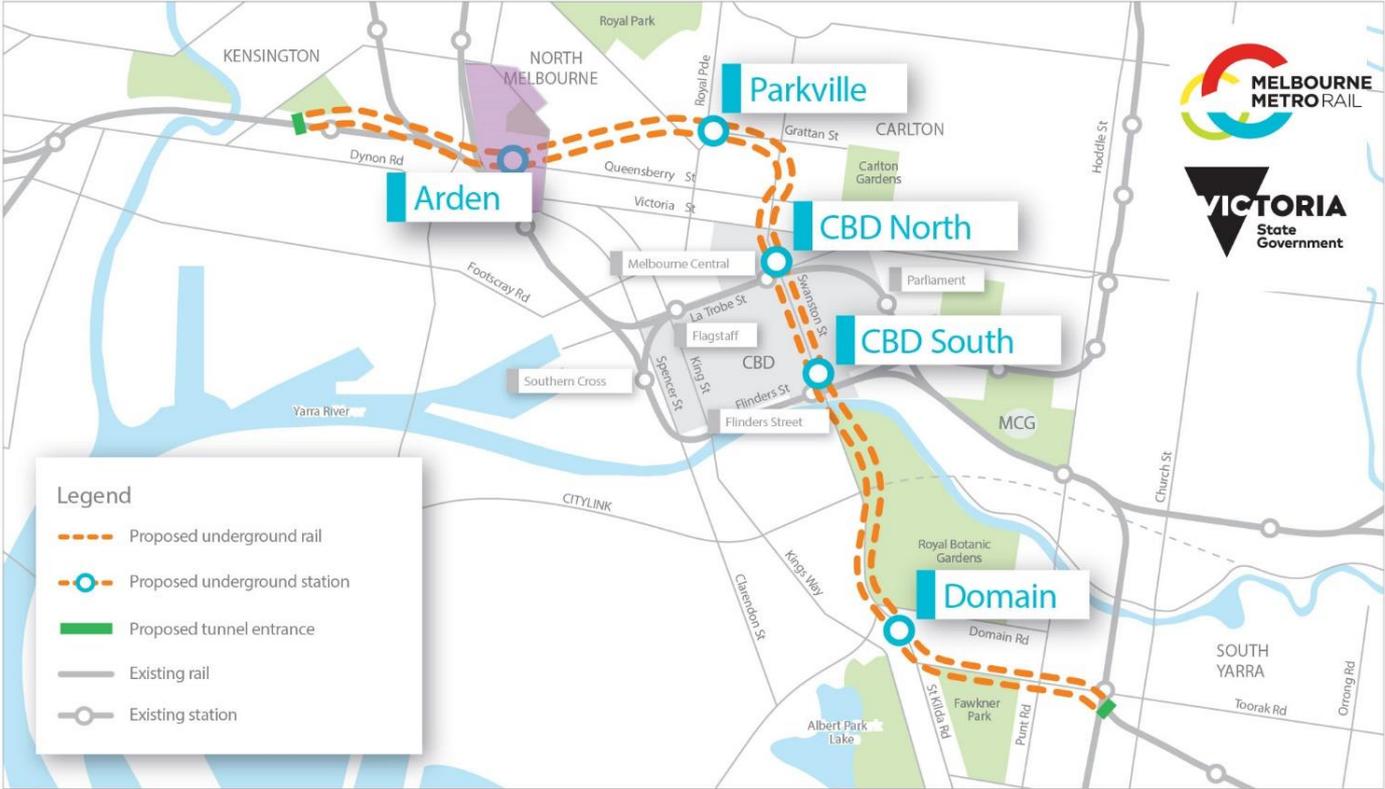


Arden – Inner City Renewal

- 56ha in North Melbourne
- Between Macaulay Rd, Dryburgh St, Upfield Rail Corridor
- Focused around new Arden Station



CONTEXT – Melb Metro Project



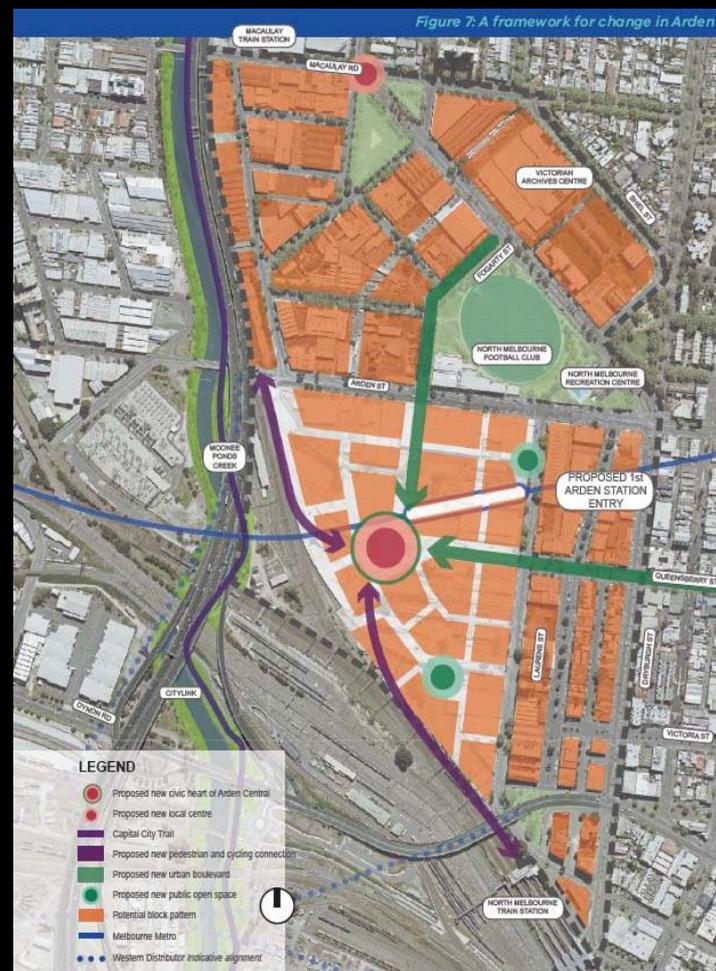
WHEN will renewal happen?

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

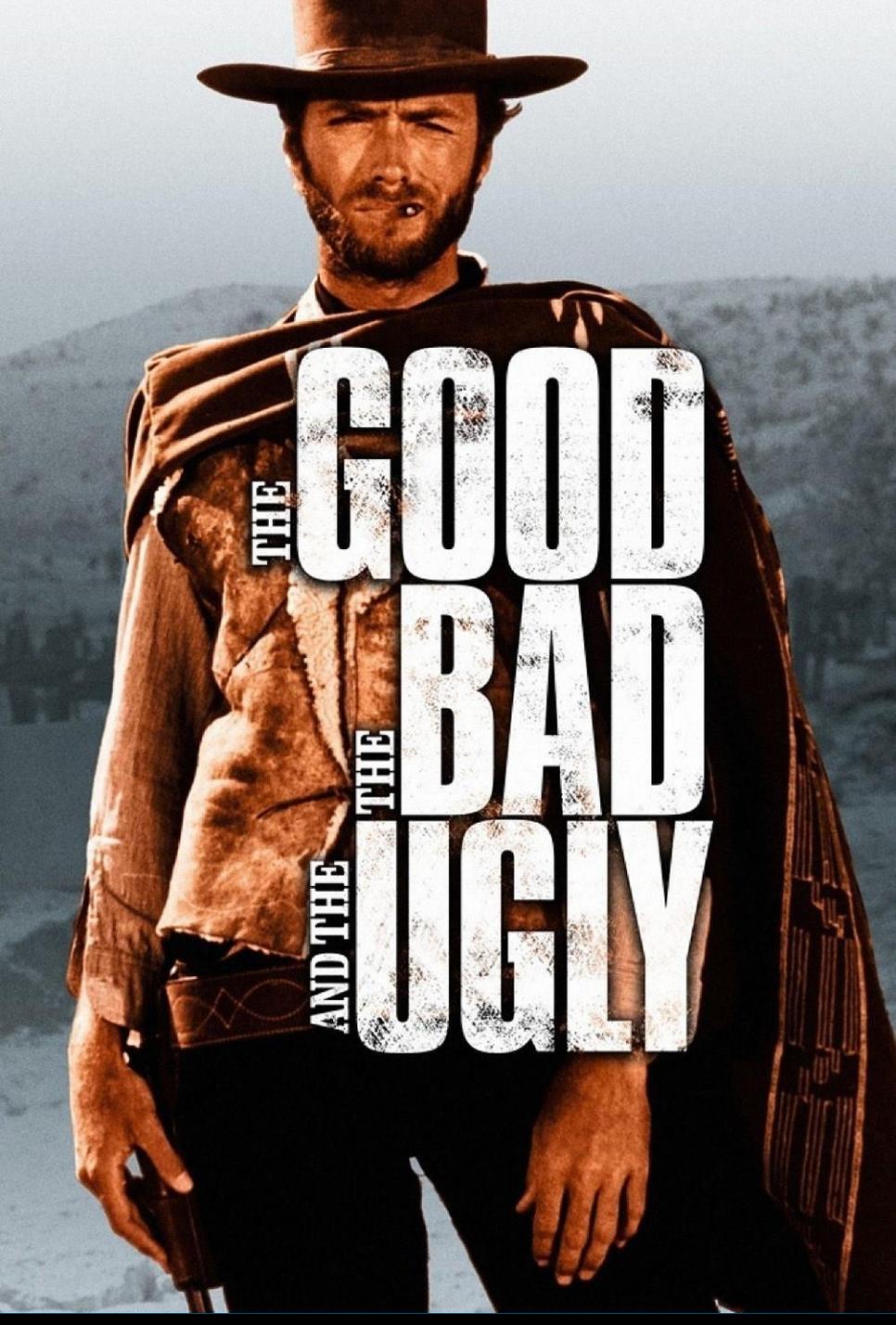


KEY propositions

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







THE
GOOD
BAD
THE
UGLY
AND THE













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SAT 10-5
SUN 11-4
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Vicolino
Laneway Cafe

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CAITLIN PARK





SPEED
HOT DRINK

EAST OF INDIA

citta

il tempo

smitten
kites

Little Cupcakes

il tempo

SMALL
CUPCAKES















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

