

FISHERMANS BEND URBAN RENEWAL AREA : DRAFT VISION & INTERIM DESIGN GUIDELINES RELEASED

Following on from the Minister's decision to re-zone the Fishermans Bend in July 2012, the Victorian State Government has now released a Draft Vision and Interim Design Guidelines for Australia's largest inner area urban renewal precinct.

What does this mean? And what are the opportunities?

With an area of over 250 hectares it is envisaged that this new community will accommodate 80,000 residents and provide up to 40,000 jobs. Strategically, located on the doorstep of Melbourne's CBD and featuring an evolving planning framework, the Fishermans Bend precinct provides a unique opportunity for landowners, developers and investors.



The Minister for Planning's Draft Vision for Fishermans Bend is:

- *To create a new vibrant community containing a mix of residential, commercial, retail, entertainment, industry, transport and community facilities.*
- *Use best practice environmental sustainability to create a liveable community that provides substantial housing and job growth, community services and accessibility options.*

The supporting draft vision document describes the State Government's preferred aspirations for the precinct and identifies ten strategic directions which will shape the future growth of the area. Ten "key moves" are also outlined - these are the actions that

the Government will take to give effect to the strategic direction and deliver the vision.

Interim design guidelines for new development in Fishermans Bend have also been released. These guidelines are provided as guidance for developers and architects regarding matters relating to site layout, building form and height, public realm and sustainability requirements.

What Now?

The government is now seeking feedback about their Draft Vision and the Interim Design Guidelines and this provides an important opportunity for current landowners and prospective developers to engage with decision-makers about the future of the area, prior to the release of the Strategic Framework Plan which is anticipated in Summer 2013 - 14.

Meinhardt is currently engaged by a number of developers and landowners in Fishermans Bend and has already worked successfully with the Department of Transport, Planning and Local Infrastructure, Places Victoria and the City of Port Phillip to progress and lodge a number of significant development applications on key sites in the area. Accordingly, we are well-placed to facilitate engagement with the key decision makers.

For More Information:

Media Release: [click here to visit website](#)

The Draft Vision document: [click here to download PDF](#)

The Interim Design Guidelines: [click here to download PDF](#)

Our current work in Fishermans Bend:

1. Buckhurst St
2. Ferrars St
3. Johnson St
4. Montague St
5. Thistlethwaite St
6. White St



60-82 Johnson Street, South Melbourne

This podium-tower development comprises a variety of uses including 1600 dwellings, retail and commercial floor space and extensive communal facilities. Meinhardt facilitated negotiations between the client and DPTLI, PV and PPCC to incorporate a 'village hall' facility for use by the surrounding community. This desirable public outcome enabled a smooth application process and substantial development contributions offsets for the client.



2-4 Buckhurst Street, South Melbourne

The site was initially identified as future public open space by Port Phillip. Meinhardt successfully advocated for high-density use of the land on behalf of the client, and arrived at a podium-tower development that incorporated the closure of Kerr Street to create a vibrant public realm and open plaza.

We can put you ahead of the game:

- We understand the statutory planning context and how to unravel the challenges you will face - we can help you to achieve exceptional outcomes for maximum returns.
- We have established working relationships with key decision makers at both State and Local government levels that will help to improve time-frames and reduce planning risk.
- We know the sorts of development contributions Government are seeking and how to provide advice to clients which is commercially focussed.
- We have successfully facilitated the delivery of award-winning urban renewal projects. Helping clients to secure planning permits for this type of development is our core business.

"The unshakable commitment you have both demonstrated during the entire submission process to achieve our desired outcome has been simply unbelievable. Your total understanding and interpretation of the planning process and relevant procedures has guided us through the most simplified planning application that Vicland Property Group has experienced in 25 years."

Bill McNee, CEO – Vicland Property Group

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