

CITY OF GREATER DANDENONG

VICTORIA'S PREMIER TRANSIT CITY

THE VISION

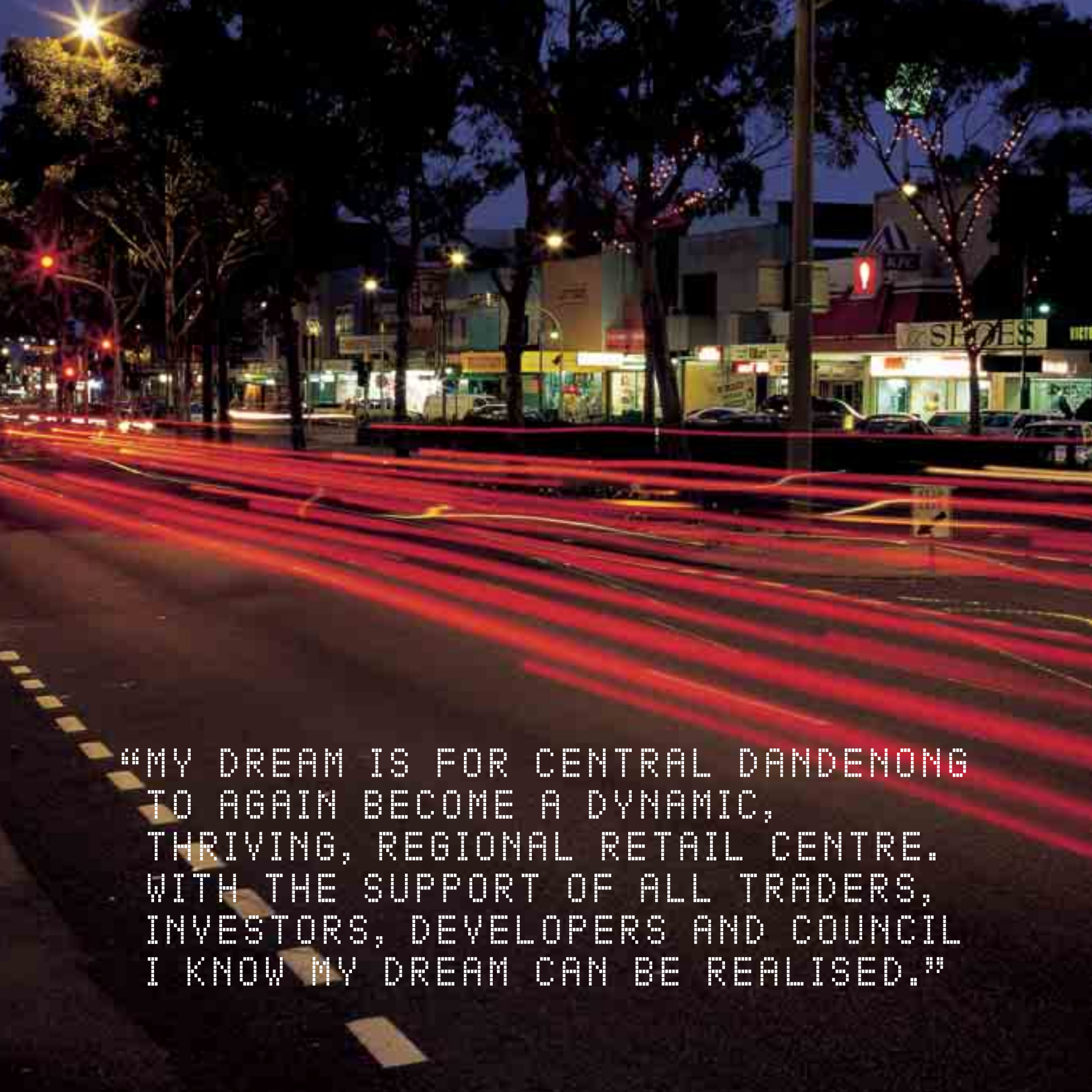
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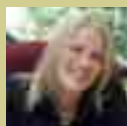
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A long-exposure photograph of a city street at night. The foreground is dominated by numerous bright red and orange light trails from cars, creating a sense of motion. The background shows a row of commercial buildings with lit-up storefronts, including one with a 'SHOES' sign. Trees line the sidewalk, and streetlights illuminate the scene. The overall atmosphere is vibrant and urban.

"MY DREAM IS FOR CENTRAL DANDENONG
TO AGAIN BECOME A DYNAMIC,
THRIVING, REGIONAL RETAIL CENTRE.
WITH THE SUPPORT OF ALL TRADERS,
INVESTORS, DEVELOPERS AND COUNCIL
I KNOW MY DREAM CAN BE REALISED."

JOIN COUNCIL IN BUILDING A GREATER CENTRAL DANDENONG



"Council has strong and successful partnerships with the State Government, the Dandenong Development Board and local businesses because we share a vision of Dandenong as one of Australia's most vibrant dynamic cities. Dandenong is the regional centre of south east Melbourne. It is Melbourne's second largest retail centre and has excellent transport infrastructure, soon to be enhanced through the construction of the Mitcham-Frankston Freeway.

Council has demonstrated its faith in the city through initiating our largest ever capital works program in 2004/05. Major public investments such as the Dandenong Town Hall and Market redevelopments as well as Metro 3175 will radically alter the face of our city. Private investors are welcome to build on and share in the success that this great investment opportunity brings."

Cr Clare O'Neil
Mayor, City of Greater Dandenong



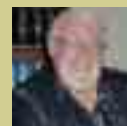
"Dandenong Development Board is delighted to be working with the council to position Central Dandenong as Victoria's Premier Transit City. The planning work being undertaken in the areas of urban design, improved access and mobility, business attraction and retail revitalisation will guide the Board, council, developers and investors in delivering the vision for a new and dynamic Central Dandenong. I invite everyone interested in the development of Central Dandenong to get involved in this great project."

David Cowlshaw
Chair, Dandenong Development Board



"Central Dandenong has long been a well kept secret. The local Chamber of Commerce is proud to be in partnership with a council that is consulting with the community to determine the best way to reinvigorate our city and ensure its sustainability into the future. I challenge all local businesses, investors and developers to accept the council's invitation and be a part of the awakening of Central Dandenong."

Peter Helmore
President, Dandenong Chamber of Commerce



"My dream is for Central Dandenong to again become a dynamic, thriving, regional retail centre. With the support of all traders, investors, developers and council I know my dream can be realised."

Roy Aspinall
President, Dandenong Retail Traders Association

BUILDING A BETTER FUTURE IN DANDENONG

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"Good Government means delivering for every town, every suburb and every street.

In Greater Dandenong that's seen the government working to build on the region's strengths, particularly its ready access to Melbourne's transport networks.

The Greater Dandenong Council and the Dandenong Development Board are working together to build a revitalised and sustainable precinct in Central Dandenong. With support from our Government projects such as the Town Hall Performing Arts Centre, new residential developments, and improved city lighting are acting as catalysts for development and growth.

It's building a better future for all Victorians, and making Dandenong an even better destination for businesses and families."

Steve Bracks

The Hon Steve Bracks
Premier of Victoria



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THE CAPITAL OF MELBOURNE'S SOUTH-EAST

Dandenong began to develop as a centre for trade and commerce in the 1850s. It was the nearest commercial outlet for a vast rural region and soon became a major junction. Home to both the produce and stock markets, and later serviced by a new railway line, Dandenong was in a strategic position and fast developed as an economic hub.

Today Central Dandenong is the primary activity centre of the south-east metropolitan region with a catchment of over one million people and is highly accessible by public and private transport.

Central Dandenong is the largest 'transit city' in the State Government implementation program and a key element in the State Government's metropolitan development strategy Melbourne 2030.

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TOWARDS 2030

The State Government has developed Melbourne 2030 as a planning guide to direct the development of Metropolitan Melbourne over the next thirty years. This vision focuses among other elements on growth and urban renewal at key activity centres where public transport, infrastructure, retail, business and community services already exist – 'transit cities'. Central Dandenong is already the economic hub of Melbourne's south-east region and is expected to experience significant growth over the next 20 years. It is an ideal centre to showcase the transit city concept.





OUR STRATEGIC PARTNERS

Dandenong Development Board

The State Government has established the Dandenong Development Board as a high level advisory group to work with the local council in achieving a renewal and revitalisation of Central Dandenong. This partnership has been consulting widely with the local community, government departments and internationally recognised planning experts to help contribute to the planned vision for Central Dandenong. The partnership is fast establishing itself as a model for whole of government planning.

VicUrban

VicUrban is the Victorian State Government's new urban development agency, committed to sustainable development, affordable housing and prosperous and successful communities. As part of the Transit Cities initiative to create safe, vibrant and accessible communities that are centred around transport hubs, VicUrban is partnering the City of Greater Dandenong in the revitalisation of the Central Dandenong precinct. In particular, VicUrban is responsible for the development of Metro 3175, a new residential community on the former Dandenong Saleyards site.



State Government Departments

The Department of Infrastructure (DOI), VicRoads and the Department of Sustainability and Environment (DSE) are assisting with and funding various transport modelling projects. These are all designed to improve arterial road connections, public transport, pedestrian movement, streetscapes and lighting.

Business

The Greater Dandenong Chamber of Commerce was established in 1947 to promote businesses in the area through leadership, support programs, networking and community involvement. Today the Chamber has more than 200 members and works closely with the council on a range of exciting events and initiatives.

Local Traders

Local traders are largely supported by the Dandenong Retail Traders Association. Established in 1997, the group represents the area's diverse retail businesses and assists with the continued growth and revitalisation of shopping opportunities in Dandenong.

Local Community

Residents, workers and visitors are a vital link to the success of this project. We want people to live, work, visit, shop, relax, enjoy and be entertained in Central Dandenong. A new era of partnering with the local community is now emerging.

Investors and Developers

An invitation is now open to all prospective investors and developers to be part of this exciting development, and to secure a future in the heart of south-eastern Melbourne.

COUNCIL'S VISION

An exciting vision is emerging to shape the future of Dandenong:

Central Dandenong will be an active residential city of national significance; supported by a strong economic foundation; integrating an extensive range of recreation and leisure activities, all within a high quality urban landscape. It will be a pedestrian dominated environment, designed for high levels of access and mobility for all forms of transport to and within the city.

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This vision embraces the following values:

- An attractive pedestrian-focused city centre with a wide range of quality open spaces and creative urban design;
- A high quality retail, business and investment hub;
- A highly accessible city in terms of public transport, with linkages to precincts and parklands;
- An active and socially diverse city with a wide range of residential environments and extensive quality services and facilities;
- The cosmopolitan, commercial centre at the heart of Melbourne's south-east.



ACHIEVING THE VISION

1 Progressive land use planning encouraging a variety of mixed uses

Central Dandenong will soon be a residential city of national significance, offering a flexible approach to development. The city will be supported by a strong economic foundation within a high quality urban landscape. It will be a pedestrian friendly environment, designed for high levels of access and mobility for all forms of transport.

Development will be dominated by street front retail for a positive pedestrian experience. Upper level developments will include a range of uses such as residential, retail, commercial and service industries. Buildings will be higher-rise structures, taking advantage of views and topography, without adversely impacting on the visual landscapes and city's unique skyline.

2 Concentration of urban activity and renewal around a central spine – 'city walk'

Dandenong City Walk is envisaged as a new high quality set of pedestrian spaces, squares and linkages to connect the Dandenong Railway Station to the main retail areas on the eastern side of McCrae Street (Palm Plaza) and to the Dandenong Market located on Clow Street.

3 Creative residential living right in the heart of the city

Central Dandenong is transforming from purely a space of commercial functions to one with a strong, wide ranging residential base. A variety of creative, modern living options is encouraged and marketed.

This mixture of living options is required to accommodate the anticipated 7,000 additional residents, expected to make the city centre their home by 2015.

4 A flexible and developer friendly urban design framework

The built form of Central Dandenong will be concentrated in a smaller area, with higher densities of land uses ranging from residential to various forms of retail, commercial and service related industries and educational facilities within its core.

New proposals will be met with enthusiasm, openness and cooperation.







ACHIEVING THE VISION

5 Pedestrian focused environment with improved access and mobility, upgraded traffic flows and better parking management

The ability to walk in pleasant and safe urban open spaces is an important element of an attractive mixed use activity centre for residents, workers and visitors. Pedestrian movement will be convenient, attractive in all weather conditions and be safe on a 24 hour per day basis. Design of building facades and public infrastructure will facilitate and enhance pedestrian movement and maximise attractiveness of the pedestrian experience. Key links with public transport and the Central Area Transit (CAT) system are vital and will be developed as a priority.

Convenience and safety for pedestrians and cyclists is an important aspect of an attractive activity centre and future development will facilitate the ease of transport with minimum conflict between motorised vehicles, pedestrians and cyclists.

6 Better integration and access to public transport with a dedicated Central Area Transit bus system

The Central Area Transit (CAT) bus system will provide a high-frequency intra-district bus transit system for access from the rail and bus stations to areas in the city centre and integrate with networks to key locations throughout the wider city area.

7 Revitalisation of retail activity including Dandenong Market, the Plaza and traditional strip shops

Strengthening and growing the local economy and being in a strong position to achieve and take advantage of the outcomes and targets of Melbourne 2030, including regional population growth, transportation and the affect of the urban growth boundary is central to revitalisation.

This retail rejuvenation requires focus and commitment from both the public and private sector to ensure that it remains a substantial element of the area's economic base and a significant contributor to local employment. New retail opportunities are also needed to cater for the expected 15,000 additional residents to the area.

8 Significant attention on the amenity and liveability focusing on safety, lighting, public places, public art and open space

Streets, laneways, footpaths and on-street parking will be an integrated part of the public realm designed to function as urban open spaces and places where pedestrian movement is pleasant and social interaction is facilitated. The use of good lighting and other safety initiatives will be of paramount importance.



PARTNERSHIPS AND PROJECTS LEADING THE WAY

Some examples of joint-venture projects and initiatives currently underway or in the planning process:

- The establishment of the Dandenong Development Board
- The residential project partnership between Council and VicUrban, Metro 3175, formerly the saleyards site
- The new bridge linking the saleyards project into central Dandenong
- Council and State Government upgrading the Town Hall into a world-class regional performing arts centre
- Council and private sector expanding and upgrading the Dandenong produce market
- AMES growth and recommitment to Dandenong
- DHS growth and recommitment to Dandenong
- Planning permit for new 100-bed Ramada 4 star hotel with restaurant and bar issued
- Planning permit for new 7 storey residential apartment block with ground floor supporting retail issued
- Pride of Place lighting program underway
- Introduction of a Central Area Transport (CAT) system
- Plans for a 'city walk' to form the spine of future development
- Plans for improved connections between Cheltenham Road and Foster Street
- Microsimulation Computer Model project to identify future transport improvements
- 3D virtual model of Central Dandenong
- Upgrade of Armytage Hall at Hemmings Park for a youth music and training venue

AN INVITATION

Local partnerships are already strong and many partners are on board, including:

- Private sector investors and developers
- Dandenong Chamber of Commerce
- Dandenong Retail Traders
- South East Networks
- South East Development
- South East Melbourne Manufacturers Alliance
- Various Government departments
- Current land owners
- Local media

However this is just the beginning. We are now seeking new and enthusiastic business partners to see the vision become a reality. Join us today!

Contact:

City of Greater Dandenong

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email: council@cgd.vic.gov.au

www.greaterdandenong.com



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