A new direction

A new approach is needed to create a centre for the future; one which brings jobs to people, delivers upfront infrastructure, balances density with open space, and fosters innovation. A truly sustainable precinct.

East Werribee represents this new approach to integrated economic, infrastructure and land use planning, and will showcase a genuine mixed use 21st century city on the 775 hectare site of the former State Research Farm.

Together with the Werribee City Centre, East Werribee will become the capital of Melbourne’s emerging new west.

The vision

East Werribee will set a new international benchmark in a uniquely Victorian context, bringing the benefits of density, agglomeration, high productivity and the knowledge economy to Melbourne’s growth areas.

With planning for 58,000 jobs, 7,000 dwellings, 170 hectares of open space and waterways, and all of the associated services and amenities, East Werribee will:

- support and strengthen one of the fastest growing areas in Australia;
- espouse all of the qualities of a ‘20-minute city’, allowing nearby residents and workers to access goods and services locally;
- enhance Melbourne’s productivity and competitiveness by attracting investment and encouraging contra-flow transport movements;
- be driven by innovation and best practice approaches to sustainable water management; and
- integrate and coordinate employment and high density housing with access to existing (and potentially new) rail stations, other public transport, important transport links and the global economy.

East Werribee will:

- focus on delivering high productivity and diverse employment, building on the existing hub of medical and education facilities already there;
- benefit from $72.6 million of committed upfront transport infrastructure to be delivered by the Victorian Government to unlock the site;
- demonstrate exemplar leading edge water sensitive urban design and integrated water management;
- maximise existing public transport (with train stations at Hoppers Crossing and Werribee);
- deliver local infrastructure and high amenity for Melbourne’s outer suburbs; and
- reflect and honour the important 100 years of history of the site as the former State Research Farm.

The vision is exciting, bold and achievable.
The precinct is responding to growth

East Werribee is located in one of Australia’s fastest growing municipalities. The population of Wyndham is currently growing by approximately 8% per annum and is projected to attract approximately 13.6% of Melbourne’s overall projected growth to 2031.

The population of Melbourne’s broader western region is projected to grow to approximately one million over the next two to three decades.

There is an emerging and significant shortfall of high skilled professional employment in Melbourne’s West, and a growing demand for education, health and allied services. To respond to this growth, we cannot copy development of the past. A new model is required to create a precinct for the future.

A focus on health and learning

Health and learning is critical to support population growth, maintain Melbourne’s global competitiveness, and generate employment.

High productivity jobs in Melbourne’s west

Victoria prides itself on having Australia’s strongest health, science, medical research and technology sectors, and Melbourne has seen dramatic growth in high productivity jobs in professional, scientific, creative, technical, financial and insurance services. East Werribee is perfectly placed to support and encourage this growth.

East Werribee will cater for more than 58 000 jobs across five employment hubs, which will include a Health and Learning Hub, Town Centre, Commercial Hub, Interchange Business Hub, and an Enterprise Hub.

East Werribee already employs approximately 2 000 people across a range of medical, education, food technology and research facilities. It will become the health and learning employment cluster of the west.

A focus on health and learning

Health and learning is critical to support population growth, maintain Melbourne’s global competitiveness, and generate employment.

Existing health related businesses within the precinct are growing:
» The Werribee Mercy Hospital is expanding;
» The brand new Wyndham Private Medical Centre and Wyndham Clinic open in 2013;
» A new St Vincent’s private hospital is proposed.

Existing educational institutions abound, including:
» Victoria University;
» University of Melbourne Veterinary School;
» University of Notre Dame Melbourne clinical school;
» Suzanne Cory select entry high school.

Two State Government schools, one P-6 and one P-9, and one non-government primary school are also proposed.

Other existing employers at the site include: South Stone Lodge, Victoria Police, Agrifood Technology, CSIRO, Incitec Pivot, Dairy Innovation, National Centre for Dairy Education, and the Department of Environment and Primary Industry.
A new approach to integrated economic and land use planning

Upfront State infrastructure

At East Werribee, infrastructure will be delivered upfront. The site is already serviced by Hoppers Crossing and Werribee train stations. Over the next two years, Government funded road projects will provide connections between East Werribee and Melbourne, Geelong, container ports, Tullamarine and Avalon airport. Congestion in the surrounding areas will be eased. Productivity will be enhanced.

The Victorian Government has already committed $72.6 million in upfront funding for:

» a new $40 million freeway interchange at Sneydes Road, which will unlock the precinct, improve traffic flow in and around East Werribee and Point Cook, and improve links to Melbourne and Geelong;

» a $16.9 million upgrade to Sneydes Road and improvements and signalisation for the Sneydes Road-Princes Highway intersection;

» a $9.6 million project to improve and realign the Hoppers Lane-Princes Highway intersection to improve safety, capacity and accessibility to the site; and

» further environmental and planning assessments at the site in the amount of $6.1 million.

Proceeds from land sales within the precinct are helping pay for this infrastructure, and will contribute towards future infrastructure requirements.

Unprecedented local infrastructure

East Werribee will see an unprecedented level of developer funded transport infrastructure. It will be connected, integrated, well serviced and designed to be accessible for all.

» $160 million worth of roads, intersections, bridges, shared trails, community facilities, and recreational facilities.

» A redeveloped Sneydes Road boulevard, rivalling that of St Kilda Road and Royal Parade.

» Maximised access to the existing Hoppers Crossing and Werribee train stations currently servicing the site.

» A possible new train station at Derrimut Road.

» Future dedicated bus links to service the site, while attractive walking and cycling trails encourage ease of movement.

» 10 kilometres of dedicated bicycle routes, as well as more than 20 kilometres of off road shared paths and dedicated pedestrian promenades.

» The Federation Trail path to provide an attractive route through the precinct.

Other major transport infrastructure projects in the west:

» $4.8b Regional Rail Link

» Outer Metropolitan Ring Road

» $110m Williams Landing train station development

» Redevelopment and proposed ferry service at Wyndham Harbour

» Proposed Western Intermodal Freight Terminal in Truganina
A sustainable water sensitive city

East Werribee will be a leading edge exemplar of a water sensitive city, with concept level designs for a lake and integrated water cycle management system.

As well as providing a stunning centre piece, the water system will provide storage, amenity and flood protection. Best practice water sensitive urban design and techniques will be utilised.

The precinct will set new standards, with targets for:

» 60% reduction in potable water use
» 50% reduction in wastewater
» Average annual days of stormwater runoff maintained at pre-European levels
» No worsening of peak stormwater discharge compared to pre-urban conditions
» 45% reduction in total Nitrogen in stormwater
» 60% reduction in total Phosphorous in stormwater
» 80% reduction in Suspended Solids in stormwater
» No increase in salinity of waterways and soils to pre-urban levels

Lessons learnt and applied in East Werribee will be replicable in other growth areas, and contribute to achieving the goals set out in the Melbourne’s Water Future strategy.

Density, amenity and a great place to work, visit and live

East Werribee will raise the bar in the provision of public amenity and sustainability for Melbourne’s suburbs.

Development will be characterised by best practice innovation and density. Jobs and activities will be enhanced by generous open spaces, parkways and waterways, and the conveniences of an efficient road and public transport network. People will live where they work and play.

The precinct will be healthy, green, vibrant and liveable.

» There will be access to approximately 170 hectares of open space and parklands – almost 22% of the whole site.

» A 60 hectare waterway network will provide an attractive waterfront for restaurants, bars, cafes, promenades, a running loop, and views for high quality and high density modern development.

» Spaces for passive recreation, playgrounds, picnics and family activities will be created.

» A new regional sports complex, three new district sports facilities, and neighbourhood parks, will cater for an active population.

» A 6.7 hectare heritage park and botanic garden, similar to the size of Treasury Gardens, will feature at the heart of the precinct, reflecting the rich heritage of the site.

» Residents will be offered a mix of housing types from modern apartment living and small lot housing to larger executive style homes and retirement homes, all within walking distance to schools and local town centres.

East Werribee will get the balance right, and enjoy the benefits of local jobs, density and liveability in a way not seen before in Melbourne’s growth areas.

East Werribee is exciting, bold and achievable.

The Growth Areas Authority, in partnership with Wyndham City Council, will be responsible for delivering the vision.

For further information and registration of interest contact:

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