

A New Employment Precinct for Melbourne's North



CREATING INVESTMENT AND JOBS IN AIRPORT WEST AND ESSENDON FIELDS

The Metropolitan Planning Authority, Moonee Valley City Council and Essendon Fields are working in partnership to prepare a framework plan to guide the development of an exciting new aviation and employment precinct in Melbourne's inner north.

Planning for the Airport West and Essendon Fields Employment Precinct will incorporate Essendon Airport's masterplan and Moonee Valley's Airport West structure plan into an overall framework plan to create an exciting business precinct with the capacity to create 25,000 jobs and a thriving centre for aviation, technology and retail.

This framework plan will integrate Essendon Fields and Airport West as a significant business, and research and development precinct with a strategic

aviation and employment focus at a site with excellent access to Melbourne's CBD and Victoria's major regional centres.

Already home to 639 businesses and a workforce of more than 9000, this precinct is identified in Plan Melbourne as a key transport gateway and site of state significance.

This key urban renewal and business location in Melbourne's inner north will take in Essendon Fields and a section of Airport West. It will cover approximately 688 hectares in Melbourne's aviation corridor, 12 kilometres northwest of Melbourne's CBD and eight kilometres southeast of Melbourne Airport.

Planning for the site will set a vision to develop a strong business precinct that builds on existing business uses and strengths, further develops

existing industry, guides infrastructure improvements, improves amenity and preserves the area's heritage values.

The precinct has easy access to major road and freight links, as well as public transport. Airport West and Essendon Fields have direct access to the Tullamarine Freeway, as well as proximity to the Calder Freeway, Hume Freeway, Western Ring Road and Bell Street.

Development of the precinct responds to the 20-minute neighbourhood initiative outlined in Plan Melbourne, where locals can live and enjoy working locally.

Essendon Fields and Airport West presents significant economic growth and employment opportunities for the City of Moonee Valley and the North West region of Melbourne, due to its size and location.



THE PRECINCT

More than one million residents live within 15 minutes' drive of Essendon Fields and Airport West, while up to 2.6 million live within 30 minutes' drive of the area. A tram also services the precinct, via the Number 59 service from Elizabeth Street in Melbourne's CBD.

Airport West and Essendon Fields are joined by the English Street overpass overlooking the Tullamarine Freeway. The site spans 688 hectares.

Essendon Airport has played a significant role in Melbourne's economic growth, having served as the city's international and domestic airport until 1970. It has since accommodated charter flights,

corporate jets, emergency services, aviation businesses and more recently retail activity and offices.

When combined with the Airport West commercial precinct in Matthews Avenue, the area is well positioned to cater for a wide range of businesses, services and jobs in Melbourne's growing north-west.

Airport West and Essendon Fields are home to nationally and internationally recognised organisations, spanning aviation services and training, emergency services providers, insurance companies, retail giants and logistics.

The area currently accounts for more than a quarter of jobs within the Moonee Valley local government area, with businesses employing more than 9,000 people across a range of industries.

Immediate construction at Essendon Fields will create an additional 655 jobs and more than \$95 million in economic activity over the next five years. Ultimately, development of available commercial land facing the Tullamarine Freeway from the airport and redevelopment of commercially zoned land along Matthews Avenue will create one integrated employment precinct as a site of state significance.





CURRENT BUSINESS USES

Aviation continues to serve as a major employer and generator of economic activity within the Airport West and Essendon Fields precinct, building on the area's existing infrastructure and proximity to both Essendon Airport and Melbourne Airport.

Qantas Group's Flight Training Centre, in Matthews Avenue, is in the midst of a \$100 million expansion and is a key training site for Jetstar Airways pilots particularly as the airline prepares for delivery of its first 787 aircraft. The centre will soon have a 787 flight simulator installed, which will create 100 new jobs for cabin crew trainers, simulator instructors and engineers.

Several other aviation firms within the precinct continue to remain at the peak of research and development, providing specialist consulting, training, charter and executive flights, aircraft servicing and maintenance, helicopter maintenance, helicopter flights, aviation lighting and associated products, and engineering services.

Other significant employers include freight and logistics services, corporate head offices and retailers.

EARLY PROJECTS

Construction of a 150-room hotel and conference centre at English Street is expected to start this year, subject to Major Development Plan approval by the Commonwealth Minister for Infrastructure and Regional Development.

The eight storey, \$30 million facility is proposed for the entrance to Essendon Fields and will enhance the precinct's

A GREAT PLACE TO WORK, VISIT AND LIVE

Airport West and Essendon Fields has access to major transport links, exciting job opportunities, attractive open space, a large and diverse workforce, and quality retail options.

Pedestrians can also access adjoining parklands, walking and bicycle tracks via a network of landscaped footpaths and walkways, including a centrally located shopping centre within Essendon Fields.

Existing amenities at Essendon Fields include:

- Essendon Airport
- A retail centre
- Two major supermarkets
- Banking
- Childcare Centre
- Auto Centro vehicle sales centre
- DFO
- Gym
- Homemaker Hub
- Pharmacy, and
- A healthcare centre

commercial appeal and access to high quality business services and accommodation.

Stage three of the AutoCentro vehicle retail hub will also begin in 2014, with the \$80 million precinct set to deliver at least six new car dealerships and 8000 square metres of additional retail space.

An additional 150,000 square metres of A Grade office space, as well as additional hangars and aviation facilities are also planned.

Airport West incorporates a Westfield Shopping Centre, which serves as the suburb's main retail destination. Qantas Group's Flight Training Centre, Tullamarine Buslines, Ferrari Plastics, Global Spill Control, Abon Engineering and Molmic Furniture are also major employers in Airport West.

Land to the south of the shopping centre has been zoned Commercial 1 and Commercial 2, opening up opportunities for further business and mixed use development.

Other facilities within a five minute drive or tram journey include a major shopping complex and Keilor Road Shopping Strip.





A UNIQUE URBAN RENEWAL OPPORTUNITY

The Metropolitan Planning Authority, Essendon Fields and Moonee Valley City Council will create and deliver the vision for a thriving aviation, technology and retail precinct for Melbourne's inner north.

Land use planning and building permit control at Essendon Airport is regulated by the Airports Act 1996. As Essendon Airport is located on Commonwealth land, all building approvals for construction activity on the Essendon Airport site are issued under Commonwealth law.

Building activity at Essendon Airport must be consistent with the Essendon Airport Master Plan which is a document approved by the Commonwealth Minister for Infrastructure and Regional Development.

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PUTTING AIRPORT WEST AND ESSENDON FIELDS ON MELBOURNE'S INVESTMENT RADAR