
Request to be heard?: No, but please email me

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Organisation: Creative Victoria

Affected property:

Attachment 1: Draft_Yarra_River_-_Bulleen_Precinct_Land_Use_Framework_Plan.pdf

Attachment 2:

Attachment 3:

Comments: Submission is attached.



Creative Victoria

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Ref: DOC/19/252256

Yarra River – Bulleen Precinct Advisory Committee
c/o Planning Panels Victoria
1 Spring Street
MELBOURNE VIC 3000

Dear Advisory Committee,

RE: Draft Yarra River – Bulleen Precinct Land Use Framework Plan

I refer to the preparation of the draft *Yarra River – Bulleen Precinct Land Use Framework Plan* (the Plan) which is to be considered under your Advisory Committee process. I am pleased to provide a submission on the Plan with regard to Creative Victoria's portfolio interests in the Yarra River – Bulleen Precinct.

Plan purpose and principles

We understand that the preparation of this Plan is a direction from the *Yarra River Action Plan (2017)* and includes consideration of the opportunity for the Bulleen Precinct to become an internationally significant cultural precinct, centred on the relationship between the arts, nature and Traditional Owner heritage.

Heide Museum of Modern Art is a much loved, iconic cultural institution in the precinct, and Creative Victoria broadly welcomes improvements and investment in the precinct that can support and enhance Heide MOMA's profile as a cultural destination, its contribution to Victoria's built heritage through its state heritage listed buildings, and the quality of its visitor experience.

We also recognise Heide MOMA's context within ancient and ongoing cultural connection to place, and the rich history of heritage sites and layered stories – Wurundjeri Woiwurrung, colonial and modern – across the precinct. We support the aspirations of the Plan to foster and strengthen Traditional Owners' connection to country and the acknowledgment of the creative industries ecosystem which builds on the precinct's significant artistic heritage.

We agree with the Plan's premise that transitions in land use in the precinct must be managed carefully to deliver the best environmental, cultural and community outcomes. The four key principles that have guided development of the Plan: healthy environment – land and water; culture, the arts and storytelling; connected people and places; and delivering public value, and their subsequent translation into four land use policy objectives provide a solid framework for prioritisation of public benefit and appropriate management of change.

issues. However, we suggest that further detailed work is required to determine how access at the north end of the Heide site, and associated car parking arrangements, can work with Heide's plans for the future. At present, the preferred main visitor access point to Heide is assumed to be from the entry road to the south of the site, which is not indicated to be signalised. It should also be noted that Banksia Park relies on same entrance. It is suggested that plans for the proposed upgrades be worked through in collaboration with the North East Link project team, VicRoads and key land stakeholders to ensure proper integration with the reconfigured road network and to fully explore opportunities for a holistic solution that delivers broad public benefit.

Public Transport

We note there is little reference in the Plan to public transport services in the precinct. We encourage DELWP to partner with Transport for Victoria and PTV to investigate how existing bus routes could be configured to provide more direct access to visitor nodes, and whether new routes should be added, to improve services to the precinct. At present the nearest bus stop to Heide MOMA is several hundred metres away on Manningham Road, with visitors arriving by bus having to navigate a steep hill and poor to non-existent footpaths. It is a major barrier for people with mobility issues. Timetabling of bus connections to better match with train services at Heidelberg Station should also be considered. There may be merit in establishing a shuttle bus service connecting Heidelberg Station and Bulleen Park and Ride to key destinations in the precinct.

Objective 3 - An internationally significant cultural place

We understand this objective has its genesis in the Yarra River Protection Ministerial Advisory Committee's final report and the subsequent *Yarra River Action Plan, 2017*.

Creative Victoria is broadly supportive of the idea to elevate the precinct's role as a cultural and recreational destination, building on its strength as a place of known historical, cultural and environmental value.

An expanded Heide MOMA

We welcome the Plan's explicit recognition and support for the future of Heide MOMA and its advocacy for continued development and expansion of Heide MOMA at its current location. Strengthening links to surrounding parklands and other cultural destinations, including the proposed 'cultural gateway' to be delivered in partnership with North East Link, will be strongly beneficial for Heide and will boost its ability to deliver on its long-term masterplan.

'Cultural Core' and new cultural places

Information in the Plan regarding the potential new cultural places in a 'cultural core' is very notional and high level; as such there is insufficient detail for Creative Victoria to make specific comments. We note that these concepts will require further detailed work to develop, and provide the following general comments for your consideration:

- The proposed 'cultural core' needs strong coherency to work and should connect to a balanced sense of place through the First Peoples, colonial and modern cultural themes.
- Ensure that new places do not conflict with existing state government institutions such as Heide MOMA, but rather can complement them to deliver mutual benefits.

- Consider long term financial viability in the planning of new cultural places or hubs – consider multifunctional facilities that can deliver a range of community benefits. Consider linking new cultural places with community facilities through partnership with Local Government (e.g. Bunjil Place community hub in City of Casey).
- Consider the expectations of the cultural tourism market in developing the ‘cultural core’, particularly given the ambition to create a cultural precinct of international significance. The cultural tourism market is rapidly growing, however consumer expectations for facilities and experiences are very high. New cultural places, and supporting infrastructure such as transport connections, will need to meet these high standards to be competitive.
- Consider softer interventions in addition to building-based infrastructure to deliver on cultural experiences and interpretation in the precinct. For example, consider more experiential and immersive environmental cultural experiences, such as an art trail.

Objective 4 – A complementary mix of uses

Unsympathetic, inappropriate development will be detrimental to the ecological and cultural experiences on offer in the precinct and have the potential to significantly undermine the Plan’s intentions to retain the rich parkland setting and ecological and cultural values of the area. Poor ecological and urban design outcomes would particularly impact on the precinct’s potential to become an internationally significant cultural destination.

To ensure the delivery of the vision set out in the Plan, we strongly support the general principle outlined on page 51 of the Plan that *“where future development is contemplated, compact and low-rise urban form that supports sightlines back to the Yarra River and parklands and provides public access through street connections and laneways must be prioritised.”* Strong and clear planning controls are necessary to ensure that new development is appropriate in this sensitive setting.

Yarra Valley Country Club site

The proposed redevelopment of the Yarra Valley Country Club site, adjacent to Heide MOMA, requires careful consideration. The benefits as stated in the Plan around integration with cultural places and parkland, and inclusion of residential uses to better activate and provide passive surveillance of open space, must not come at the expense of the cultural heritage and experience of the Heide site.

New buildings visually intruding into the Heide sculpture park and key view lines to/from the Heide II house must be minimised, and preferably avoided. We therefore support the retention of the existing minimum mandatory setbacks, and modest building heights, at interfaces with direct outlook into Heide and use of vegetation in buffer zones to provide additional screening while allowing permeability.

Concluding remarks

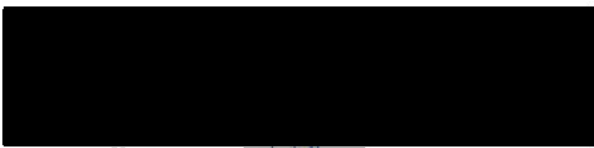
Overall, Creative Victoria is generally supportive of the Plan, subject to further work and detail regarding proposed new cultural places that would be of interest to our portfolio and consideration of key issues raised in these comments.

There is merit in elevating the precinct's role as a cultural and recreational destination through public and private land use planning and infrastructure investment. However, this will require careful and considered planning and stakeholder engagement on the details. The Plan certainly presents an excellent and timely opportunity, with the construction of North East Link, to address long standing transport and accessibility issues in the precinct.

We trust that Creative Victoria's comments and suggestions will be given consideration by this Advisory Committee.

For further information regarding this submission, please contact Gilda Di Vincenzo, Manager Infrastructure Strategy and Development at gilda.divincenzo@creative.vic.gov.au or 8683 3154.

Yours sincerely



Max Coffman
Executive Director
Creative Victoria

7/6/2019