

MELBOURNE METRO RAIL PROJECT ENVIRONMENT EFFECTS STATEMENT
INQUIRY AND ADVISORY COMMITTEE

MMRA TECHNICAL NOTE

TECHNICAL NOTE NUMBER: 073
DATE: 6 October 2016
PRECINCT: All Precincts
EES/MAP BOOK REFERENCE: N/A

SUBJECT: MMRA Creative Strategy

NOTE:

1. EPR LU4 requires the development and implementation of a plan to ensure the design for the Project meets the Melbourne Metro Urban Design Strategy and considers the MMRA Creative Strategy.
2. MMRA has identified two important matters which underpin the need for the Creative Strategy:
 - a. In order for the city-shaping benefits of the Melbourne Metro project to be fully realised, infrastructure and public places need to be designed with a focus on the end user and how these spaces will support civic life; and
 - b. The proposed Environmental Performance Requirements (“EPRs”) will require both government and contractors to prepare plans and undertake activities to support businesses and the community through the delivery of the Project in positive ways (LU4, B2, SC3, SC5 and LV2). As such, a clear, overarching strategy is required to deliver maximum community benefit.
3. The Creative Strategy will seek to:
 - a. Retain and promote Melbourne’s reputation as a vibrant, creative, smart city during the construction phase;

- b. Engage with and respond to local practitioners and communities to facilitate creative opportunities during the construction phase;
 - c. Enhance customer experience by engaging the public; and
 - d. Deliver design excellence that reflects the unique character of Melbourne.
- 4. MMRA has been working with Creative Victoria, Office of the Victorian Government Architect and other key stakeholders to develop the project scope for the Creative Strategy that will cover both the construction and legacy phases of the project:
 - a. Construction phase – The document will be an overarching, whole-of-government strategy to coordinate the creative program during construction. This strategy will not only guide and coordinate government-side activities but also inform contractors with regards to hoarding/acoustic shed treatments, engaging and interactive project information, temporary open spaces, temporary ‘pop up’ land uses, lighting, wayfinding and signage; and
 - b. Legacy phase – The Creative Strategy will support the Urban Design Strategy to guide bidders and land managers when designing public spaces, and ensure that public art and/or flexible event spaces are an integrated part of the overall project design.
- 5. A public tender has been released seeking proposals to prepare the Creative Strategy, and a preferred supplier is expected to be engaged by November 2016.
- 6. A working group comprising MMRA, Creative Victoria, Office of the Victorian Government Architect and local councils will be established to guide the development of the Strategy, which is expected to be finalised in early 2017.

CORRESPONDENCE:

No correspondence.

ATTACHMENTS:

No attachments.