



Revitalised. Energised.

Revitalising Central Dandenong
Development Opportunities.

revitalising
central
dandenong



Revitalising Central Dandenong

Development Victoria is the Victorian Government agency tasked with delivery of the Revitalising Central Dandenong initiative (RCD). The RCD project is being delivered in collaboration with the City of Greater Dandenong and the private sector and aims to rejuvenate and consolidate Central Dandenong as the capital of the growing south-east region. The RCD project commenced in 2006 with a \$290 million investment by the Victorian Government for enabling infrastructure and seed projects. With a life cycle of 20 years, the project aims to leverage over \$1.2 billion in private investment and create up to 5,000 jobs in Central Dandenong.

RCD has attracted more than \$500 million in private investment to date, with further investment planned in the future.

In early September, the Minister for Planning approved the Orion Group's \$40 million mixed use development on Site 10 of the RCD project area.

Development Victoria's RCD project team is working through a robust market engagement strategy, in collaboration with other parts of the Victorian Government and City of Greater Dandenong, to progress the redevelopment of the remaining sites at RCD. The next phase of the project will be critical in stimulating the economic growth and development of the Dandenong region.



Development Site 11 potential



Development Site 3 potential



Development Site 15 potential



Development Site 9 potential

Local Context - Dandenong

Dandenong is located approximately 30 km from the Melbourne CBD, and is the gateway to the South-East Growth Corridor of Melbourne, which is a rapidly growing region. The South-East Growth Corridor Plan (the Plan) indicates the extensive amount of land designated for future residential, industrial and business uses. The area covered by the Plan is envisaged to eventually accommodate an additional resident population of 230,000 and provide for at least 86,000 jobs.

Dandenong is responsible for roughly half of Victoria's total manufacturing output, making it one of Victoria's leading urban renewal locations. Dandenong is connected to a range of major transport thoroughfares, including Princes Highway/Dandenong Road, Monash Freeway and Eastlink. The section of the Princes Highway which runs through Central Dandenong features around 35,000 vehicles per day.

Dandenong is also well-connected to public transport via the Pakenham railway line, with services running every 10 minutes during weekdays and providing direct access to Melbourne CBD.

Dandenong Plaza is a regional shopping centre with 43,000 sq.m of retail floorspace and is located less than 1 km to the north-east of Development Victoria's sites, while Dandenong Market is the second largest market in Melbourne and attracts visitors from all over south-east Melbourne.



Source: Plan Melbourne 2017-2050 (Mar 2017)

Highlights

- Development Victoria's Revitalising Central Dandenong (RCD) initiative aims to rejuvenate and consolidate Dandenong as the capital of the growing south-east region.
- Significant projects which have already been completed in Central Dandenong include the Australian Tax Office building, the Dandenong Government Services Building and the City of Greater Dandenong's new municipal building. The Salvation Army regional headquarters development is expected to commence construction by early 2019, while a number of large mixed use developments are currently in the planning pipeline.
- Plan Melbourne identifies Central Dandenong as a Metropolitan Activity Centre. Dandenong benefits from a high level of public transport and road network connectivity, which make it ideal as a hub for investment, employment, high amenity and future population growth.
- Independent research with residents and businesses found that eight in ten respondents have noticed changes that have occurred in Central Dandenong over the past five years, with half indicating that the area will be a lot better once the RCD project is completed. Close to three in four businesses have a positive outlook for Central Dandenong on completion of the RCD project.
- Dandenong has a young resident population with a diverse mix of family types, ethnic backgrounds and educational qualifications.
- Greater Dandenong is in the heart of an economic corridor that includes over 148,500 jobs. The labour force is evolving through growth in Health Care, Construction and Retail Trade.
- Dandenong provides an affordable entry-point into Melbourne's booming property market.

