

vision	audio
<p><i>SEQUENCE 1 - THE BIG PICTURE</i> Melbourne@5million logo and graphic. Individual elements spin like pinwheels.</p> <p>Pinwheel transition effect to...</p> <p>Aerial shot of Melbourne metropolitan area. Golden early morning light washes over the city.</p> <p>Montage of aerial hero shots of Melbourne.</p> <p><i>SEQUENCE 2 - A MULTI-CENTRED CITY</i> Cross-dissolve to an historical map of Melbourne.</p> <p>A montage of historical photographs from the relevant critical periods dissolves to moving footage of 1950/60's Melbourne (shots of migrant families?)</p> <p>Fast forward through the decades (shots of suburban life, crowds at the footy, the hustle and bustle of Flinders St when the G&F towers were still there?), returning to...</p> <p>Aerial shot of Melbourne metropolitan area.</p> <p>Cut to:</p>	<p>V0: The population of Melbourne will exceed 5 million people well before 2030.</p> <p>This growth demands a responsible government strategy that builds on our best assets and ensures Melbourne at 5 million will look a lot like it does today - but with greater housing choices and far better use of our existing infrastructure.</p> <p>Looking around, you will see that catering for the needs of the 21st century has already begun.</p> <p>Early Melbourne grew up around a number of villages - places of activity with markets, shopping strips, entertainment, businesses, and residences.</p> <p>SFX: music and atmos (eg footy crowd cheer, tram dings, hawkers selling stuff etc)</p>

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<p>A series of quick shots: picture postcards of thriving Melbourne life - <u>community events</u> (a festival in Fed Square), <u>parks and gardens</u> (Eltham), <u>boulevards</u> (St Kilda Rd), <u>sport</u> (VFL footy at Box Hill), <u>accessibility</u> (bike paths alongside Merri Creek), <u>laneway amenity</u> (Degraves), <u>good urban design</u> (higher density residential development in Pt Melbourne), <u>village life</u> (Bay St). As we focus in on each aspect, the picture folds up like origami, forming a pinwheel which goes spinning away.</p> <p>Cut to:</p> <p>Aerial shot: pinwheels spin across the Melbourne metropolitan area.</p> <p>Transition to: Satellite map of the metro area. Pinwheels land on the map to form glowing representations of the new centres of activity.</p> <p>Diagrammatic lines join the centres in a representation of the 'polycentric city'.</p> <p>One <u>centre</u> glows brightly.</p> <p>SCREENTYPE: Activity Centre Capacity: X,000</p> <p>A pinwheel flies up out of it and fills our view.</p> <p>Pinwheel transition to...</p> <p>A railway station. Build up of higher density development + trees + market etc.</p> <p>Wider shot shows how higher density sits within the suburban landscape.</p> <p>Picture folds up like origami and pinwheels back into the satellite map.</p>	<p>V0: Today, these centres are growing providing local communities with improved access to transport, community services, jobs...and a rich mix of shopping and entertainment.</p> <p>Instead of a single CBD and expanding suburbs, Melbourne is becoming multi-centred and more compact.</p> <p>Development of these areas ensures high quality public spaces that are a natural extension of local, neighbourhood character...and provide experiences that were once only found in the CBD.</p> <p>Locating housing near these concentrations of infrastructure and jobs is our most effective response to congestion and climate change.</p>

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<p>SEQUENCE 3 - URBAN CORRIDORS</p> <p>On the satellite map, an <u>urban corridor</u> glows brightly.</p> <p>SCREENTYPE: Urban Corridors</p> <p>A pinwheel flies up and fills our view.</p> <p>Pinwheel transition to...</p> <p>Static camera timelapse of Nicholson St. Buildings grow up along the corridor. Trees and street plantings combine with the buildings to form an appealing boulevard (pavers in the shape of the pinwheel graphic?). Slick, modern trams slide out of super-stops integrated with the assembling architecture. Pedestrians and bikes proliferate. Cars hum down the street.</p> <p>SCREENTYPE: Transport, services & jobs <u>closer</u> to where you live</p> <p>A ground-level view transits from the suburban hinterland, across the corridor (demonstrating single-site depth), and back into the suburban landscape on the other side.</p> <p>Picture folds up like origami and pinwheels back into the satellite map.</p>	<p>Urban corridors foster the village life with which Melbournians are so familiar. As highly activated sites, they offer natural hubs for improved quality and frequency of public transport and encourage the high street to become an easy option for cycling and walking.</p> <p>SFX: Reinforces visual with a transit from suburban atmos (peaceful, bird-life, children etc) into vibrant activity of corridor and back to suburban atmos.</p> <p>V0: Expansion confined to these streets forms a transitional zone between urban living and the suburbs.</p>

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<p>SEQUENCE 4 - NEW SITES On the satellite map, a dotted line races around the perimeter of the metro area, delineating the Urban Growth Boundary. <u>Infill sites</u> and <u>growth areas</u> glow brightly.</p> <p>SCREENTYPE: New residential areas Capacity: X,00,000</p> <p>A pinwheel flies up from and infill location and fills our view.</p> <p>Pinwheel transition to...</p> <p>Timelapse of Docklands (exemplar brown-field site). New buildings grow up.</p> <p>Pinwheel transition to...</p> <p>Growth area montage: a) vacant land with architectural sketches of housing, parks etc overlaid, b) traditional ¼ acre block housing, and c) higher density housing types (or similar).</p> <p>Picture folds up like origami and pinwheels back into the satellite map.</p> <p>SEQUENCE 5 - SUBURBAN MELBOURNE On the satellite map, <u>the suburbs</u> glow brightly.</p> <p>A pinwheel flies up and fills our view.</p> <p>Pinwheel transition to:</p> <p>The suburban landscape (helicopter shot). We track sideways across streets that have retained the traditional character of suburban Australia. We continue the track across a strip of a densely built-up corridor and then back to the suburban landscape on the other side.</p>	<p>Brownfield sites no longer needed for industrial use can help to accommodate Melbourne's growing population. Their size (and often good local connections) make them ideally suited for new medium-to-high density residential development.</p> <p>Urban growth areas provide a range of affordable and accessible housing options – designed to meet our changing needs and invigorated by the concentrations of local services that we've come to expect.</p> <p>Traditional suburbs make up the vast majority of the metropolitan area and are a vital part of Melbourne's character.</p> <p>Improvements built on existing characteristics allow change to unfold gradually over time and maintain residential suburbs as areas of stability.</p>

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<p>Cross-dissolve to: a series of suburban sustainability images - street trees, water tanks, solar panels etc (including timelapse of suburban activity centre showing minimal change over, say, 20 years).</p> <p>Picture folds up like origami and pinwheels back into the satellite map.</p> <p>SEQUENCE 6 - ACCESS & EMPLOYMENT On the satellite map, <u>employment corridors</u> glow brightly.</p> <p>Train, tram and bus routes snake across the map (with accompanying identifying screentype). Circumferential routes flash (?).</p> <p>Transport Plan schematics are overlayed, identifying Mernda rail extension, Tarneit link, Craigieburn electrification and orbital bus routes (?).</p> <p>SEQUENCE 7 - Regional Centres We rise up to take in a view that encompasses Victorian regional centres.</p> <p>The polycentric city diagram becomes the polycentric state.</p> <p>A pinwheel flies up and fills our view.</p> <p>Pinwheel transition to:</p> <p>Bendigo: montage of regional amenity.</p> <p>Pinwheel transition to:</p>	<p>Advances in renewable energy have made it possible to combine our much-loved residential character with a new focus on sustainable living.</p> <p>Consolidating population around Employment and Transport corridors provides essential links to areas of high employment.</p> <p>Access to these areas is substantially improved by crosstown transport networks - bringing jobs, services and goods to the population centres, shortening commuting distances, and reducing congestion.</p> <p>Melbourne sits within a strong network of regional cities and towns. Communication and transport links with regional Victoria underpin the state's economy. Improvements in rail and freight provide better access to services, transport, schools, and jobs - for all Victorians, no matter where they live.</p>

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<p><i>SEQUENCE 8 - FINALE</i></p> <p>Overlooking Box Hill. Build-up takes us from 2009 to 2030 in a matter of seconds as it time-lapses from day to night.</p> <p>We climb higher to take in the entire metropolitan area and regional centres. The lights of the various CADs, corridors, CBD and regional cities form a twinkling, magical map of the polycentric vision of the future.</p> <p>Cross-dissolve to logo.</p>	<p>Victoria stands on the threshold of an exciting new era. In using this period of high population growth to create a new multi-centred profile, we will have played a major part in renewing the city, energising it and providing a prosperous, sustainable future for Melbourne at 5 million.</p>