

If delivered, the plan would positively contribute to the revitalisation of the broader Fountain Gate-Narre Warren activity centre. Consistent with the State and local planning framework, key features of the design vision for the precinct include:

- A contemporary, fine-grain mixed-use precinct of appropriate scale and density for a Metropolitan Activity Centre that is flexible for different uses, market facing, viable and sustainable with the capacity to be delivered successfully over time.
- A design statement that acknowledges the culture of the First Nations Mayone Bulluk people and their contemporary and future aspirations, and which supports the significant cultural facilities already provided by Council in the precinct.
- A substantial increase in commercial floor space to support growth of existing and attraction of new and innovative professional services, education, and other businesses.
- High-density residential dwellings with potential to include a component of social and affordable housing.
- A mix of private and public uses that help to create a 24-hour activated precinct such as a hotel, hospitality, leisure, and well-being facilities.
- High quality public spaces that enhance existing assets at Bunjil Place and embrace the Fountain Gate Shopping Centre and adjoining Max Pawsey Reserve.
- A permeable, accessible pedestrian precinct set in a system of protected laneways, bike paths and convenient non-intrusive vehicular access and parking with good sight lines and protection from the elements in colder months.
- A blending of architecture and landscape into a meaningful and sensorial experience for workers, visitors and residents that is also safe, welcoming, accessible, comfortable, and visitable, so that people want to return.
- A more efficient and effective solution to car parking facilities in a manner that will reduce the total capital cost to council and add additional community value.

The sale and development of the land as envisioned in the draft Concept Master Plan is expected to bring several key benefits in line with Council's various strategies and the Casey Community Vision 2031.

It creates the opportunity to:

- Act as a catalyst project to stimulate higher density development for a range of uses in line with the Fountain Gate-Narre Warren Structure Plan. This will attract and support a greater diversity of employment, economic and social activity over the long-term (10+ years).
- Capitalise on Council's significant investment to date in Bunjil Place, the Casey Aquatic and Recreation Centre and Max Pawsey Reserve through increased cultural and recreational tourism.
- Build enduring partnerships with new and existing education, technology, medical, retail, hospitality and tourism businesses, and community service organisations in Casey to establish a high-quality long-term presence in the Centre.
- Generate significant economic benefits to the centre and more broadly through construction and longer-term job creation in professional services, hospitality, short stay, retail, leisure, and medical services.
- Potentially create a modest financial return to Council.