



Williams Landing Town Centre (artist impression)

KEY INFORMATION

PROJECT	Williams Landing
LOCATION	Williams Landing, Victoria
SCALE	275ha
PRODUCT	Transit-oriented development comprising residential, commercial and retail, including a town centre and transport hub.
LAUNCH	2009
INDUSTRY RECOGNITION	19 years of award-winning development success in Victoria and nationally

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DIVERSE AND HIGHLY
LIVEABLE COMMUNITY.

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With a proven track record in developing expansive residential communities and Transit-Oriented Developments (TODs), Cedar Woods has established itself as a leading developer in creating communities that cater to the evolving needs of residents.

Cedar Woods' commitment to fostering vibrant and sustainable neighbourhoods is deeply rooted in our ESG strategy, which emphasises community engagement, liveability, and environmental responsibility. This holistic approach serves as the foundation for all of Cedar Woods' projects, ensuring that each development not only meets the needs of current residents but also remains adaptable to the demands of future generations.

A key asset in Cedar Woods' portfolio, TODs are defined by diverse product and amenity which are key drivers of highly liveable and sustainable communities like Williams Landing, one of the company's most successful example of a TOD. This diverse, large-scale mixed-use neighbourhood

demonstrates Cedar Woods' trusted reputation as an ASX-listed company capable of delivering innovative TODs that exceed industry standards. Across Australia, every Cedar Woods development is enriched by decades of specialised company expertise and trusted project partners that bring value-adding urban design excellence.

Cedar Woods Victorian State Manager James Bovell said that the flagship Williams Landing estate exemplifies a diverse and highly liveable large-scale community that delivers significant economic, environmental and community benefits in Melbourne's west.

"Residents enjoy the ample amenity of vast parklands, and modern workplace environments. They're also attracted

to the various transport nodes, which includes the Williams Landing train station, the bus terminal, as well as direct access to the Princes Freeway," says Mr. Bovell.

"It showcases the benefits of a master plan created by Cedar Woods that fuses retail and office developments with residential offerings. The community's expansive green spaces, including the Williams Landing Boulevard Reserve, along with walking paths and the 24km Federation Bike Trail, all contribute to a vibrant, active lifestyle."

The result is a diverse and accessible development that offers residents the rare opportunity to work and live in one thriving and cohesive mixed-use community.



PROJECT SUMMARY

Earning widespread recognition as Melbourne's 'Centre of the West,' Williams Landing is a flagship mixed-use community located 20 kilometres from the CBD. Acquired by Cedar Woods in 1998, the site has a rich history, and is being developed with a vision to create a mixed-use masterplan focused on a transit-oriented neighbourhood. Since the project's launch in 2009, Williams Landing has successfully evolved thanks to Cedar Woods' award-winning design and development expertise.

As one of the most ambitious and successful TODs in Cedar Woods' portfolio, Williams Landing redefines the residential experience in Melbourne's west. The development seamlessly integrates world-class transit, workplaces, amenities, and parklands into one diverse and highly liveable community. Upon completion, the project will comprise approximately 2,400 dwellings and 1,400 apartments, and over 200,000 square metres of office and retail space on completion.

Williams Landing comprises four residential neighbourhoods, a 50ha town centre offering a thriving commercial and retail precinct, a train station with

a major bus interchange and commuter car park, and direct freeway access. Williams Landing Station provides convenient access to transit options and is complemented by a major bus interchange servicing residents, occupiers and visitors to the precinct from all over Melbourne.

Designed to prioritise liveability and accessibility for its diverse resident community, Williams Landing features a mix of homes, townhouses and apartments that have been carefully designed to create a '20-minute' neighbourhood. The town centre offers residents the convenience of working near home while also being in proximity to shops, restaurants, leisure activities and other professional services in this walkable community.

The development's retail and office spaces continue to attract a dynamic tenant cohort of forward-thinking and entrepreneurial businesses, with over 200 businesses calling Williams Landing home. These tenants and occupiers value the opportunity to work in an environment where transit, services, parks and amenities integrate to form a cohesive and highly accessible place to base their business operations.



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REDEFINING THE ‘20-MINUTE NEIGHBOURHOOD’

The transformation of Williams Landing from a former RAAF airbase to a thriving ‘20-minute neighbourhood’ exemplifies Cedar Woods’ strategic approach to planning and delivering large-scale TODs.

Undertaking an ambitious ten-year planning process dedicated to re-zoning the Williams Landing site, Cedar Woods successfully transformed the land from a former airbase proposed for industrial use to a diverse mixed-use development now recognised as Melbourne’s new ‘City of the West.’

In creating the Williams Landing masterplan, Cedar Woods redefined the ‘20-minute neighbourhood’ via a visionary approach to transport, amenities and accessibility for its occupier, resident and visitor communities.

Creating a major transit-oriented development at Williams Landing was a cornerstone of this approach. Cedar Woods collaborated closely with the Victorian state government to integrate the proposed train station and freeway interchange with a new town centre, resulting in an exceptional transit-oriented development outcome. This strategy not only optimises public transport usage but also helps decongest the road system by closely integrating new rail stations with dense mixed-use development.

Combining world-class architectural and landscape design, four integrated neighbourhoods represent Cedar Woods’ objective to design a development that prioritises connection, convenience and a strong sense of community. This vision has been successfully executed, with over 2,400 homes delivered, a shopping centre, several office and apartment buildings, and an estimated 8-10 years of development still to come.

With decades of collective development expertise across the team, Cedar Woods effectively overcame planning challenges in developing this complex project of scale, liaising closely with local government and state planning bodies. This approach to strategic planning and development affirms Cedar Woods’ esteem as a trusted developer that dedicates the time, effort and vision to delivering high-quality communities for residents.

“When you visit Williams Landing, you get the sense that the development really has a positive social, economic and environmental impact on the surrounding region, and we work hard to achieve that,” says Mr. Bovell.



AWARDS

2022 PCA Innovation & Excellence Awards Finalist
Best Office Development, 107 Overton Road

2020 PCA Innovation & Excellence Awards Finalist
Best Office Development, Target Australia
Headquarters

A FLAGSHIP TRANSIT-ORIENTED DEVELOPMENT

Emulating the characteristics of the most liveable inner neighbourhoods of Melbourne, Williams Landing prioritises access to transit, offers excellent connectivity to amenities and greenspaces, and is designed for easy walkability.

Williams Landing is set to comprise over 3,800 residential dwellings, with a strong mix of medium and high-density housing options. Residents enjoy the convenience of living and working in a community designed around a thriving town centre and train station, as well as being within walking distance of a major bus interchange and other transit options.

William Landing Town Centre will be a dynamic commercial and retail hub for Melbourne's western region, which is currently home to over 200 businesses. A designated project of State Significance and a Major Activity Centre under Melbourne 2030, the dynamic retail and commercial hub will play a key role in the Victorian Government's long-term plan for managing Melbourne's growth and development.

Attracting a diverse cohort of retail and commercial tenants, Williams Landing will comprise over 200,000 sqm of office and retail space, creating approximately 16,000 jobs upon completion. The Town Centre is a designated Priority Development Zone, which means flexible planning will encourage high-quality commercial, retail and mixed-use development.

Cedar Woods has already successfully delivered the Target Australia head office, with 850 employees moving into the new office facility located adjacent to Williams Landing train station. The Victorian State Government has also signed a 15-year agreement for a lease within the Williams Landing Town Centre for a four-level office building.

Setting a new benchmark for Transit Oriented Developments in Australia, Williams Landing redefines the mixed-use community experience via compact and connected neighbourhoods designed to facilitate the diverse lifestyles of residents and tenants.