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HD Mini-city to rise on Bradmill site in Yarraville after \$160 million sale

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By Benjamin Millar

A \$2 billion "mini-city" is expected to rise on the site of the former Bradmill denim factory in Yarraville after it was sold to a developer for more than \$160 million.

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Tommy Jiang, who owns Chinese language newspapers and radio stations in Melbourne, reportedly bought the 24-hectare site, now known as Yarraville Garden, from former Carlton Football Club vice-president Colin De Lutis.

Mr De Lutis paid \$7 million to take over the ailing Bradmill business when it went into receivership in 2002 and later paid \$16 million for two neighbouring blocks.

The area was rezoned from industrial to residential and mixed-use in 2011. The rezoning will facilitate 1500 new dwellings in a mix of townhouses and apartment blocks of up to six storeys.

Bounded by Francis Street, McIvor Reserve and the Newport freight railway line, the area was marketed as having "significant scope" for increased density, subject to approval.

Maribyrnong mayor Nam Quach says that while it is a positive that development will get moving on the site, new ownership shouldn't lead to a push for higher density.

"It's not uncommon when new ownership comes on board for them to look at ways to maximise their investment," he said.

"You can have new ownership and they may have new ideas, but I don't want to see greater densification."

Mr Jiang, who acquired the site through his Fortune Property Group, told Fairfax Media he wanted to contribute a landmark in Melbourne's west.

"I'm a local Chinese and I've been living 27 years in Australia," he said. "We'll need to talk to the government for their idea for the western suburbs planning. We also want to bring in some new ideas, to create more benefit for local people."

Mr De Lutis was last year granted planning approval for a \$20 million development on the Francis Street edge of the site that will include a new library, medical centre, restaurant, service station, two supermarkets and 30 shops.

Yarraville residents have questioned the ability of the area's roads, public transport and schools to cope with thousands of extra people.

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