



Prof. Rob Adams

General Manager of City Design,
Melbourne, Australia

Profile

Prof. Rob Adams has over 46 years' experience as a practising Architect and Urban Designer. As General Manager, City Design at the City of Melbourne Rob helped in 1985, put in place the first comprehensive urban design strategy for the city. In 2008, Rob was awarded the Prime Minister's Environmentalist of the Year and the Order of Australia in 2007 for his contribution to Architecture and Urban Design. Rob has led the City Design team to be the recipients of over 150 international, state and local awards for Design in the Urban Environment which has assisted in the transformation of central Melbourne.

Topic Title

New Modes of Development - Urban Design for Wellness First - Melbourne a Case Study.

Topic Abstract

Melbourne has for the last 35 years pursued an aggressive policy of repositioning its central city as a healthy place to live, visit and work in. In the 1980's Melbourne was a city in crisis and the change brought about by the Councillors of the day has transformed the central city to a position where its success is evident in the Economist having voted it for seven years as the World's most Liveable City. While some of this can be attributed to natural factors, much comes as a result of the strategic repositioning of the central city. Policies and Programs such as Postcode 3000, Urban Forest Strategy, Grey to Green, City as a catchment, sustainable buildings MREP and zero net emissions have all set a path towards a City of wellness. Melbourne has been successful in going beyond policy to implementation and many of these programs have benefitted from a strong internal design and delivery culture rather than relying on external consultants.

This paper will look at many of these initiatives which are transferable to other cities around the world and will highlight the importance of retaining in-house capabilities and intellect.

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