

Council Plan

Our detailed plan below describes the strategic objectives, strategies and major initiatives we are aiming to deliver over the next 4 years in response to the Community Vision.

Theme 4: Vibrant spaces and places in Moreland

Strategic Objective

4. To create welcoming, unique spaces and places across Moreland that attract and connect everyone, improving access to community facilities and affordable housing and encouraging vibrant artistic, social and economic activity.

Strategies

- 4.1. Improve and provide equitable access to council-owned community infrastructure by investing in needs driven, place-based, integrated services and facilities including developing precinct plans 🍏
- 4.2. Use open space in ways that gives the community fair access to a wide range of passive and active recreational opportunities while still enhancing and protecting biodiversity, waterway health and tree canopy 🍏 🌐
- 4.3. Design Moreland's neighbourhoods to be safe, pleasant, inviting places for all to visit and live 🍏
- 4.4. Create a sense of place while retaining what is valued about heritage including First Nations 🍏
- 4.5. Promote the amenity and liveability of the public realm with services, facilities, community participation, strong local laws and compliance activities 🍏
- 4.6. Integrate engaging child, youth and family-friendly spaces and places into designs 🍏
- 4.7. Increase local affordable housing outcomes by continuing to support the activities of Moreland Affordable Housing Ltd, advocating for and facilitating developers to contribute to affordable housing and attracting State-funded and not for profit public, social and affordable housing investment to Moreland 🍏
- 4.8. Influence the delivery of better-quality private developments through providing clearer guidance for environmentally responsive design, promoting and negotiating improved quality of development through the planning permit application process and ensuring the outcomes are delivered through proactive enforcement of planning permits 🍏 🌐
- 4.9. Revitalise Moreland's major activity centres to deliver new integrated community facilities and services, enable new cultural spaces, create jobs and improve local accessibility and amenity, while protecting the special character that each centre is known for and advocating for affordable housing outcomes 🍏
- 4.10. Increase local jobs and economic activity through supporting local, micro and social business and partnership efforts 🍏
- 4.11. Make Moreland a creative and cultural destination within Melbourne, significantly contributing to local vibrancy, cohesion and inclusion 🍏

Major Initiatives and Priorities

25. Revitalise the Coburg Activity Centre (start landing and communicating)
26. Deliver Saxon St Community Hub - Brunswick (continue to explore partnerships to support growth and development of creative arts on the site and nearby)
27. Review and implement the Affordable Housing Action Plan including the development of affordable housing on council land

28. Deliver Zero Carbon in the Planning Scheme (formally ESD version 2)
29. Review and prepare an implementation plan for the Moreland Planning Scheme
30. Implement major activity centre capital works improvements in Coburg, Brunswick and Glenroy and neighbourhood activity centre capital works improvements as per the Shopping Strip Renewal Program
31. Activate major activity centres with intensive, holistic, rapid turnaround economic programs that increase social and economic activity and enhance local identity
32. In consultation with the community, develop and implement a new Public Realm Amenity Service Plan to keep our spaces and places clean, safe and inviting.
33. Adopt principles for design and location of fenced and unfenced dog off-leash areas and then identify and prioritise locations for new facilities and changes to off-leash areas as part of the open space strategy
34. Implement Library strategy
35. Develop and implement integrated arts and culture strategy
36. Deliver a large-scale Glenroy Community Festival annually
37. Enable and support the continued emergence of the Brunswick Design District as a State designated creative precinct
38. Develop and implement a Community Infrastructure Plan to support an integrated approach to the planning and investment of community facilities to meet community needs
39. Create a Visitation and Experience Plan

Strategic Indicators

Indicator	Target or Desired Trend
Number of businesses in the municipality	Increase
Proportion of residents employed in the municipality	Increase
Number of affordable housing projects delivered	Increase
Participation in-arts /cultural events	Increase
Number of jobs within the municipality	Increase

Related strategies and plans

- Affordable Housing Action Plan 2021 /22 (under review)
- Arts and Culture Infrastructure Plan
- Community Infrastructure Plan (currently under development)
- Creative Capital: Arts and Cultural Strategy
- Economic Development Strategy 2016-21
- Food Systems Strategy
- Heritage Action Plan
- Industrial Land Use Strategy
- Library Services Strategy
- Moreland Play Strategy
- Neighbourhood Centres Strategy
- Open Space Strategy (for 2022 refresh) integrated with:
 - Park Close to Home
- Parking Implementation Plan
- Parking Management Policy 2019
- Places Action Plans
- Place Activation Guidelines
- Public Realm Amenity Strategy, (new) incorporating:
 - Public Toilet Strategy
 - Graffiti Strategy
 - Waste and Litter Strategy
- Road Management Plan 2021
- Shopping Strip Renewal Policy