02.03 STRATEGIC DIRECTIONS

14/01/2021
C200more

02.03-1 Settlement

14/01/2021
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Growth

Moreland has experienced strong population growth, and this is forecast to continue in the future. The population is expected to grow to over 250,000 people by 2036 and an additional 38,000 dwellings. Around 1920 dwellings a year will be required to accommodate this growth.

The majority of population growth is expected to occur in Brunswick, Brunswick East and Coburg, with this corridor accounting for 53 per cent of future population growth.

As Moreland contains no greenfield and limited brownfield areas to accommodate the increased demand for housing, new housing will primarily occur through urban densification in proximity to public transport and services. Both the Coburg and Brunswick Major Activity Centres will play important roles in accommodating this growth, with Brunswick forecast to contain the greatest increase of new dwellings in the municipality.

Council seeks to manage growth by:

- Directing most of Moreland's growth to areas with access to shops, services and public transport, including:
  - Intensification of development in activity centres.
  - Infill development in other residential areas.
- Managing growth in accordance with the 20-minute neighbourhood principle; where communities can 'live locally' and access many of their daily needs within a 20-minute walk, cycle or public transport trip from their home. This will facilitate:
  - Sustainable neighbourhoods.
  - A healthy community.
  - Increased community interaction.
  - Support of the local economy.

Activity centres

Moreland has a network of different sized activity centres across the municipality that have been organised into a hierarchy as identified on the Strategic Framework Plan: *Activity Centres* at Clause 02.04 and Table 1 below. This hierarchy ensures the majority of households in Moreland are within walking distance (i.e. approximately 400 metres) of an activity centre and have local access to a Major or Neighbourhood Centre that meets their weekly convenience needs.

Council seeks to support the activity centre network by:

- Reinforcing the development of activity centres across Moreland based on their role and function within the activity centre network.
- Facilitating change to the scale of the built form within activity centres in accordance with their size and role in the activity centre hierarchy.

Table 1 Activity centre hierarchy

Activity Centre Hierarchy	Location	Role and Function
Major Activity Centres	1. Coburg Activity Centre 2. Brunswick Activity Centre 3. Glenroy Activity Centre	Provide a broad mix of retail uses, commercial and cultural activity, employment options,

Activity Centre Hierarchy	Location	Role and Function
		administrative and civic centre functions, government investment and regional facilities. Accommodate substantial residential/mixed-use growth and change to create a new character of increased density and scale of built form.
Neighbourhood Centres	4. Grantham/Union Streets, Brunswick West 5. Melville Road/Albion Street/Victoria Street, Coburg/Brunswick West 6. Nicholson Street/Holmes Street/Moreland Road, Coburg/Brunswick/Brunswick East 7. Bell Street/Melville Road, Pascoe Vale South 8. Gaffney Street/Pascoe Vale Station, Pascoe Vale 9. Gaffney/Sussex Streets, Coburg North 10. Elizabeth Street, Coburg North 11. West Street, Hadfield 12. Bonwick Street, Fawkner 13. Snell Grove, Oak Park 14. Merlynston Station, Merlynston 15. Moreland/Melville Roads, Brunswick West	Provide a mix of uses to serve the daily and weekly shopping and service needs of the local community. They generally include (or have the potential to include) shops, a supermarket, small service businesses, coffee shops, medical/health clinics, public transport and limited community services. Accommodate an increase in density and scale of built form appropriate to their role in the Activity Centre Hierarchy but at a lesser intensity and scale to the larger centres of Coburg, Brunswick and Glenroy.
Local Centres	16. Cumberland Road/Gaffney Street, Pascoe Vale 17. East Street, Hadfield 18. North Street, Hadfield 19. Harding/Nicholson, Coburg 20. Major Road, Fawkner 21. Anderson Road, Fawkner 22. Pascoe Street, Pascoe Vale 23. Tyson/Lowson Streets, Fawkner 24. Warwick Road, Derby Street, Pascoe Vale 25. Justin Avenue, Glenroy	Serve the daily convenience needs of the local community, and generally include small supermarket/grocery store and services such as bakeries, newsagents, chemists and cafes. Accommodate growth and change respectful of the existing built form.

Activity Centre Hierarchy	Location	Role and Function
	26. Lynch Road, Fawkner	
	27. Danin Street/Devon Road, Pascoe Vale	
	28. Derby/Gaffney Streets, Pascoe Vale	
	29. Kent/Cumberland Roads, Pascoe Vale	
	30. Coonans Road/Parkstone Avenue, Pascoe Vale South	
	31. Kent Road/Sussex Street, Pascoe Vale	
	32. Daley/Widford Streets, Glenroy	
	33. Newlands Road/Carr Street, Coburg North	
	34. William Street/Menana Road, Glenroy	
	35. Argyle Street, Fawkner	
	36. Winifred Street, Oak Park	
	37. Elizabeth Street/Murray Road, Coburg North	
	38. O'Hea/Main Streets, Coburg	
	39. Woodlands Avenue/Melville Road, Pascoe Vale South	
	40. Reynard/Donne Streets, Coburg	
	41. Ridgeway Avenue/Marrson Place, Glenroy	
	42. Reynard Street/Melville Road, Pascoe Vale South	
	43. Boundary Road/Garden Drive, Pascoe Vale	
	44. Cool/Elizabeth Streets, Coburg North	
	45. Albion Street/Waxman Parade, Brunswick West	
	46. Gowanbrae Drive/Bluebell Crescent, Gowanbrae	
	47. Suffolk Avenue, Bell Street, Coburg	
	48. Mathieson Street/Sydney Road, Coburg North	
	49. Elizabeth/Bell Streets Coburg	

Activity Centre Hierarchy	Location	Role and Function
	50. Xaiver/Josephine Streets, Oak Park	
	51. Westgate/Anderson Streets, Pascoe Vale	
	52. Molesworth/Gaffney Streets, Coburg	
	53. Sydney Road/Sulva Grove, Coburg North	
	54. Sydney Road/Ryland Street, Coburg North	
	55. Harding/Gladstone Streets, Coburg	
	56. Harding/Belgrave Streets, Coburg	
	57. Harding/Salisbury Streets, Coburg	

02.03-2 Environmental and landscape values

~~14/01/2021~~ ~~--/--/----~~
~~C200more~~Proposed C212more~~Moreland is a highly urbanised municipality with few native vegetation remnant patches or scattered trees remaining. Moreland's~~Moreland's natural landscape is under pressure from a growing population, urban densification and climate change. Nevertheless, Moreland contains environmentally significant areas, in particular, local creeks and their surrounding environs.

Moreland's waterways are the distinctive natural feature of the municipality. Waterways, which include the Moonee Ponds, Merri, Edgars, Westbreen and Merlynston Creek corridors, are not only an important natural resource but also provide an important opportunity for community recreation.

Urban consolidation, loss of backyards (which often provide good habitat linkages for fauna) and incremental loss of vegetation to infrastructure make it difficult to maintain biodiversity and reduce the urban heat island effect. As Moreland's population continues to grow and the climate warms, it will become increasingly important to ~~provide refuge and connectivity of habitat for biodiversity~~ mitigate heat, provide habitat refuge and biodoversity connectivity.

A healthy urban forest is central to the health and wellbeing of Moreland's community. Key ingredients for a healthy urban forest include soil health, water availability, free of pest and diseases, clean air, a healthy form and canopy, and an even age distribution of the forest.

Council seeks to improve and protect its environmental and landscape values by:

- Creating ~~a diverse urban forest~~and protecting a diverse, connected and resilient environment of trees and other- vegetation that will enhance urban ecology and greening in both the public and private realm.
- Protecting and enhancing habitat corridors in parks and along waterways.
- Protecting the ecological integrity of the Merri, Moonee Ponds, Edgars, Westbreen and Merlynston Creek corridors and remaining areas of remnant vegetation areas.
- Encouraging development to be sensitive to all open space, river and creek interfaces.

02.03-3 Environmental risks and amenity

14/01/2021
C200more

Residential areas often require complementary discretionary uses to serve local needs. This needs to be balanced with protecting the amenity and built form character of residential areas.

Licensed premises and late-night entertainment venues can have important economic, social and cultural benefits. Well managed premises can contribute positively to the activity and image of an area. Such premises also have the potential to create considerable detrimental amenity and public safety impacts.

Council seeks to protect residential amenity by:

- Supporting discretionary uses in residential areas that are located and designed to have minimal impact on the residential amenity of the surrounding area.
- Managing activities associated with licensed premises and late-night entertainment venues to minimise negative amenity and public safety impacts.

02.03-4 Built environment and heritage

14/01/2021
C200more

Improving the design quality of the built environment in Moreland is a high priority in managing development associated with population growth. Good design is intrinsically linked to safety, health and well-being and environmental sustainability.

Moreland contains a number of heritage assets ranging from buildings of state significance to substantial Victorian mansions, humble worker's cottages and historic parklands. The protection and management of these significant heritage assets helps our understanding of the past, enriches the present and will be of value to future generations.

Well-designed and well-located signs provide important information to identify a business and direct people to a location, as well as create interest in a streetscape and add vibrancy to an area. A proliferation of signs and poorly designed signs can detract from the appearance of a building or an area.

Council seeks to protect heritage assets and improve the built environment by:

- Encouraging development that is designed to respond to and contribute to its context and any relevant heritage significance.
- Encouraging development that is designed to integrate with landscape design to improve aesthetic quality and amenity for occupants and the public domain.
- Improving the quality of design of housing development.
- Protecting Moreland’s valued heritage places from demolition and unsympathetic development or subdivision.
- Encouraging the design of signage that is sensitive to the style, scale and character of host buildings, nearby buildings, and streetscapes.

Environmentally sustainable design

Moreland is committed to creating an environmentally sustainable and liveable city; where development meets the needs of the present without compromising the ability of future generations to meet their own needs.

Incorporating sustainability principles in the design of buildings provides ongoing benefits by:

- Reducing living costs associated with housing, such as energy costs.
- Improved amenity and liveability.
- Reduced greenhouse gas emissions.
- Greater resilience to the impacts of climate change.

Environmentally sustainable design elements should be incorporated at the time of planning approval to improve outcomes that may otherwise be compromised if left to be considered at the building approval stage and to reduce difficulties or costs associated with retro-fitting the development.

To achieve an environmentally sustainable and liveable city, Council supports:

- Encouraging development to incorporate environmentally sustainable design at the time of planning approval in the following areas: energy efficiency, water resources, indoor environment quality, stormwater management, transport, waste management and urban ecology.

02.03-5 Housing

14/01/2021
C200more

Moreland is experiencing a shift towards smaller households, and this is expected to continue, with more than 50 per cent of new households in 2036 to consist of only one or two people. While housing density is increasing, most of the housing stock in Moreland is suitable for larger households. With population growth across all ages also expected, there is an ongoing need for a diverse range of dwellings throughout the municipality.

Housing needs for individuals and families can also change due to a range of factors, including age, temporary or permanent injury or impairment and disability.

As the cost of housing increases, more households will find it difficult to afford to live in Moreland. At least 4000 households in Moreland are experiencing housing stress or homelessness and this is expected to increase to at least 7000 households by 2036. To meet this need it is estimated that at least 18 per cent all new dwellings built in Moreland by 2036 would need to be affordable housing.

Moreland is a prime location for student accommodation given its proximity to some of the State's main university campuses, with the location of RMIT's Brunswick Campus within the municipality.

In planning for population growth and diversity, Council seeks to:

- Facilitate housing growth and change in accordance with the Housing Framework shown on the Strategic Framework Plan: *Housing* at Clause 02.04.
- Facilitate residential development in industrial areas identified as *Transition Residential Areas* in the Economic Development Framework Plan at Clause 02.04.
- Encourage a diversity of housing that meets the needs of different sectors of the community.
- Encourage housing that is designed to meet the changing needs of occupants over their lifetimes.
- Facilitate housing that is affordable in relation to purchase price, rental price and ongoing living costs (utilities, transport) associated with the design and location of housing.
- Encourage student accommodation that is located close to transport and services, that respects existing neighbourhood character and responds to the preferred future character of the area.

02.03-6 Economic development

~~14/01/2021~~ --/--/----
~~C200more~~Proposed C212more

Moreland's economy is in transition, moving from manufacturing to a more service-based economy. This is evident in the types of industries and jobs available in the municipality, with health care and social assistance the largest employers followed by retail. However, the continued presence of industry and other commercial businesses within the municipality is important in creating a sustainable economy and a diversity of employment opportunities.

Moreland's industrial land plays a very important role in the provision of jobs and wealth generation and it is predicted that there will be a continued demand for industrial zoned land in Moreland from a range of industry sectors, despite the demand for industrial land declining over the last 30 years.

Moreland is also at the forefront of new ways of working and creative industries such as arts and performance production, tourism, clothing, jewellery and furniture design, digital arts and application development and creative professional services. These growing industries will play a key part in creating sustainable economic development throughout the municipality.

To support the establishment of these growing industries, Council has partnered with RMIT University and Creative Victoria to establish the Brunswick Design District, a distinct design and creative hub for creative and design professions located primarily in the heart of Brunswick. While key sites within the District have helped define the District's core area, the activity of the District will have influence beyond Brunswick and help support a thriving and resilient creative community and economy throughout the municipality and Melbourne's North.

There is increasing pressure, especially in industrial areas located adjacent to public transport and activity centres, for the conversion of industrial buildings into residential use. Residential encroachment into industrial areas displaces industrial uses and can create problematic interface issues.

The vast majority of Moreland residents travel outside the municipality to work in nearby areas. There is a desire to provide greater opportunities for residents to work locally to reduce travel times to work, reduce congestion and for the sustainability and health benefits of less car reliance.

Council seeks to create a sustainable economy and diversity of employment opportunities by:

- Retaining areas identified as *Core Industry and Employment Areas* in the Strategic Framework Plan at Clause 02.04 as areas for industry and employment.
- Maintaining industry and employment uses in areas identified as *Employment Areas* and potentially transition to a broader business base that contributes to economic regeneration and more diverse employment opportunities.
- Supporting the economic viability and growth of activity centres.
- Supporting creative industries, entrepreneurs and associated activities, including education and training, live music venues, performance, studios and coworking spaces, in Activity Centres, the Brunswick Design District and Core Industrial and Employment Areas as shown on the Strategic Framework Plans Economic Development and Activity Centres at Clause 2.04.

02.03-7 Transport

~~14/01/2021~~ ~~--/--/----~~
~~C200more~~Proposed C212more

Moreland is to be a connected city through a transport system that is diverse, progressive and sustainable that achieves a shift towards sustainable modes of travel, including zero emissions transport modes.

Car parking plays an active role in supporting broader transport and land use strategies. ~~To retain Moreland's liveability and manage transport issues associated with a denser built form, car parking will need to respond and adapt to a growing and changing Moreland~~ The availability of car parking where people live, and their destinations, will strongly influence the ways they travel. Getting the type, location and amount of car parking right can contribute to better transport, land use, economic and community outcomes. This includes improved sustainable transport uptake while catering for those who need to drive.

Council seeks to create a transport system that is diverse, progressive and sustainable by:

- Planning for a transport network that:
  - Caters for all ages, is accessible and equitable, including recognition that some people need to drive.
  - Reduces local vehicle traffic and safeguards the wellbeing of the community.
  - Achieves a shift towards sustainable modes of travel, including a transition to active transport or zero-emissions transport.
  - Focuses on transport safety, improving personal security and safety.

~~Integrating transport and land use planning decisions that maximise people's opportunities to walk, cycle and use public transport.~~

- Connects people to local jobs and services.
- Caters for population and employment growth.

- ~~Planning for car, bike and vehicle access and parking that:~~

  Prioritising our transport network according to the following 'road user hierarchy', while ensuring access for those who need to drive:

  - ~~Creates better places within Moreland.~~
    Pedestrians.
  - ~~Supports the likely demand and nature of the locality.~~
    Cyclists.
  - ~~Encourages the use of sustainable transport.~~
    Public transport.
  - Private vehicles.

02.03-8 Infrastructure

14/01/2021
C200more

Community infrastructure

The provision of infrastructure is required to support a growing and changing population. While the southern part of Moreland is experiencing greater population pressure, the need for community infrastructure in the north of Moreland is also substantial. Suburbs across Moreland are also experiencing growth in different ways, creating pressure for different types of community infrastructure.

In planning and delivering community infrastructure, Council supports:

- Providing accessible community infrastructure (e.g. health, education, social, leisure and cultural facilities) in different locations suited to the local community's needs.

Open space

Open Space is important to the liveability of Moreland and the health of people living, working and recreating in the municipality. Moreland has an open space network that includes sports fields, conservation areas, playgrounds and recreation trails, as well as public land provided for drainage and utility purposes that is used or valued for leisure and environmental purposes.

Public spaces, such as town squares, public plazas and streetscapes also make a significant contribution to the overall provision of public spaces in Moreland.

Specific areas in Moreland have been assessed as deficient in the provision of open space and these are identified on the Strategic Framework Plan: Open Space at Clause 02.04.

Council seeks to improve its open space and recreational opportunities by:

- Supporting the provision of a diverse open space network for amenity, recreational and ecological reasons.
- Prioritising new open space in areas where there is a deficiency in the open space provision as identified on Strategic Framework Plan: Open Space.
- Expanding and enhancing the open space corridor along the Moonee Ponds, Merri and Edgars Creek waterways.

02.03-9 Gaming

14/01/2021
C200more

Gaming is part of Moreland's recreation and entertainment offering, but for some people it causes serious personal, financial and social effects.

There is concern that electronic gaming machines pose a risk for vulnerable communities due to the geographic prevalence of venues and high level of losses generated.

Council seeks to reduce harm from problem gambling by:

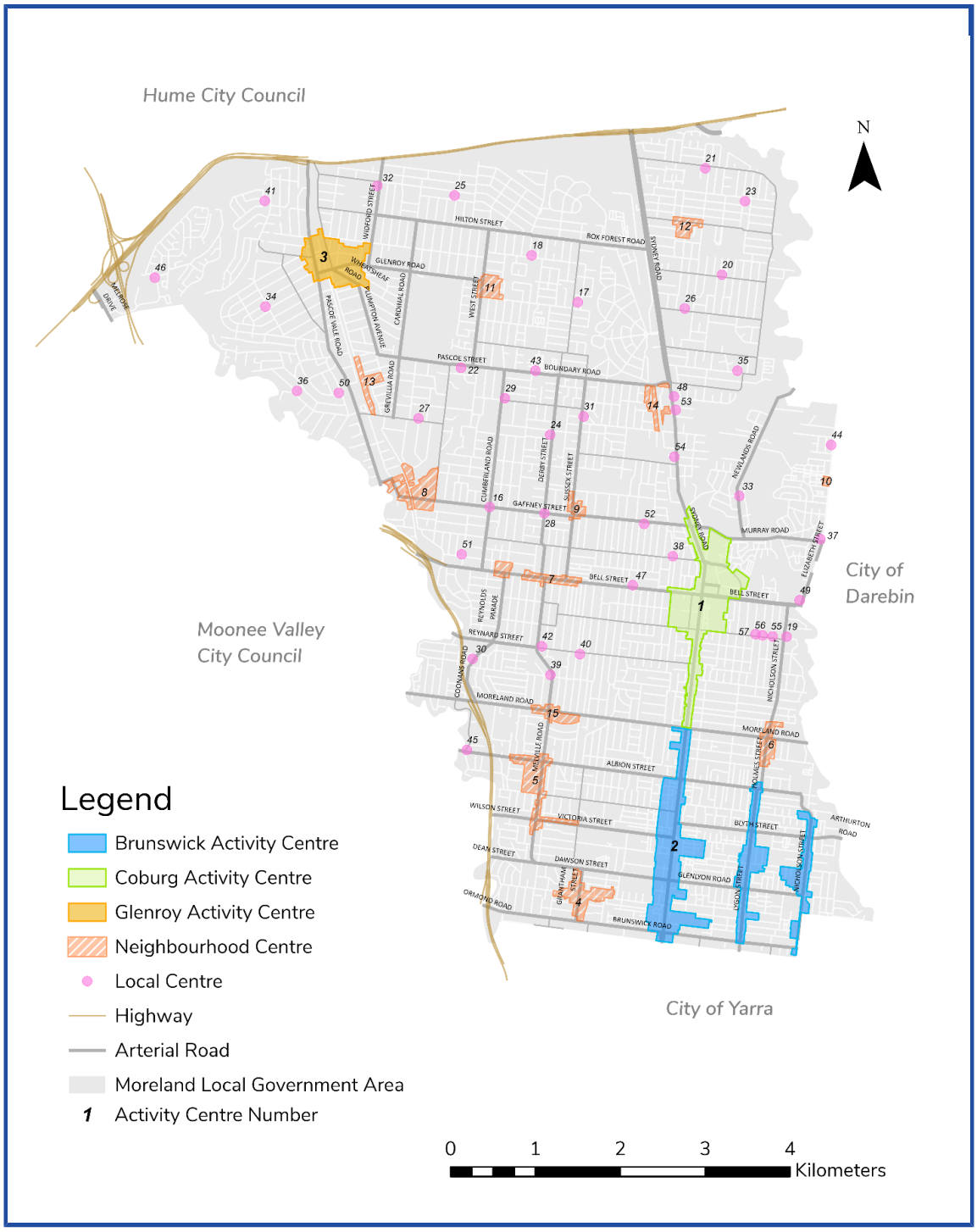
- Ensuring the location of gaming machines responds to local social, health and economic characteristics, and avoids negative effects on vulnerable communities by locating gaming machines away from them.

02.04 STRATEGIC FRAMEWORK PLANS

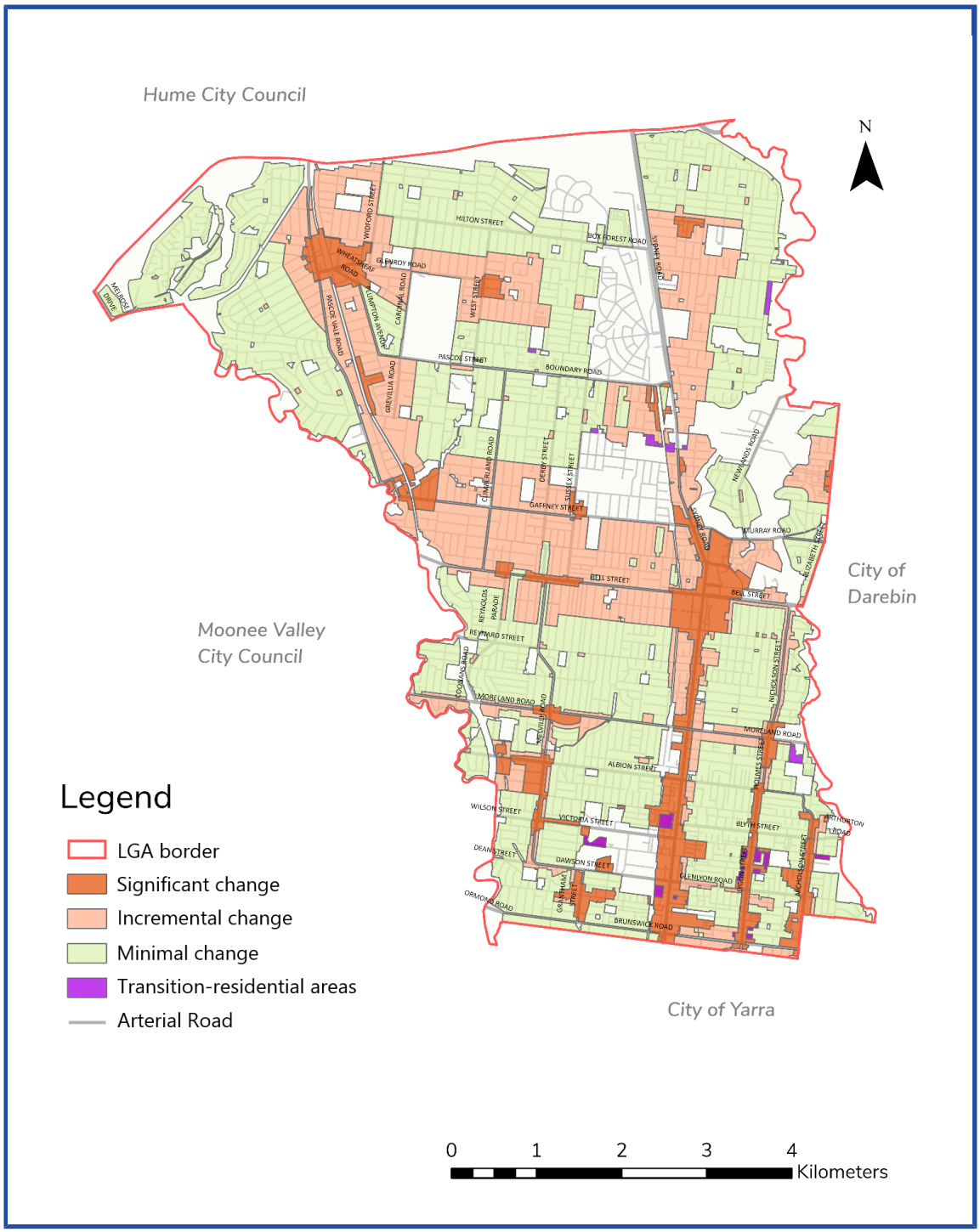
~~14/01/2021~~ --/--/---- ~~C200more~~Proposed C212more

The plans contained in Clause 02.04 are to be read in conjunction with the strategic directions in Clause 02.03.

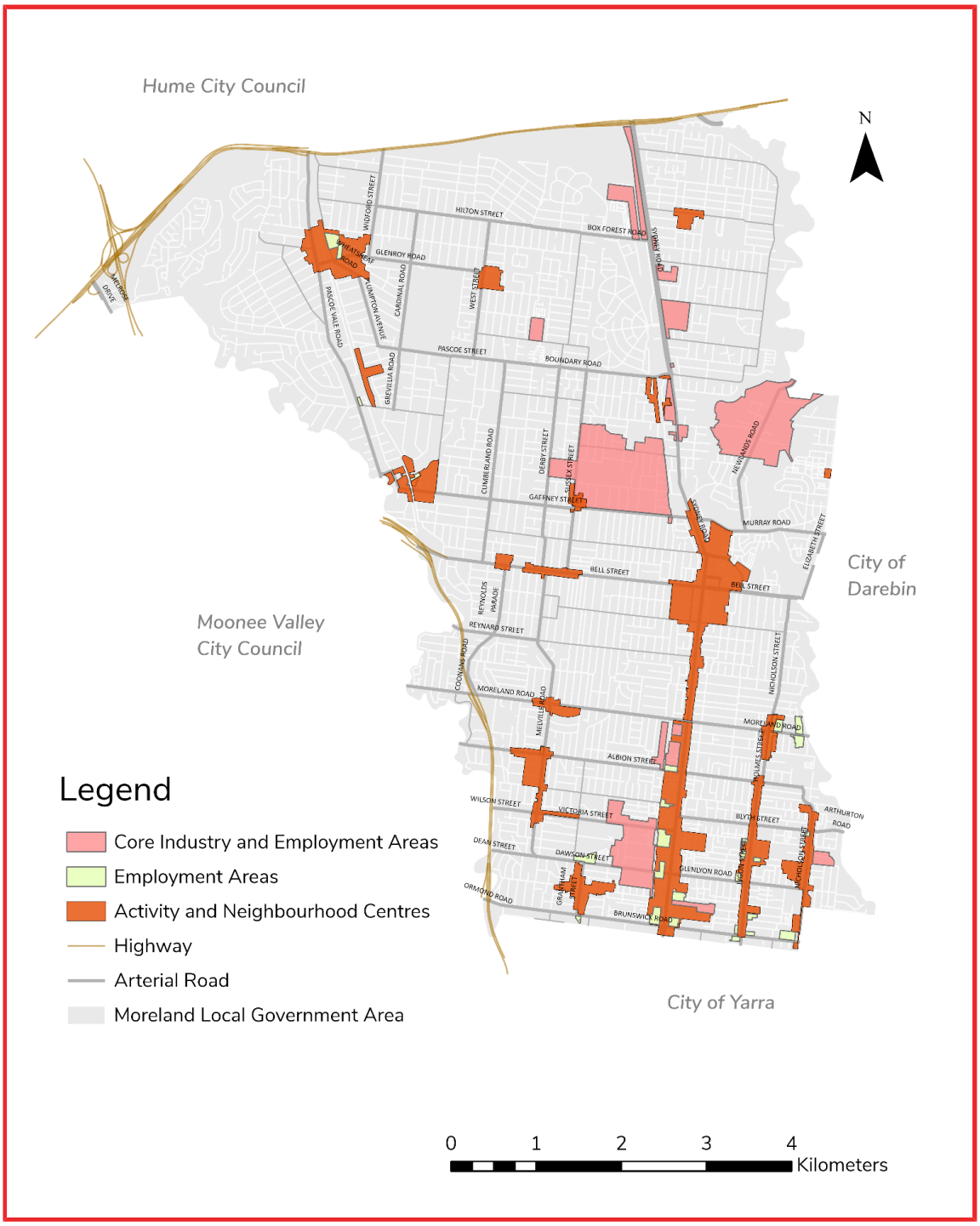
Activity Centre Framework Plan

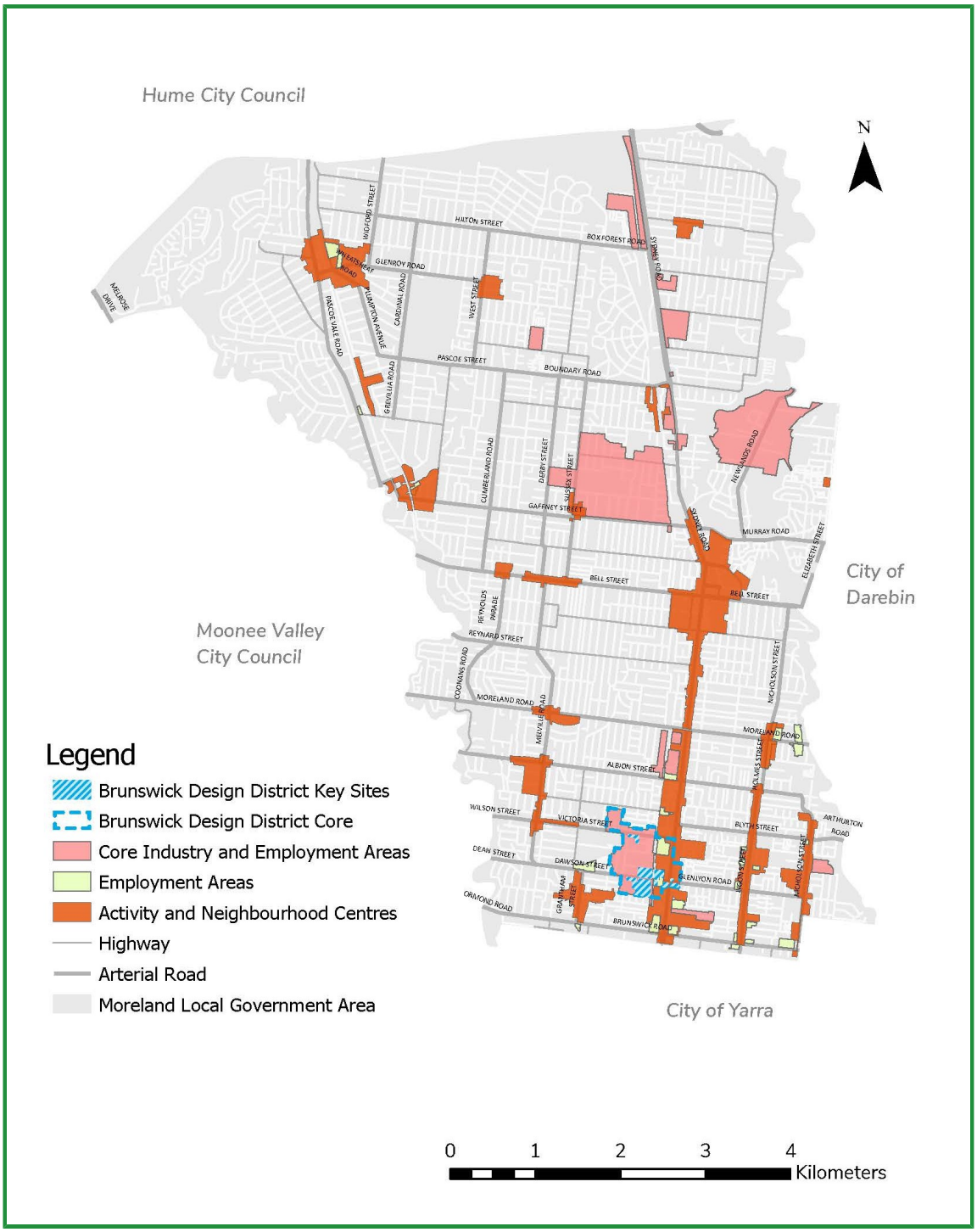


Housing Framework Plan



Economic Development Framework Plan




Hume City Council
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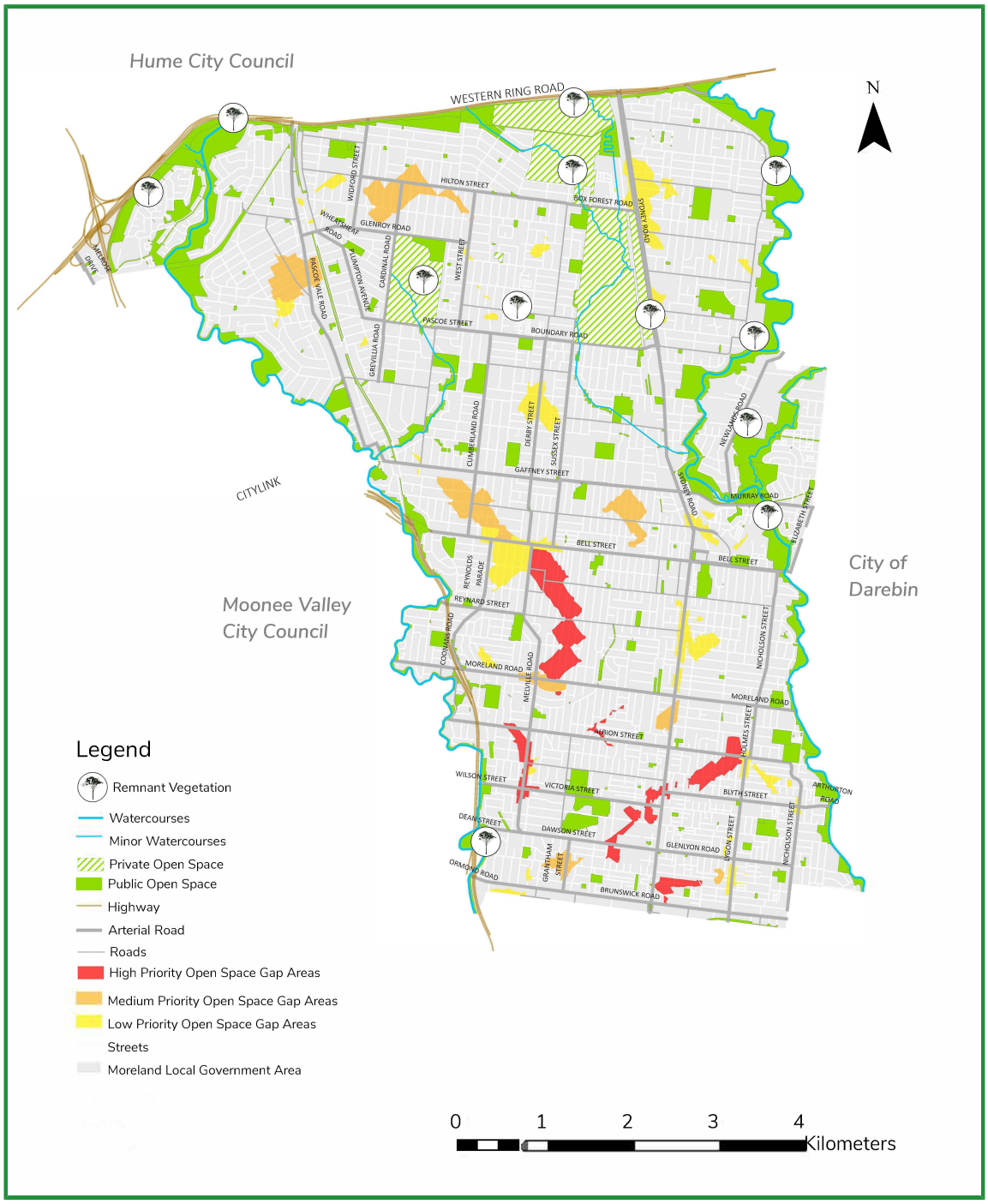
Moonee Valley City Council
City of Darebin
City of Yarra
Legend
Brunswick Design District Key Sites
Brunswick Design District Core
Core Industry and Employment Areas
Employment Areas
Activity and Neighbourhood Centres
Highway
Arterial Road
Moreland Local Government Area
0 1 2 3 4
Kilometers

Open Space Framework Plan


Hume City Council
WESTERN RING ROAD
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HILTON STREET
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SYDNEY ROAD
WIDFORD STREET
GLENROY ROAD
WHEATSHEAF ROAD
PLUMPTON AVENUE
CARDINAL ROAD
WEST STREET
PASCOE VALE ROAD
PASCOE STREET
BOUNDARY ROAD
GREVILLIA ROAD
MELROSE DRIVE
CUMBERLAND ROAD
DERBY STREET
SUSSEX STREET
GAFFNEY STREET
NEWLANDS ROAD
MURRAY ROAD
ELIZABETH STREET
CITYLINK
BELL STREET
REYNOLDS PARADE
REYNARD STREET
City of Darebin
Moonee Valley City Council
COONANS ROAD
MORELAND ROAD
MELVILLE ROAD
NICHOLSON STREET
ALBION STREET
HOLMES STREET
WILSON STREET
VICTORIA STREET
BLYTH STREET
ARTHURTON ROAD
DEAN STREET
DAWSON STREET
GLENLYON ROAD
LYGON STREET
ORMOND ROAD
GRANTHAM STREET
BRUNSWICK ROAD
Legend
Remnant Vegetation
Watercourses
Minor Watercourses
Private Open Space
Public Open Space
Highway
Arterial Road
Roads
High Priority Open Space Gap Areas
Medium Priority Open Space Gap Areas
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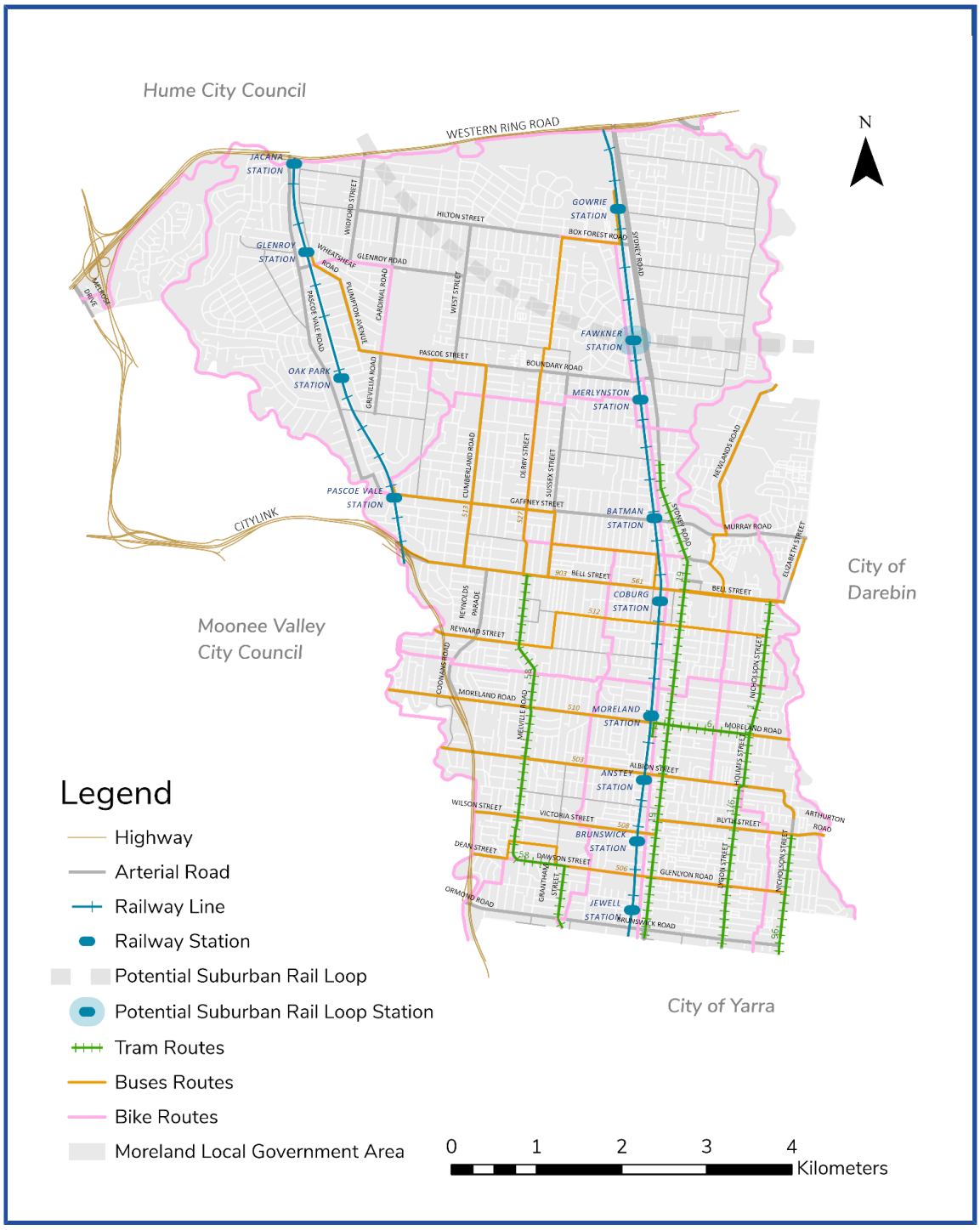
Transport framework plan