

21.01 MUNICIPAL PROFILE – HUME CITY COUNCIL

10/02/2011
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21.01-1 Locality and Regional Context

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Hume City Council is located approximately 20 kilometres north-west of the Melbourne City centre and is one of Melbourne’s key gateways, providing a vital transport network that leads to Australia’s eastern seaboard. Hume City has an area of 504 square kilometres (21.01-3 p1) and is bound by the Merri Creek, Maribyrnong River, Western Ring Road, Calder Freeway, Jacksons Creek and the foothills of the Macedon Ranges.

Land uses in the City are diverse, comprising established and new residential development, major industrial, commercial centres and substantial tracts of rural land. The upper reaches of the Maribyrnong River and Merri and Moonee Ponds Creeks are located in the City and have regional environmental, recreation and heritage value. Hume City is located within the Greater Port Phillip and Land Protection region.

Hume City is designated as one of five growth areas in metropolitan Melbourne with Broadmeadows identified as a Central Activity District. Implications of rapid development in the region are: strong demand for State and Federal funding toward major infrastructure items to keep pace with population growth; increased competition for the attraction of major employers and industry; and changing land use patterns at municipal borders.

21.01-2 Key Influences

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The key influences on land uses within Hume City Council are;

- Urban growth, including urban pressures on the rural hinterland and management of green wedge areas.
- Ensuring infrastructure meets the needs of the community.
- Areas of Environmental and Heritage Significance.
- Areas of significant landscape.
- The protection and sustainable use of agricultural land.
- The local economy including employment opportunities.
- Melbourne Airport.

21.01-3 Vision – Hume City Council in the future

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This Municipal Strategic Statement outlines the vision for the future use and development of land in the Hume City Council. It has been prepared in the context of State and regional planning objectives and should be read in conjunction with other Council strategies.

Council Vision

The Hume City Council’s community plan ‘*Hume City Plan 2030*’, provides a long term vision for the City that will reinforce its reputation for its attractive environment, strategic transport advantages, cultural diversity, social justice and as a location of choice for industry.

21.01-4 Hume City Council Plan 2004-2008

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The Hume City Council Plan 2004-2008 reflects Council’s ongoing commitment to service excellence, leadership and social justice and sets out Council’s corporate values and actions

to the year 2006. The Plan was formulated in consultation with the community to ensure that its values are a reflection of community values and aspirations.

The Council's vision for Hume City as stated in the Council Plan is:

Hume – a prosperous, progressive, sustainable and vibrant city: distinguished by the diversity of its community and renowned for social justice and community inclusion

The Hume City vision will be achieved encouraging outcomes that are consistent with a “Triple Bottom Line” approach, including:

Social equity

- Celebrating community diversity
- Equality of opportunity
- Participatory democracy
- High quality and accessible community services and infrastructure

Economic prosperity

- High levels of investment and thriving business activity
- High quality infrastructure to support business and workforces
- Sustaining a jobs/housing balance
- High quality urban and rural amenity
- Vibrant and prosperous activity centres

Environmental sustainability

- Preservation of natural heritage and bio diversity
- Management of greenhouse gas emissions
- Appropriate reuse and recycling of resources, including best practice waste management
- Pollutant free waterways
- Sustainable land management practices.

The commitments and targets in the Council Plan are focussed directly on achieving this vision.

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Land Use Vision

The Municipal Strategic Statement's vision for Hume City is as follows:

Hume City Council will recognise, enhance and plan for a community which:

- is diverse, prosperous, safe and respectful of our heritage and environment;
- provides a range of education and employment opportunities; and
- works in partnership to achieve the long term sustainability of quality urban and rural lifestyle choices.

The Municipal Strategic Statement which links and integrates the above elements provides the objectives and strategies for land use planning within the municipality focussing on the following key areas;

- **Community Wellbeing** inclusive of open space, recreation, health and community facilities
- **The Economy** inclusive of employment, airports, retailing and institutions
- **Infrastructure** inclusive of public transport, roads, cycling and walking linkages
- **Environment** inclusive of both; the built environment encompassing character, urban design, heritage and signage; and, the natural environment encompassing floodplains, water catchment areas and native vegetation.
- **Local Areas** inclusive of, Broadmeadows, Meadow Heights, Craigieburn, Roxburgh Park, Dallas, Coolaroo, Campbellfield, Gladstone Park, Tullamarine, Greenvale, Attwood, Westmeadows Neighbourhood, Rural Areas, Somerton Sunbury and Activity Centres.
- **Particular Use and Development** including Built Form and Gaming.

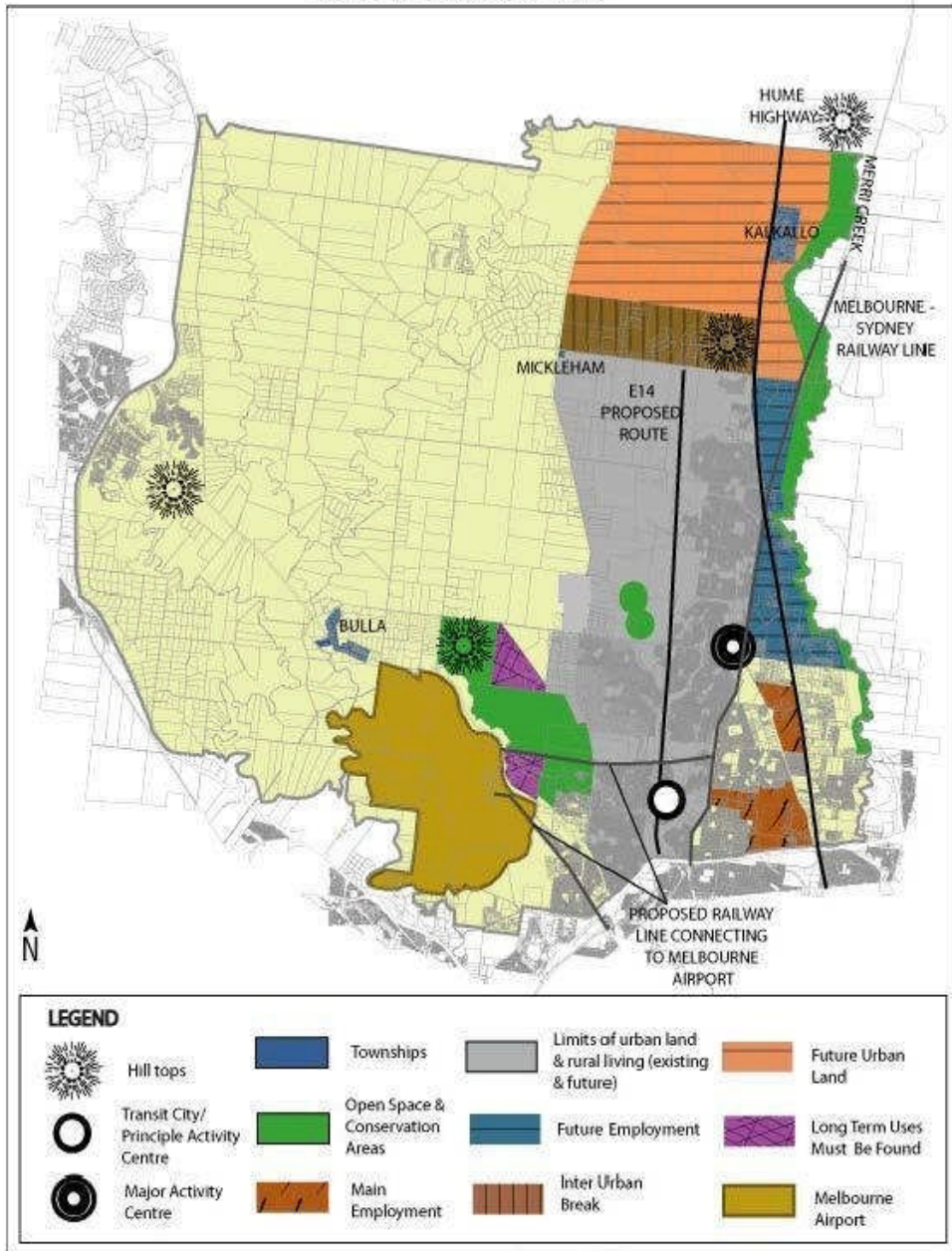
21.01-6 Hume Strategic Framework Plan

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REGIONAL CONTEXT MAP



STRATEGIC FRAMEWORK PLAN 1



STRATEGIC FRAMEWORK PLAN 2

