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C193moon**02.03-1**19/06/2020
C193moon**STRATEGIC DIRECTIONS****Settlement****Activity centres**

Moonee Valley has six major activity centres identified in Plan Melbourne being Moonee Ponds, Airport West, Essendon North, Niddrie-Keilor Road, Union Road and Racecourse Road.

Moonee Ponds Major Activity Centre

Moonee Ponds Major Activity Centre is the primary activity centre in Moonee Valley and plays an important role as a regional centre in Melbourne's north-west. The centre should be supported by:

- Reinforcing the centre as a destination for retail, business, civic, cultural, creative and entertainment uses.
- Encouraging higher-density development that respects the local heritage attributes of the area.
- Designing new development to be sensitive to the surrounding residential areas particularly where they directly interface.
- Encouraging the activation of the laneway network connecting to or proximate Puckle Street.

Airport West Major Activity Centre

Airport West Major Activity Centre provides a varied commercial function and is a key employment base for the municipality. The centre should be supported by:

- Maintaining the retail focus of the area.
- Developing the centre as a significant employment hub.
- Consolidating retail, commercial, community, entertainment, recreational and residential uses in the northern precinct.
- Supporting the McNamara Avenue precinct to provide local convenience retailing.
- Improving the northern gateway with distinctive architecture.

North Essendon Major Activity Centre

North Essendon Major Activity Centre serves the local area and provides a complementary role to the larger retail catchments of the Airport West and Niddrie-Keilor Road Major Activity Centres. The traditional built form and 'local village' character of the centre is highly valued. The centre should be supported by:

- Maintaining the 'local village' character of the centre.
- Enhancing the strong sense of identity by respecting the heritage attributes of the commercial streetscape.

Niddrie-Keilor Road Major Activity Centre

Niddrie-Keilor Road Major Activity Centre is a well-established strip centre providing a local retail focus consolidated in the core retail area. Along Keilor Road there are clearly identifiable land use precincts providing the centre with a vibrant atmosphere both day and night. The centre should be supported by:

- Facilitating the night time economy.

Union Road Major Activity Centre

Union Road Major Activity Centre plays an important local role in providing a range of retail, commercial and community services. The centre should be supported by:

- Encouraging the activation of laneways and pedestrian amenity improvements.
- Designing development to respect the heritage values of the commercial buildings.

Racecourse Road Major Activity Centre

Racecourse Road Major Activity Centre maintains a ‘main street’ feel and is evolving with more retail uses and increased levels of higher-density development. The centre should be supported by:

- Leveraging the benefits of investment brought by the nearby Arden-Macaulay and Flemington racecourse revitalisation to reinforce the role of the centre as a diverse local cultural and social hub.
- Encouraging new development that respects the local heritage attributes of the area.

Neighbourhood and local centres

Neighbourhood centres that currently fulfil a commercial and retail role and that have the potential to fulfil a residential role include:

- Essendon Junction Neighbourhood Activity Centre
- McNamara Avenue, Airport West
- Glass Street near Glenbervie Railway Station
- Napier Street, Strathmore
- Woodland Street and Pascoe Vale Road near Strathmore Railway Station
- Buckley Street near Lincoln Road (Buckley Hollow)
- Military Road
- Milleara Road
- Centreway

This residential role will be in the form of:

- Higher-density mixed use development, including shop-top housing.

Smaller local centres also fulfil a basic convenience role for the local community.

Local Places

Aberfeldie

The Aberfeldie neighbourhood is bound by Buckley Street in the north and the Maribyrnong River in the south. While it is predominantly residential in nature, Aberfeldie has substantial open space areas mainly adjoining the Maribyrnong River. These open space areas are a focus for community, sporting and recreational activities. Aberfeldie should be supported by:

- Reinforcing the neighbourhood as the focus of the Maribyrnong River by capitalising on its natural environment, high-quality built form and public spaces.
- Enhancing the neighbourhood’s role as the focus for community, sporting and recreational facilities.
- Establishing the Maribyrnong River Cultural Precinct as the principal arts and cultural precinct of the municipality.
- Encouraging development and urban design to respond to the green character of the neighbourhood.

Growth in Aberfeldie is forecast to be relatively moderate compared to other areas of Moonee Valley. By 2040 Aberfeldie is expected to accommodate an increased number of families with young children and young adults. New housing should:

- Be in the form of medium-density infill development.
- Provide a diversity of housing sizes and more accessible dwellings.

Airport West

The Airport West neighbourhood is a key economic and employment area with access to freeways and rail corridors at its periphery. The Airport West industrial precinct occupies the eastern portion of the neighbourhood. As the northern gateway into the municipality, the Airport West shopping centre marks the entrance to Moonee Valley, providing higher-order retailing for the neighbourhood and surrounding areas. Airport West should be supported by:

- Capitalising on the neighbourhood's strategic location adjacent the Essendon Fields Airport by encouraging physical and economic connections.

Growth in Airport West is forecast to be relatively moderate compared to other areas of Moonee Valley. By 2040 Airport West is expected to accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation. New housing should:

- Include medium-density infill development with pockets of higher-density development in areas where there is good access to services and facilities.
- Provide more accessible and smaller dwellings.
- Provide specialised accommodation such as aged care.

Ascot Vale

The focus of the Ascot Vale neighbourhood is the Union Road Major Activity Centre. The neighbourhood is bordered by the Maribyrnong River to the west and has open spaces throughout. The neighbourhood is well serviced by public transport, particularly in the east. Housing types in the area include Victorian-era dwellings and contemporary infill within the Ascot Chase precinct. Ascot vale should be supported by:

- Strengthening the Maribyrnong River corridor by connecting the river to leisure and sporting facilities at Fairbairn Park.

By 2040 Ascot Vale is expected to accommodate an increased number of families with young children and young professional couples. A significant proportion of the forecast growth for Ascot Vale should:

- Be accommodated within the redeveloped Ascot Vale housing estate in a way that does not distinguish between types of tenure.

Most of the remaining growth should:

- Be accommodated through higher-density development close to public transport, including tram corridors and major road corridors.

Avondale Heights

The Avondale Heights neighbourhood occupies an elevated bluff in a hook of the Maribyrnong River with views to the east and west. Military Road runs through the centre of the neighbourhood providing its economic focus. Avondale Heights has two distinct subdivision patterns; a street grid pattern in the southern areas in and around Canning Street and late 20th century curvilinear street patterns further north and east. Avondale Heights should be supported by:

- Facilitating the role of Military Road as a convenient local shopping strip and focus of economic activity.
- Providing a consistent boulevard treatment along Military Road to accommodate a potential future transport corridor.

The neighbourhood is proximate to the Maribyrnong Defence site. This significant urban renewal precinct provides opportunities to:

- Connect the Maribyrnong Defence site with Avondale Heights via Military Road and maximise opportunities for cross river connections.

Growth in Avondale Heights is forecast to be relatively moderate compared to other areas of Moonee Valley. By 2040 Avondale Heights is expected to accommodate an increased number of empty nesters and older lone persons. New housing should:

- Be in the form of medium-density infill development across the neighbourhood.
- Provide more accessible and smaller dwellings.

Essendon

The Essendon neighbourhood is focussed around the Essendon Junction Neighbourhood Activity Centre. Essendon Junction is the cultural, entertainment and transport hub of the neighbourhood. The Windy Hill precinct with its variety of sporting clubs is a defining element of Essendon's character, along with the many schools in the neighbourhood. The neighbourhood exhibits a rich architectural history reflected in large areas of heritage recognition. Essendon should be supported by:

- Maintaining the cultural and entertainment focus of Essendon Junction.
- Encouraging development to feature high-quality architecture and design that complements the heritage qualities of the neighbourhood.
- Encouraging development in Essendon Junction to complement and enhance the visual appearance of Mt Alexander Road.
- Accommodating mixed use development around the train station that is well integrated with the public realm.

Essendon is forecast to undergo significant population growth in the period to 2040. By 2040 Essendon is expected to accommodate an increased number of young families and older families. New housing should:

- Be in the form of higher-density, apartment-type development along transport corridors and main roads.
- Otherwise be in the form of medium-density infill development.
- Provide a range of dwelling types and densities as part of major urban renewal expected on underutilised land at Essendon Station.

Flemington

The Flemington neighbourhood is the gateway to Moonee Valley from the south. Economic activity is largely centred along Racecourse Road with the range of businesses reflecting the diverse cultures residing in the neighbourhood. Debneys Park is a well-used open space area. Victorian era laneways are characteristic of the neighbourhood. Flemington should be supported by:

- Promoting high-quality architecture and design that integrates well with the heritage attributes of the neighbourhood.
- Promoting Debneys Park's function as the primary open space in the area through the provision of social, physical and open space facilities.

By 2040 Flemington is expected to accommodate an increased number of families with young children and young professional couples. Approximately 29 per cent of the forecast growth for Flemington is expected to:

- Be accommodated in the redeveloped Flemington housing estate in a way that does not distinguish between types of tenure.

Most of the remaining growth should:

- Be accommodated in higher-density development along tram corridors and major roads, particularly Racecourse Road and Mt Alexander Road corridors.

Keilor East

In Keilor East, Milleara Road forms a predominant spine through the neighbourhood. While the neighbourhood has good vehicular access, pedestrian and cycling access needs to be improved. Keilor East should be supported by:

- Providing pedestrian and cycling connections through the neighbourhood, including between Valley Lake, East Keilor Leisure Centre and the Centreway.
- Providing a consistent boulevard treatment along Milleara Road to accommodate a potential future transport corridor.

Growth in Keilor East is forecast to be relatively moderate compared to other areas of Moonee Valley. By 2040 Keilor East is expected to accommodate an increased number of empty nesters and older lone persons. New housing should:

- Be primarily in the form of medium-density infill development.
- Provide more specialised accommodation such as retirement living and aged care to cater for the forecast increase in older residents.

Keilor Road/Essendon North

Keilor Road/Essendon North is a linear neighbourhood linking the eastern parts of the municipality to the western region. The village character of Essendon North is emphasised by the low scale built form and numerous parks including Woodlands Park, Cliff Allison Reserve and Lincoln Park. At the western end of the neighbourhood in Niddrie, there is a diversity of shopping and community opportunities. Keilor Road/Essendon North should be supported by:

- Designing development to respect the character of Steele Creek and the adjacent open spaces.

The Keilor Road/Essendon North neighbourhood is forecast to undergo significant growth in the period to 2040. By 2040 Keilor Road/Essendon North is expected to accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation. New housing should:

- Be in the form of higher-density, apartment-type development along Keilor Road and Mt Alexander Road.
- Provide specialised accommodation options, such as retirement living or aged care to cater for the expected increase in older residents.

Milleara

At the heart of the Milleara neighbourhood is the Milleara shopping precinct which sits at the junction of Milleara Road and Buckley Street. The street pattern in Milleara is well connected to a series of curvilinear boulevards in the garden suburban style. Milleara should be supported by:

- Reinforcing Milleara Road as the local retail precinct.
- Strengthening Buckley Street as a habitat corridor and gateway to the west through landscaping and urban design measures, and generous front setbacks to new buildings.
- Encouraging development to respect and complement the neighbourhood's garden suburb character.
- Providing a consistent boulevard treatment along Milleara Road to accommodate a potential future transport corridor.

Growth in Milleara is forecast to be relatively moderate compared to many other areas of Moonee Valley. By 2040 Milleara is expected to accommodate an increased number of empty nesters and older lone persons. New housing should:

- Be primarily in the form of medium-density infill development.
- Provide more accessible and smaller dwellings.

Moonee Ponds

The Moonee Ponds neighbourhood is defined by the Moonee Ponds Major Activity Centre and encompasses extensive heritage precincts with high amenity streetscapes. A range of pedestrian, cycling and open space infrastructure upgrades are required to cater for the needs of residents.

Moonee Ponds should be supported by:

- Improving walking and cycling connections to link the Moonee Ponds Major Activity Centre to the Moonee Valley racecourse and key transport nodes.
- Improving pedestrian permeability throughout the neighbourhood.
- Enhancing amenity through the provision of quality green spaces and urban design treatments.
- Protecting and enhancing views from Moonee Ponds to Brunswick, in particular views of Queens Park, Mt Alexander Road and from Ascot Vale Road.

Moonee Ponds is forecast to undergo significant growth in the period to 2040 and is expected to accommodate an increased number of young families and older families. A large proportion of the growth should:

- Be accommodated in the Moonee Ponds Major Activity Centre and the redeveloped Moonee Valley racecourse in the form of higher-density apartments.

Outside of these two growth locations, new housing should:

- Be developed in a variety of ways, including medium-density infill development with pockets of higher-density development along Mt Alexander Road.

Niddrie/Essendon West

The Niddrie/Essendon West neighbourhood is a predominantly residential area based on a permeable grid street network. Buckley Street provides the primary commercial edge with smaller neighbourhood centres located on Hampton Road and Hoffmans Road. There are dispersed open space assets including Buckley Park. Niddrie/Essendon West should be supported by:

- Enhancing Buckley Park's importance as a community and recreational space through the provision of a community hub.
- Connecting the Steele Creek corridor to the open space network through urban design and landscaping measures.

Growth in Niddrie/Essendon West is forecast to be relatively moderate compared to many other areas of Moonee Valley. By 2040 Niddrie/Essendon West is expected to accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation. New housing should:

- Be in the form of medium density infill development with pockets of higher-density development along Buckley Street and Hoffmans Road.

Strathmore

The Strathmore neighbourhood streets are laid out in a traditional grid pattern that responds to the topography. The Napier Street neighbourhood centre provides a diversity of local retailing and services in a charming strip shopping environment. The Woodland Street/Pascoe Vale Road economic and activity area is centred on the Strathmore Station and is well-positioned to undergo significant urban renewal in the coming years. Strathmore should be supported by:

- Maintaining the local retailing uses in the Napier Street neighbourhood centre.

Growth in Strathmore is forecast to be relatively moderate compared to some other areas of Moonee Valley. By 2040 Strathmore is expected to accommodate an increased number of families with young children and young adults. New housing should:

- Be in the form of medium-density infill development with pockets of higher-density development in the vicinity of Strathmore Station and the Napier Street shopping area.

Strathmore Heights

Strathmore Heights is a linear neighbourhood to the north of the Tullamarine Freeway-City Link which is separated from the rest of the municipality by Essendon Fields Airport. It contains a substantial network of public open spaces. Strathmore Heights should be supported by:

- Strengthening the neighbourhood's substantial network of public open space through connections to Moonee Ponds Creek.
- Encouraging recreational and sporting uses at the neighbourhood's reserves.

Growth in Strathmore Heights is forecast to be limited compared to other areas of Moonee Valley. By 2040 Strathmore Heights is expected to accommodate an increased number of families with young children and some young adults. New housing should:

- Be in the form of infill development.

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Environmental and landscape values

Vegetation

Despite being highly urbanised, Moonee Valley is home to unique remnant vegetation, including nationally significant Temperate Grassland sites, particularly along its creek corridors. Less than 100 hectares of remnant vegetation is left in the municipality on both public and private land.

Council supports:

- Preserving, connecting and enhancing these spaces and their ecological value including the habitat of the nationally significant species it hosts.
- Enhancing the municipality's urban forest by increasing tree canopy cover.

Maribyrnong River and creek corridors

Moonee Valley is located in the Maribyrnong River catchment and has a series of rivers and creeks traversing the municipality. These waterways, which include the Moonee Ponds Creek, Steele Creek and Five Mile Creek, contain significant remnant vegetation, function as habitat corridors and link major parks and open spaces. The Maribyrnong River is an important gateway and edge to the city. Council supports:

- Conserving, repairing and enhancing the natural attributes of the three distinct character lengths along the Maribyrnong River and located within the municipality. They are Steele Creek (secluded river), Maribyrnong (suburban river) and Racecourse (river flats).
- Designing development to be sensitive to all river and creek interfaces.
- Expanding and enhancing the open space corridors along the Moonee Ponds and Steele Creek waterways and improving links as opportunities arise.

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Environmental risks and amenity

Floodplains

Appropriate land use planning controls are important to protecting existing natural and capital assets in the municipality. Council supports:

- Mitigating impacts of flooding and improving existing infrastructure to cater for increasing levels of urbanisation.

Discretionary uses in residential zones

Residential areas often require complementary discretionary uses for the convenience of local residents. Council supports:

- Protecting the function, amenity and character of residential areas by considering the location, design, traffic effects and amenity impacts of proposed discretionary uses.

Licensed premises

Licensed premises can play a beneficial role in the economy of the municipality. Council supports:

- Managing activities associated with licensed premises to minimise impacts on residential amenity.

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Built environment and heritage

Signs

The expectation for residential areas is for a high level of amenity with minimal intrusion from business use and signage. Some industrial areas, freeways and declared main road offer limited opportunities for illuminated and promotional high wall and sky signs.

Council supports:

- Promoting a co-ordinated approach to signage in terms of common themes, colours and building identification.
- Encouraging signs that add vitality and colour to commercial areas, including major promotion signs that complement the character of the area.

Neighbourhood character

Moonee Valley's residential neighbourhoods include a number of areas identified specifically for their highly consistent and valued character. Council supports:

- Encouraging careful design responses such as architectural styles, dwelling setbacks, pattern of built form, building materials and landscaping to maintain valued character.

Environmentally sustainable development

Council is committed to improving the sustainability of the built environment. Development is encouraged to be designed to incorporate environmentally sustainable design. Council supports:

- Planning neighbourhoods to reduce car travel and designing more environmentally sustainable buildings that reduce energy and water use, along with reducing waste and pollution.
- Incorporating environmentally sustainable design elements at the time of planning approval to assist in achieving environmentally sustainable development. This approach seeks to:
 - Improve outcomes that may otherwise be compromised if these matters are only considered as part of building approval.
 - Reduce difficulties or extra costs associated with retro-fitting the development.

Heritage

Moonee Valley has extensive areas and numerous individual places of heritage significance and the protection and conservation of these heritage assets is required. Council supports:

- Protecting places of heritage significance.
- Allowing adaptive reuse and change of buildings where they provide for the retention and maintenance of a heritage place.

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C193moon**Housing**

It is important that Moonee Valley accommodates people of all ages and backgrounds who require different housing options which change at various stages of life. Moonee Valley's 13 neighbourhoods will be able to accommodate varying degrees of new housing growth depending on a range of factors, including good access to public transport, services, open space and retail opportunities. Council supports:

- Encouraging a range of housing types that can influence tenures and price points, and quality social and public housing.
- Directing housing growth of higher scale to key locations where people can access most of their everyday needs within a 20-minute walk, cycle or local public transport trip of their home.
- Protecting the city's significant heritage areas from inappropriate development.
- Maintaining the lower built form scale of residential neighbourhoods where it is the prevailing character and there is limited access to services and amenities.

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C193moon**Economic development**

Retail is the highest employer in the municipality (as at 2016), accounting for 16.3 per cent of all jobs in Moonee Valley. Retail is followed by health care and social assistance (11.5 per cent) with education and training at 10.5 per cent. The accommodation and food services industry saw the greatest increase in jobs between the 2011 and 2016 Censuses (increase of 680 jobs).

Essendon Fields Airport

Essendon Fields Airport offers significant economic growth and employment opportunities for the city due to its size and strategic location. Currently Essendon Fields Airport contributes almost \$634 million per annum to the local economy and is the employment home for 6,000 people. Essendon Fields Airport is projected to generate 18,000 new jobs and an estimated \$300 million in investment over the next decade. The precinct contains several vacant and underused land parcels suitable for aviation, retail, commercial and industrial development. Council supports:

- Facilitating the continued growth and development of Essendon Fields Airport as an employment and economic hub.

Diversified economy

Analysis shows the municipality currently underperforms in the provision of localised employment, with 76 per cent of its residents working outside Moonee Valley. However, by 2040 it is estimated there will be an additional 29,000 jobs in Moonee Valley. Economic changes are also transforming work practices, such as through flexible work arrangements, and in 2040 many residents will spend more time working away from their primary place of work. Council seeks to support these trends by:

- Facilitating the local employment sector to encourage a more sustainable local economy.
- Establishing a network of co-working spaces to strengthen connections to neighbourhoods.

Commercial

The traditional role of activity centres as places mainly for commercial activity is changing, and activity centres are now also becoming entertainment hubs. Council seeks to support this change by:

- Encouraging a mix of uses that allow activity centres to be viable while meeting the needs of the local community.
- Encouraging both day and night activation.

Construction has taken over from manufacturing as the highest output industry in the local economy, now generating 15.2 per cent of the city's total output (Remplan, Output by Industry, 2017). Traditional industrial precincts in Airport West and Essendon Fields Airport are evolving into diversified employment hubs that include a range of non-traditional industrial land uses. Council supports:

- Improving the appearance of and access to existing industrial precincts to encourage a further investment in the municipality and encourage employment growth.

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Transport

Sustainable transport

To achieve a city with a network of 20-minute neighbourhoods, sustainable transport access and provision needs to be planned and delivered as a priority across the municipality.

Moonee Valley's road network accommodates many different transport modes. As these can significantly impact on one another, the most efficient modes should be encouraged. Council supports:

- Delivering sustainable transport options and facilitating access to these in order to support a network of 20-minute neighbourhoods.
- Establishing a road space hierarchy based on modal efficiency in the following order:
 - Pedestrians
 - Cyclists
 - Public transport
 - Freight
 - Private vehicles including autonomous vehicles and/or share rides
- Modifying road infrastructure to accommodate future vehicle technologies. Where that involves reducing road reserves, using that opportunity to change the land use of these reserves to public open space.

Essendon Fields Airport

Essendon Fields Airport is an important feature of the municipality as a valuable provider of regional transport, through air transport services, as well as a significant generator of employment opportunities. Council supports:

- Encouraging the safe and effective operation of the Airport.
- Ensuring land use and development is compatible with the operation of the Airport, having regard to the appropriate master plan.
- Mitigating amenity impacts to residents.

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Infrastructure

Major educational uses

Educational institutions can contribute to the wellbeing of the community. Many educational institutions have long-term associations with the local area and their expansion is generally in response to community needs. Council supports:

- Promoting the orderly planning of institutional uses to help minimise off-site impacts and ensure the safe movement of pedestrians, cyclists and vehicles, providing certainty for the institution and residential area.

Community facilities

In a climate of rapid population growth and technological changes, community facilities need to be adaptable to meet the changing needs of the community to achieve a healthy city of 20-minute neighbourhoods. Council supports:

- Providing an accessible network of community hubs to encourage the co-location of a diverse range of infrastructure and services.
- Transforming existing community facilities into multi-purpose facilities.

Open space

Well-located open spaces are an important element in achieving a healthy city, particularly as the population increases. Moonee Valley has a wide network of open space reserves ranging from waterway corridors, historical gardens, large sporting reserves and a network of smaller open spaces. Council supports:

- Preserving, managing and maintaining open space areas for health, safety, connection, drainage, aesthetic and ecological reasons.
- Increasing open space in the municipality by reducing gaps in the network.
- Delivering open space connected to walking and cycling paths, drainage and key ecological links.

Integrated water management

Achieving improved stormwater quality is key in reducing the environmental impact of urban development on waterways and receiving water bodies in the Moonee Valley catchment. Council supports:

- Incorporating stormwater treatment measures into the design of development, including wetlands, raingarden systems and porous pavements to filter pollutants, to help protect and improve the condition of the natural waterways and passively irrigate urban vegetation.

Waste management

As Moonee Valley experiences higher-density development, waste management planning is becoming increasingly important. Effective waste management is particularly important for multi-unit developments to minimise impacts on residential amenity, pedestrian traffic and public health. Council supports:

- Encouraging waste management systems that reduce waste generation and promote innovations in the design of waste management systems.