

# SECTION 2: THE VISION AND PLAN

## The Vision for Broadmeadows

*Broadmeadows will be the capital of Melbourne's north. The centre will be transformed into a place for people and a place to visit and socialise – not only for its diverse cultural experiences, opportunities for employment and lifelong learning, but also because of its attractive, safe and inspiring urban environment.*

*Broadmeadows will be a great place to live, with vibrant neighbourhoods that are close to beautiful parks and natural landscapes. Residents will be able to prosper and share in a better quality of life, resulting from increased investment in civic, community and recreation facilities and services, and by being able to work close to home. Residents will have healthy, active lifestyles that are sustained by walking, cycling and using public transport as a part of everyday life.*

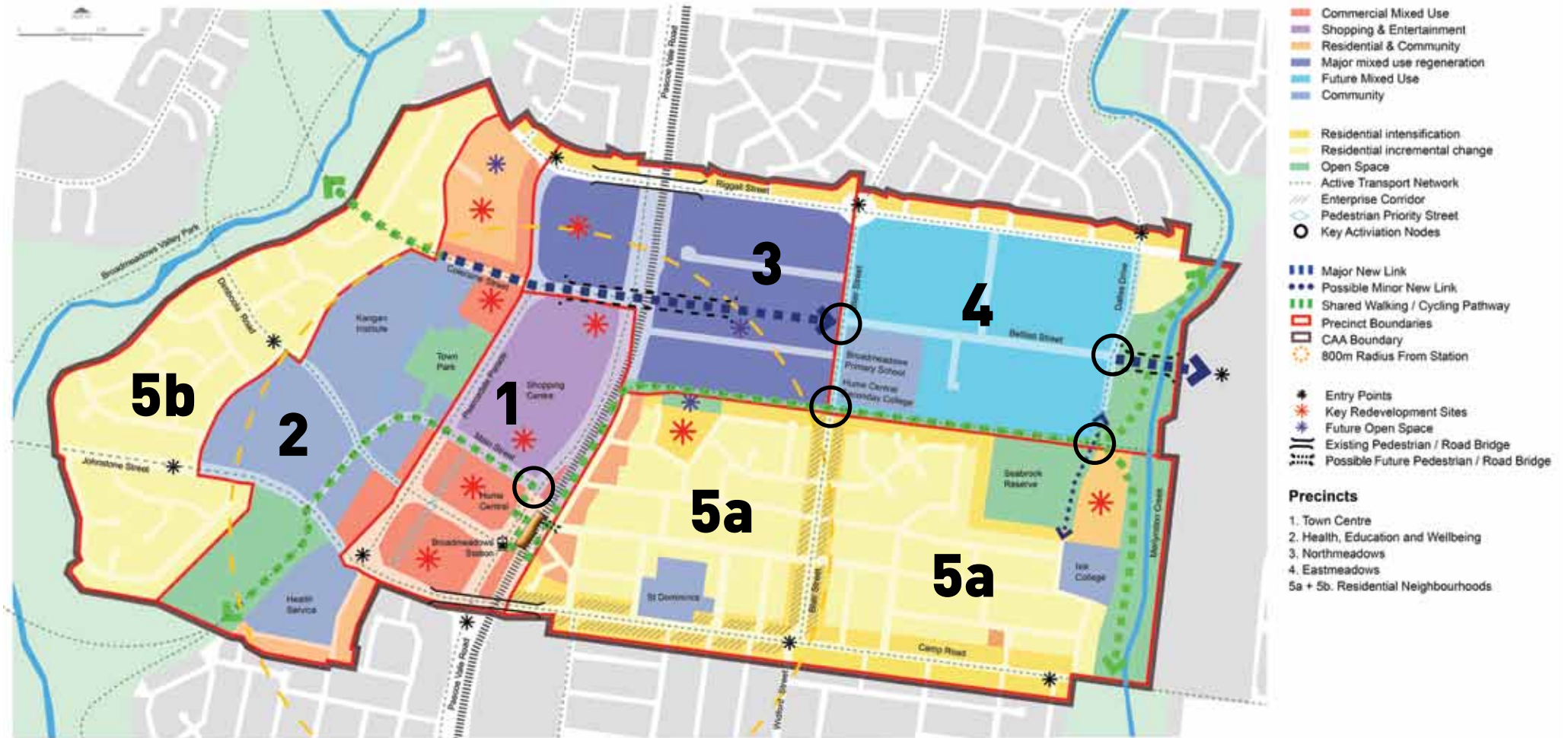
*The local and regional community will feel a sense of pride in Broadmeadows as the premier regional destination in northern Melbourne.*

In order to achieve the vision, the plan sets out overarching objectives, strategies and actions based on the following themes:

- **Theme 1:** Built form, public realm and sustainability
- **Theme 2:** Enterprise, retail and business
- **Theme 3:** Housing
- **Theme 4:** Community and culture
- **Theme 5:** Transport and access
- **Theme 6:** Open space and recreation



> Figure 4 The Plan



## THEME 1: BUILT FORM, PUBLIC REALM AND SUSTAINABILITY

### Objectives:

- To create a cohesive urban structure that enhances the accessibility, safety and legibility of Broadmeadows.
- To create an attractive, diverse and high quality public realm that has a strong 'sense of place'.
- To transform Broadmeadows into a place for people, with human-scale places and experiences.

### Strategies

1. Encourage building frontages to have an active relationship with adjoining public spaces.
2. Ensure the scale of new development capitalises on opportunities within Broadmeadows, while maintaining the amenity of existing areas and neighbourhoods.
3. Locate higher density built form:
  - on wider streets;
  - within areas accessible to public transport, shops and local services;
  - on key redevelopment sites; and
  - at key activation nodes.
4. Ensure key activation nodes provide landmark buildings that deliver a high quality standard of design, sustainability and significant public realm benefits.
5. Ensure buildings don't dominate the street by encouraging development to correspond to an appropriate ratio between street width and building façade height, as follows:
  - 1:1 ratio of street width to building façade height, to a maximum height of five storeys
  - upper floor elements set back from building façade on a building plane of 1:1 (height to setback)
  - service lanes are exempt from this objective.
6. Ensure the height of new development is consistent with the airspace clearance requirements of Essendon Airport.
7. Encourage a fine grain pattern of development that facilitates pedestrian scale architecture and contributes to vibrant street life.
8. Promote urban development that is consistent with the 'perimeter block' principle to ensure buildings are oriented towards the street and contribute to the quality of public spaces. Car parking is to be sleeved behind buildings or obscured from street frontages
9. Promote sustainable and innovative planning and development practices, with a particular focus on zero net energy and ecological systems.
10. Encourage lots adjacent to key redevelopment areas (Northmeadows, Eastmeadows and Camp Road) to develop at a greater scale than their surrounds and provide a transition between the Activities Area and existing residential areas.
11. Ensure development adjoining Meadowlink activates the edges and spaces with new local streets or built form occupation.
12. Develop planning provisions to facilitate the redevelopment of key strategic sites.
13. Ensure new development complements an interconnected grid based network of streets that maximises connectivity for pedestrians, cyclists and public transport.
14. Encourage the development of a high quality public realm that prioritises the pedestrian experience and provides spaces for people to meet, socialise and express cultural identity.
15. Develop attractive and active pedestrian environments by creating pedestrian priority areas along key activity streets and downgrading some roads to provide a more pedestrian friendly environment.
16. Include energy, resource and water efficient features in public realm improvements.
17. Support new public art initiatives, events and facilities that contribute to a 'sense of place' and provide opportunities for residents to celebrate their cultures.



## THEME 2: ENTERPRISE, RETAIL AND BUSINESS

### Objectives:

- To develop Broadmeadows as the premier retail destination and employment centre in Melbourne's north.
- To provide a diversity of employment and business opportunities, with a range of spaces for small businesses, retailers and other service providers.
- To establish a high quality urban environment and public realm to attract business investment and create a CBD-style experience for workers and visitors.

### Strategies:

1. Encourage development of new retailing precincts with outward-facing built form that contributes to a high quality public realm.
2. Provide a significant increase in employment opportunities to complement a growing number of retail, commercial and community jobs.
3. Encourage the development of smaller scale flexible accommodation for local and emerging enterprises.

### Actions:

1. Create a space in the Town Centre, Northmeadows or Eastmeadows precinct, where markets could be held.
2. Support for the expansion of the Broadmeadows Shopping Centre to fulfil its role as a premier destination for retail and entertainment uses in northern Melbourne.
3. Accommodate an expansion of street-based retail floor space on land north of Coleraine Street and west of Pascoe Vale Road.
4. Facilitate expansion of the traditional town centre west of Pascoe Vale Road into Northmeadows.
5. Facilitate restructuring and redevelopment of land in Northmeadows as a mixed use area providing significant higher density retail, employment and housing.
6. Work with Kangan Institute to identify opportunities for complementary uses and development on its campus.
7. Facilitate the establishment of an 'enterprise corridor' along Blair Street and Camp Road to encourage renewal of existing buildings and support a range of commercial uses and home-based businesses.
8. Plan and design opportunities for business incubator facilities to support new businesses.
9. Encourage the development of tourism facilities, including hotels or serviced apartments.

10. Facilitate new entertainment and dining uses that provide day and night activity and a 'city life' experience.
11. Investigate delivery mechanisms for new communications infrastructure to support businesses and the community.



## THEME 3: HOUSING

### Objectives:

- To provide a diversity of housing types to meet the needs of existing and new residents of Broadmeadows.
- To provide high quality housing opportunities and promote affordability.

### Strategies:

1. Focus residential intensification on key redevelopment sites and other highly accessible locations across Broadmeadows.
2. Support ongoing incremental change and renewal of existing residential neighbourhoods generally consistent with the existing rate of change.
3. Broaden the range of housing types, tenures and sizes available in Broadmeadows, including housing for families, small households, older people and students.
4. Locate and design residential development to create safe, accessible and sustainable communities.
5. Locate higher density, mixed use housing in the Town Centre, Northmeadows and Eastmeadows precincts, and on key development sites and at activation nodes.
6. Ensure new housing developments contribute to a positive neighbourhood character, safe public spaces and vibrant street life.

7. Encourage the development of an additional 6,500 new homes across the Broadmeadows Activities Area as follows (approximate):
  - 500 in the Town Centre Precinct
  - 300 in the Health and Wellbeing Precinct
  - 5,500 in Northmeadows and Eastmeadows
  - 400 in existing residential areas.
  - 175 on the former Broadmeadows Primary School site.
8. Encourage housing projects that demonstrate different types of affordable housing and sustainable design.
9. Encourage additional social housing in a variety of forms, including as part of mixed use and mixed tenure developments.

### Actions:

1. Liaise with the Department of Human Services on the long-term management, enhancement and potential redevelopment of their property portfolio.
2. Investigate the potential for future housing and local open space on vacant school sites.
3. Work with the Kangan Institute to investigate student accommodation opportunities.
4. Prepare a housing policy to guide provision of social and affordable housing.





## THEME 4: COMMUNITY AND CULTURE

### Objectives:

- To enhance the role of Broadmeadows as a regionally significant centre for health, education and community services, arts, culture and faith-based services and facilities.

### Strategies:

1. Ensure services meet the needs of a growing Broadmeadows and regional population.
2. Enhance the existing network of community services and facilities and ensure they are accessible to the wider Broadmeadows and regional community.
3. Support the development of facilities and spaces that provide opportunities for lifelong learning and training.
4. Support development of the Broadmeadows Services Village, including Dianella, as a sub- regional community services hub.
5. Encourage new services and facilities to integrate with existing health, education and other community uses in the town centre.

### Actions

1. Liaise with Northern Health on service and facility planning across northern metropolitan Melbourne.
2. Continue development of new schools through the Broadmeadows Schools Regeneration Program.
3. Attract regional-level facilities and services to locate within Broadmeadows.
4. Support the provision of additional public and private health services throughout Broadmeadows including services co-located with or in close proximity to Broadmeadows Health Service.
5. Pursue partnerships with community groups, the private sector and all levels of government to provide more spaces for art and cultural activity and public exhibition.
6. Investigate the feasibility and potential location of a multi-purpose cultural facility within Broadmeadows (ideally in Precinct 1).
7. Encourage local food production through creation of community gardens in public open spaces.
8. Provide flexible places and spaces for the celebration of cultural events and community identity, including festivals and markets.
9. Resolve the future of the Town Hall.
10. Facilitate the expansion of the Global Learning Centre.
11. Celebrate multiculturalism in the built environment and land use activities.



## THEME 5: TRANSPORT AND ACCESS

### Objectives:

- To maximise sustainable transport options in and around Broadmeadows and provide a highly connected centre that integrates with surrounding neighbourhoods.
- To reinforce the role and significance of Broadmeadows Station as a regional passenger interchange.
- To integrate east and west Broadmeadows.
- To support walking and cycling as priority travel modes.
- To provide safe and engaging connections between key destinations.
- To improve street design by balancing the needs of all users and creating a pedestrian-friendly environment.
- To limit the visual, environmental and amenity impact of motor vehicles and car parking.
- To reduce reliance on private vehicles by requiring new developments to set limits on car parking and introduce sustainable travel initiatives.

### Strategies:

New development should:

1. Where adjacent to the Meadowlink project, provide passive surveillance opportunities and active frontages.
2. Be designed to improve east-west connections and promote a fine-grain movement network.

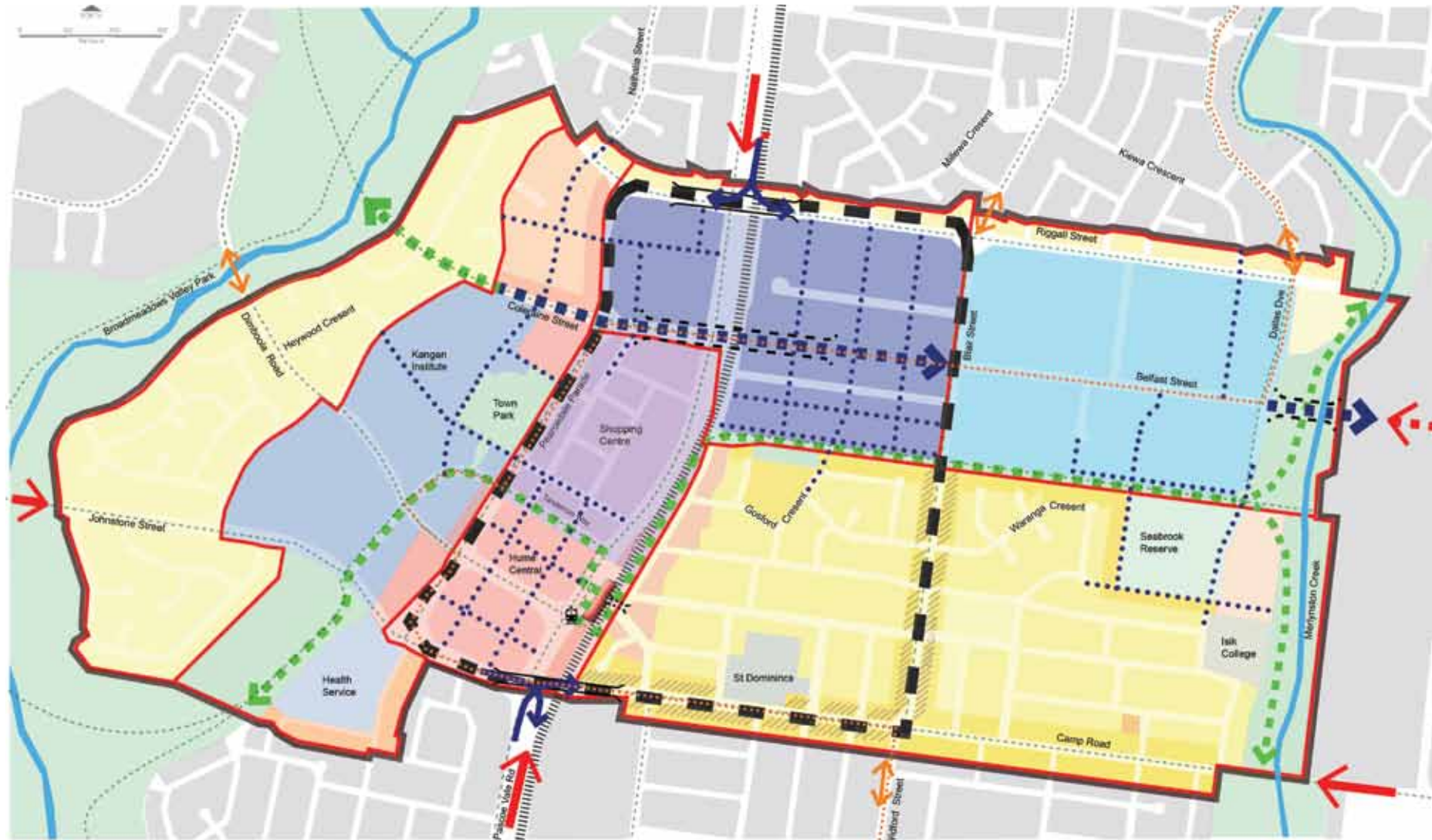
3. Provide infrastructure for pedestrian/cycle priority, particularly in Northmeadows and Eastmeadows as these areas are planned and developed.

### Actions:

1. Redevelop Broadmeadows Station with a new station entrance, footbridge and bus interchange to integrate the station with the surrounding civic precinct and improve pedestrian amenity along Pascoe Vale Road.
2. Reduce the crossing distance for pedestrians at major intersections by removing non-essential turning and slips lanes, particularly at Key Activation Nodes.
3. Prepare a preliminary design and cost for the Coleraine Street bridge and extension into Northmeadows.
4. Continue the implementation of the Meadowlink Masterplan and Concept Design.
5. Implement a 'way-finding' strategy for cycling in Broadmeadows.
6. Explore improving connections to the M80 and eliminate the need for the Merlynston Creek road reservation by extending Belfast Street over Merlynston Creek into Broadfield Road.
7. Designate a ring road servicing core precincts east and west of the railway line, potentially connected to key arterial roads by providing:
  - a. direct access from Pascoe Vale Road to Riggall Street for southbound traffic via a ramp up to the flyover bridge
  - b. direct access from Pascoe Vale Road to Camp Road for eastbound traffic via a ramp up to the flyover bridge
  - c. direct access from Johnstone Street to Pascoe Vale Road for southbound traffic via a slip-lane and signalised intersection.
8. Implement traffic management measures to reduce the impact of through traffic along Pascoe Vale Road, Johnstone Street / Camp Road, Pearcedale Parade and Blair Street, subject to a VicRoads FIT Assessment.
9. Plan for bus operation in redevelopment areas such as Eastmeadows, including consideration of access requirements and possible bus routing.
10. Encourage consolidation of car parking within the Town Centre Precinct into three parking stations. Parking stations should be:
  - a. located adjacent to but not accessed from the arterial road network
  - b. used to generate pedestrian activity through or past multiple destinations
  - c. designed to share the parking needs of multiple developments
  - d. designed to enable suitable built form sleeving the car parking to screen the car parking from street view.
11. Investigate possible decommissioning of loop road and new access and ramps to Camp Road and Johnstone Street (Precinct 1).
12. Investigate the need for and suitability of a Development Contributions Plan to fund major transport infrastructure improvements.



› Figure 5 Existing and future movement and access



KEY			
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<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Shopping & Entertainment	<span style="display:inline-block; width:15px; height:10px; background-color: #fff3cd; border: 1px solid #c0392b;"></span> Residential incremental change	<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Minor New Link	<span style="display:inline-block; width:15px; height:10px; background-color: #fff2cc; border: 1px solid #c0392b;"></span> Key Redevelopment Sites
<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Residential & Community	<span style="display:inline-block; width:15px; height:10px; background-color: #fff3cd; border: 1px solid #c0392b;"></span> Open Space	<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Shared Walking / Cycling Pathway	<span style="display:inline-block; width:15px; height:10px; background-color: #fff2cc; border: 1px solid #c0392b;"></span> Future Open Space
<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Major mixed use regeneration	<span style="display:inline-block; width:15px; height:10px; background-color: #fff3cd; border: 1px solid #c0392b;"></span> Future Mixed Use	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> Precinct Boundaries	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> Existing Pedestrian / Road Bridge
<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Community	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> New Local Bus Route	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> CAA Boundary	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> Possible Future Pedestrian / Road Bridge
<span style="display:inline-block; width:15px; height:10px; background-color: #d9ead3; border: 1px solid #c0392b;"></span> Creek	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> Active Transport Network	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> Enterprise Corridor	
	<span style="display:inline-block; width:15px; height:10px; border-top: 1px dashed #c0392b;"></span> Broadmeadows AA Loop		

## THEME 6: OPEN SPACE AND RECREATION

### Objectives:

- To create high quality open spaces and recreation facilities of regional significance.
- To provide diverse places, spaces and options for passive and active recreation by the whole Broadmeadows community.
- To enhance the beauty, use, safety and accessibility of open spaces.

### Strategies:

1. Ensure development abutting open space contributes to amenity and activity.
2. Encourage provision and use of a diverse range of recreational and sports facilities to enable participation by a broad range of cultural and age groups.
3. Support the co-location of recreational and complementary community facilities.
4. Ensure smaller, more flexible open space and recreation facilities be provided as part of significant new developments.
5. Facilitate provision of high quality, centrally located neighbourhood open spaces in new developments that connect with the surrounding street network.
6. Incorporate stormwater infrastructure in new development and the public realm to enable water to be retained and reused.

### Actions:

1. Update the Hume Open Space Strategy and Hume City Leisure Strategy Plan to reflect revised population forecasts in the Central Activities Area.
2. Implement the Masterplan and Concept Design for Meadowlink.
3. Develop open space infrastructure standards to deliver quality flexible spaces and public realm improvements.
4. Investigate delivery of new neighbourhood-level open spaces as part of a development contributions mechanism.
5. Ensure priority is given to the retention of the Broadmeadows Valley Park and Merlynston Creek open space corridors.
6. Undertake beautification works along the Moonee Ponds and Merlynston Creek open space corridors.
7. Encourage the redevelopment of Seabrook Reserve to deliver new local streets, an extension of Dallas Drive, and residential development overlooking the reserve and Merlynston Creek and connecting to shared walking and cycling paths.
8. Devise strategies to promote use of recreational facilities including the leisure centre, 50m swimming pool, indoor basketball stadium, Town Park and Tanderrum Way link south of Dimboola Street.

