

BROADMEADOWS CENTRAL ACTIVITIES AREA



What will happen next?

Your participation in the current consultation is important. We welcome your feedback by 9 December 2011.

After the consultation, we will consider all the feedback received, together with research we have undertaken and relevant State and Local Government policies. We aim to finalise the document in 2012. The Structure Plan will then be introduced into the Hume City Council planning controls.

How can you get involved?

Getting involved is easy:

▶ Complete a questionnaire

Available at www.planning4broadmeadows.com.au, the Hume City Council Libraries and the Hume Civic Offices.

▶ Attend a community information day

Dallas Neighbourhood House	182 Widford Street	Wednesday 9 November 2011	10am-2pm
Kangan Institute	Pearcedale Parade Cafeteria (Building D)	Tuesday 15 November 2011	10am-2pm
Broadmeadows Shopping Centre	1099 Pascoe Vale Road, Outside Bendigo Bank	Tuesday 22 November 2011	10am-2pm
Global Learning Centre	1093 Pascoe Vale Road	Thursday 24 November 2011	10am-2pm
Banksia Gardens Community Centre	71-81 Pearcedale Parade	Wednesday 30 November 2011	10am-2pm

▶ Join an online discussion forum

Share your thoughts about planning for Broadmeadows at www.planning4broadmeadows.com.au

HumeLink

Hume City Council's
multilingual telephone information service.
General enquiries: Telephone 9205 2200

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Need more information?

If you would like more information, the full Draft Broadmeadows Structure Plan and the questionnaire can be found at:

- ▶ www.planning4broadmeadows.com.au
- ▶ The Hume Libraries
- ▶ The Hume Global Learning Centre, 1093 Pascoe Vale Road, Broadmeadows.
- ▶ The Hume Civic Offices, 1079 Pascoe Vale Road, Broadmeadows

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If you would like to receive this publication in an accessible format, such as large print or audio, please telephone the Broadmeadows Activities Area Project Team on (03) 9205 2200. This publication is published in PDF and Word formats on www.planning4broadmeadows.com.au.



DRAFT BROADMEADOWS STRUCTURE PLAN

MELBOURNE'S CAPITAL OF THE NORTH

A Summary

NOVEMBER 2011

What is it all about?

Broadmeadows Activities Area is set to become Melbourne's capital of the north over the next 20 years. It will be a regional hub for offices and employment, supported by a mix of retail, leisure, learning, new housing and transport facilities.

To achieve this new role, significant growth is anticipated and the Victorian Government with Hume City Council have a 20-year plan to sustainably manage change in Broadmeadows.

The draft Structure Plan maps a dynamic future for Broadmeadows Activities Area as it seeks to attract more people, jobs and businesses to the area. It is estimated that the revitalisation has the potential to create up to 6,500 new homes and 3,000 new jobs.

What is a Structure Plan?

A Structure Plan is a planning document that sets out the long term shared community, stakeholder and government vision for an area.

It includes a series of objectives, strategies and actions that relate to housing, employment, business, community facilities, transport, public places and infrastructure.

The preparation of the draft Broadmeadows Structure Plan has been informed by two stages of community consultation in 2009 and 2010.

What you have told us...

- ▶ *We want Broadmeadows to be the 'best place to live and work in Melbourne'*
- ▶ *The community should take pride in our places, spaces and each other.*
- ▶ *Our cultural diversity is our biggest asset. We should acknowledge, encourage and celebrate expressions of that wherever possible.*
- ▶ *Broadmeadows should be safe at all hours of the day and night. Public spaces need more activities and should be well lit.*
- ▶ *Broadmeadows needs a better range of shops, cafes, and restaurants, especially things to do at night.*
- ▶ *We don't want Broadmeadows to become overcrowded because of development.*
- ▶ *Streetscapes need to be improved to make the area more appealing to investors and new families.*
- ▶ *The eastern part of Broadmeadows should be more included in the benefits of the project, as the west has seen the majority of improvements and focus to date.*

Key questions we are asking you!

Your participation is important.

We are consulting the community and stakeholders between **2 November and 9 December 2011** with the aim of finalising the document in 2012.

The key questions we are asking you are:

- ▶ What aspects of the draft Structure Plan do you agree with?
- ▶ Is there anything you disagree with?
- ▶ Have we missed anything important to you?

DRAFT BROADMEADOWS STRUCTURE PLAN

A Summary

New development in Broadmeadows will be guided by the objectives and strategies in the Structure Plan.

The following provides a summary of how each precinct is intended to be developed.

PRECINCT 1 TOWN CENTRE

The heart of Broadmeadows....

- ▶ Compact and vibrant with a mix of commercial, retail, office, housing, health, recreation and entertainment uses.
- ▶ Focus for retail and businesses.
- ▶ Network of smaller streets and laneways, including a new 'Eat Street'.
- ▶ Cafes and restaurants open both day and night.

New development should:

- ▶ Maximise site potential and be of higher density and scale.
- ▶ Provide a mix of uses.
- ▶ Provide active frontages.
- ▶ Avoid blank walls and surface car parking onto streets.
- ▶ Deliver significant public realm benefits, including where possible new streets.

"We need more jobs and activities so people can work closer to home."

PRECINCT 2 HEALTH, WELLBEING AND EDUCATION

The Community focus...

- ▶ Local people and future regional communities can access large health, education, recreation and community facilities.

New development should:

- ▶ Provide medium density housing including student accommodation.
- ▶ Enhance the local movement and street connections to the Town Centre Precinct.
- ▶ Contribute to the upgrade of Johnstone Street Reserve and the public realm.



"Broadmeadows needs a better range of shops, cafes and restaurants, especially things to do at night."

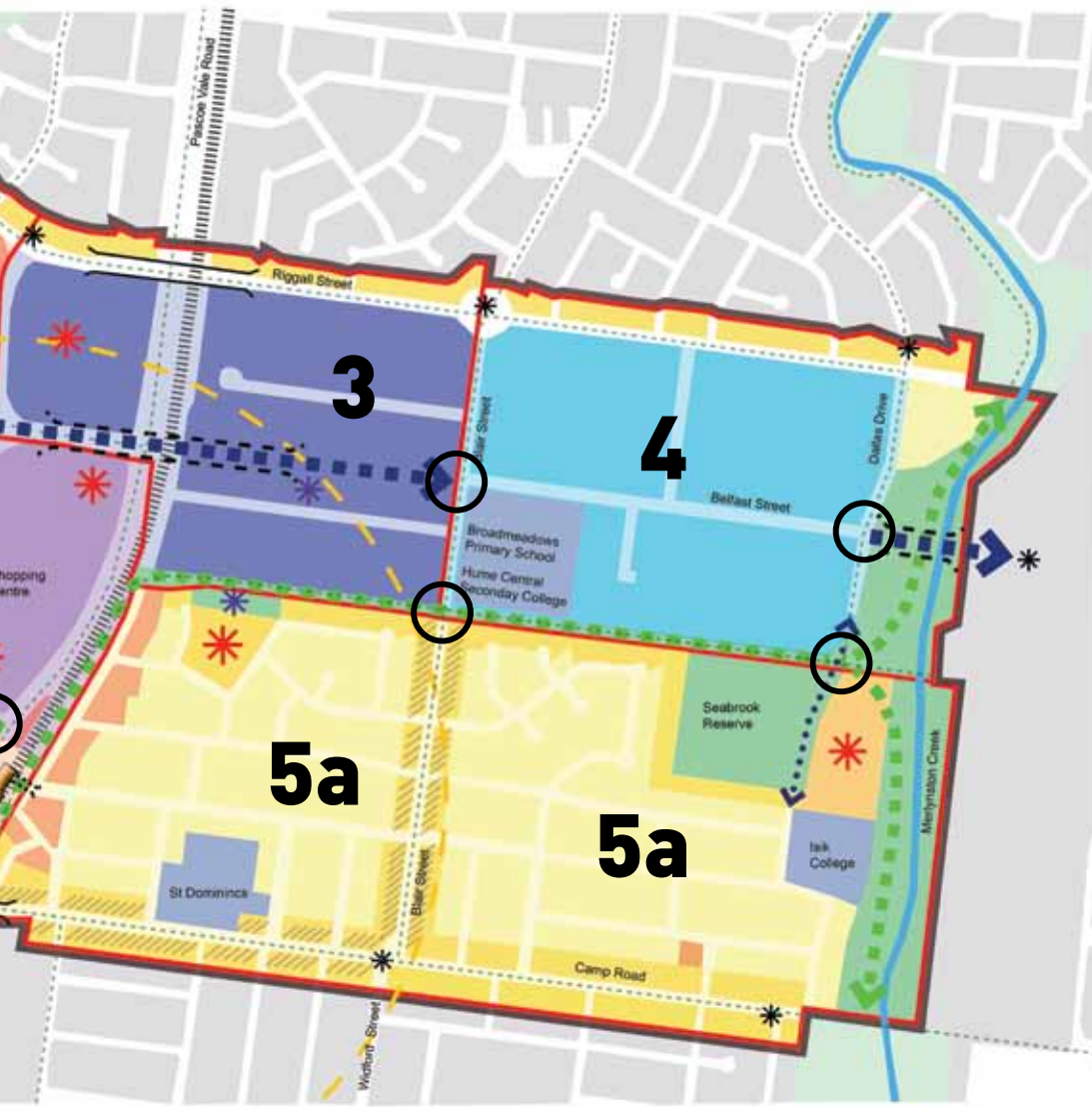
PRECINCT 3 NORTHMEADOWS

An extension to the Town Centre

- ▶ An expanded Town Centre, including a possible extension to Coleraine Street, across the railway line and Pascoe Vale Road.
- ▶ Coleraine Street is to look and feel like a 'main street' with wide footpaths, places to eat drink, shop and relax. Northmeadows will provide new spaces for businesses, offices and housing.

New development should:

- ▶ Encourage higher density built forms including a mix of retail, employment and housing.
- ▶ Provide a space for 'markets'.
- ▶ Encourage a mix of large and small city blocks and varied streets and laneways.



- Commercial Mixed Use
 - Shopping & Entertainment
 - Residential & Community
 - Major mixed use regeneration
 - Future Mixed Use
 - Community
-
- Residential intensification
 - Residential incremental change
 - Open Space
 - Active Transport Network
 - Enterprise Corridor
 - Pedestrian Priority Street
 - Key Activation Nodes
-
- Major New Link
 - Possible Minor New Link
 - Shared Walking / Cycling Pathway
 - Precinct Boundaries
 - CAA Boundary
 - 800m Radius From Station
-
- Entry Points
 - Key Redevelopment Sites
 - Future Open Space
 - Existing Pedestrian / Road Bridge
 - Possible Future Pedestrian / Road Bridge
-
- Precincts**
1. Town Centre
 2. Health, Education and Wellbeing
 3. Northmeadows
 4. Eastmeadows
 - 5a + 5b. Residential Neighbourhoods

"We want Broadmeadows to be the best place to live and work in Melbourne!"

"We need a better range of housing types and sizes."

PRECINCT 4 EASTMEADOWS

A new community...

- ▶ Change from an industrial and manufacturing area to provide for new townhouses and apartments, schools and training centres, employment and community facilities.
- ▶ Merlynston Creek will be a beautiful natural corridor for people to enjoy and will be connected by 'Meadowlink' through Eastmeadows to the Broadmeadows Station and the Town Centre.

New development should:

- ▶ Provide for a new mix of housing styles close to the town centre as well as jobs, community facilities and open space.
- ▶ Provide for more education, training centres and schools.
- ▶ Provide more premises for local enterprises and businesses, and more employment opportunities for local people.
- ▶ Provide active edges and overlook the walking and cycling link along the Merlynston Creek, and between Merlynston Creek, the Broadmeadows Station, Town Centre and Broadmeadows Valley Park.

PRECINCT 5 RESIDENTIAL NEIGHBOURHOODS

Great places to live...

- ▶ New housing will be responsive to adjoining properties and precincts and enhance the positive elements of the existing character and amenity.
- ▶ Higher density housing located on regeneration sites, designated 'key activation nodes' and precinct 'entry points' and areas accessible to the public transport and local services.
- ▶ Continue to provide start-up opportunities for local businesses on Camp Road and Blair Street.

New development should:

- ▶ Provide a diversity of housing types.
- ▶ Maintain a focus on housing and local service provision.
- ▶ Improve accessibility to the proposed town centre extension west side of the railway line.
- ▶ Ensure that ongoing incremental change in residential neighbourhoods delivers an increase in the quality and diversity of housing.