

THEME 1: BUILT FORM, PUBLIC REALM AND SUSTAINABILITY

TO ACHIEVE THE VISION FOR BROADMEADOWS, THE DRAFT STRUCTURE PLAN SETS OUT PLANNING OBJECTIVES, STRATEGIES AND ACTIONS UNDER SIX THEMES.

Built Form,
Public Realm &
Sustainability

Enterprise,
Retail &
Business

Housing

Community
& Culture

Transport
& Access

Open Space
& Recreation



The key objective is for Broadmeadows to be:

- Compact, vibrant and safe, made up of attractive buildings and high quality public places.

HOW CAN WE HELP ACHIEVE THIS?

You Said:

"Streetscapes need to be improved to make the area more appealing to investors and new families."

"Public spaces need more activity and should be well lit."

Our research tells us:

- The key ingredients behind well-designed city centres are:
 - Compact buildings made up of a mix of uses, close to public transport.
 - Well designed and attractive buildings and public spaces.
 - Concentrating human activity to activate public places.

We propose to:

- Create new streets that make it easy to move around and access public transport, reducing reliance on cars.
- Ensure new buildings are of high quality and attractive design.
- Make public places safe by adopting passive surveillance principles.
- Facilitate new buildings that contribute to a sense of place and enhance the identity of Broadmeadows.
- Create a pedestrian-friendly environment with shops, cafes, restaurants with the potential for shop top housing.

What do you think of these proposals?

Is there something we have forgotten to include on this matter?

THEME 2: ENTERPRISE, RETAIL AND BUSINESS

THE DRAFT STRUCTURE PLAN SETS OUT THE PLANNING OBJECTIVES, STRATEGIES AND ACTIONS UNDER SIX THEMES.

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The key objective for enterprise, retail and business is:

- To develop Broadmeadows as the premier shopping destination and employment centre in Melbourne's north.

HOW CAN WE HELP ACHIEVE THIS?

You Said:

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

"We need a range of employment types, including skilled and unskilled jobs, and more jobs in the service industry."

"Attracting big business is also important to ensure sustainable employment options."

Our research tells us:

- Broadmeadows has the potential to create 3000 new jobs by 2025.
- More investment in training is needed to support small businesses.
- Large-scale retail holdings dominate the shopping offer.

We propose to:

- Encourage new shops and cafes to establish along the streets, adding street activity and vibrancy during both the day and night.
- Attract new retail to complement existing shopping experiences.
- Encourage the establishment of a 'main-street' shopping experience with a fresh food market and outdoor dining.
- Encourage the establishment of an 'enterprise corridor' along Blair Street and Camp Road to stimulate a range of commercial offices and home-based businesses.

What do you think of these proposals?

Is there something we have forgotten to include on this matter?

THEME 3: HOUSING

THE DRAFT STRUCTURE PLAN SETS OUT THE PLANNING OBJECTIVES, STRATEGIES AND ACTIONS UNDER SIX THEMES.

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The key objectives for housing are:

- To provide a diversity of housing types to meet the needs of existing, new and future residents of Broadmeadows.
 - To provide higher quality housing opportunities that are affordable.

HOW CAN WE HELP ACHIEVE THIS?

You Said:

"There's a shortage of good quality, well designed housing."

"Housing needs to be near public transport."

"There is support for higher density inner-city living to increase activity and safety in the town centre, but the location is important to minimise impacts on existing residential areas."

Our research tells us:

- There is a mismatch of housing stock and a shortage of housing for students, ageing persons, two person households and large families.

We propose to:

- Broaden the range of housing types, tenure and sizes available including housing for families, small households, older people and students.
- Focus residential intensification on key redevelopment sites, on land close to public transport and in the Town Centre as well as Northmeadows and Eastmeadows precincts.
- Encourage housing projects that demonstrate different types of affordable housing and sustainable design.
- Work with Kangan Institute to investigate student accommodation opportunities.

What do you think of these proposals?

Is there something we have forgotten to include on this matter?

THEME 4: COMMUNITY AND CULTURE

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The key objective for community and culture is:

- 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.

HOW CAN WE HELP ACHIEVE THIS?

You Said:

"We need more health services – public and private – to be a place where people can access a range of services important to their health and well-being."

"The Hume Global Learning Centre, libraries, leisure centre and shopping centre and cinema are highly valued and used."

Our research tells us:

- Multiculturalism is a key asset and highly valued aspect of the Broadmeadows character.
- We need to make better use of public open spaces as gathering, meeting and festival locations.

We propose to:

- Support the development of the Broadmeadows Services Village, including Dianella as a sub-regional community services hub.
- Support the development of facilities and spaces that provide opportunities for lifelong learning and training.
- Investigate the feasibility and potential location of a multi-purpose cultural facility within Broadmeadows.
- Celebrate cultural expression through placemaking and promotional activity

What do you think of these proposals?

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THEME 5: TRANSPORT AND ACCESS

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The key objective for transport and access is:

- To maximise sustainable transport options and increase connectivity within Broadmeadows and to other areas.

HOW CAN WE HELP ACHIEVE THIS?

You Said:

"Despite some good transport links, public transport still has room for improvement."

"Sustainable transport options like walking and cycling should be promoted and encouraged."

"Reducing dependence on car travel is a challenge."

Our research tells us:

- Improving the physical connection between east and west Broadmeadows is critical.
- Good urban design will help to encourage pedestrian and cycle usage.

We propose to:

- Improve the Broadmeadows Station and surrounds by making it attractive, safe and easily accessible.
- Continue implementation of the Meadowlink shared pedestrian and cycle corridor project.
- Ensure new development faces onto Meadowlink, adding extra surveillance and creating extra activity.
- Ensure new development improves east-west connections and promotes walking and cycling.
- Implement a 'way-finding' signage strategy for walking and cycling in Broadmeadows.

What do you think of these proposals?

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THEME 6: OPEN SPACE

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The key objectives for open space and recreation are:

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

HOW CAN WE HELP ACHIEVE THIS?

You Said:

"Our existing open, green spaces, trees and views are great assets which should be further enhanced and protected."

"All members of the community should have access to green space for leisure and recreation."

Our research tells us:

- Smaller, more flexible open spaces and recreation facilities should be provided as part of significant new developments.
- We need to link the two regional assets of Merlynston Creek and Valley Park and make them more accessible by walking and cycling.

We propose to:

- Continue the implementation of the Meadowlink project.
- Promote the use of recreational facilities including the leisure centre, 50 metre swimming pool, indoor basketball stadium, Town Park and Tanderrum Way link south of Dimboola Street.
- Develop a program for beautification works along the Moonee Ponds and Merlynston open space corridors.

What do you think of these proposals?

Is there something we have forgotten to include on this matter?