



MV2040 Visioning Paper

September 2017

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Statement of Commitment to the Wurundjeri People and to all Aboriginal and Torres Strait Islander peoples

In 2010, a Statement of Commitment was signed by Council and Wurundjeri Elder, Auntie Doreen Garvey Wandin during NAIDOC Week. Moonee Valley City Council reaffirms this commitment to the Wurundjeri People and to all Aboriginal and Torres Strait Islander peoples.

Respect

Moonee Valley City Council respects:

- the Wurundjeri People as the first Australians on this land
- the unique status of Aboriginal peoples as the original custodians of traditional lands and waters
- the special and distinctive spiritual and material relationship that Aboriginal people have with the land, water, trees, rocks, hills and valley creeks, rivers and flood plains of the Moonee Valley area
- the value of the diversity and strength of Aboriginal and Torres Strait Islander people and cultures to the heritage of all Australians.

Recognition

Moonee Valley City Council recognises:

- Aboriginal and Torres Strait Islander peoples as having a distinct culture, history and legacy with vibrancy, diversity and richness that all Australians can share in
- the unique spirit and contribution of Aboriginal and Torres Strait Islander peoples, and the richness of traditional Indigenous languages
- the historical and environmental importance of the significant and sacred sites, and special places within the city
- the past injustices inflicted on Australia's Aboriginal and Torres Strait Islander communities by this and previous generations of non-Aboriginal Australians, and expresses our profound regret that these injustices occurred. In particular, Council is sorry for the forced removal of Aboriginal and Torres Strait Islander children from their families, confiscation of their traditional lands, the implementation of policies designed to extinguish Aboriginal and Torres Strait Islander practices, language and culture and for the pain these actions have caused and continue to cause the Aboriginal and Torres Strait Islander communities.

Relationships

Moonee Valley City Council will advocate for:

- respect towards and recognition of the contribution of Aboriginal and Torres Strait Islander peoples to Australian society, past and present
- the rights of Aboriginal and Torres Strait Islander peoples
- increased opportunities and self-determination for Aboriginal and Torres Strait Islander peoples
- the sustainability of Aboriginal and Torres Strait Islander organisations and programs.

1. Moonee Valley 2040

This Visioning Paper has been prepared to inspire and stimulate conversation about the type of city and neighbourhoods we want to live in.

Community feedback on this paper will inform the Draft MV2040 Strategy – the long-term plan for improving the health and liveability of our city over the next two decades.

The world is changing rapidly and, to enable us to keep pace, the ideas and concepts presented in this paper are designed to be **bold, inspirational and transformational**. Delivering some of them will require Council to embrace change and to think and work differently in the future.

Developing the Visioning Paper

This Visioning Paper builds on the MV2040 Background Paper released in October 2016. It has been developed using over 4,000 responses from the community during our first phase of consultation in early 2017, along with our own research into what makes a city great.

Some themes came out more strongly than others through the consultation. Concern regarding development was prevalent in many parts of the City and the most common feedback received. The challenge for MV2040 is that it become the strong piece of strategic planning work which underpins our re-write of the Municipal Strategic Statement (MSS), which sits within the Moonee Valley Planning Scheme. Whilst State Policy and market forces mean we cannot stop development occurring, strong planning policy will assist us to have neighbourhoods that look and function the way the community aspire for them to do.

We are seeking your feedback on the Visioning Paper to inform the Draft MV2040 Strategy.

There will be multiple opportunities to provide input and feedback throughout the development of the MV2040 Strategy.

[Figure to be graphically designed]



Tell us what you think – your neighbourhood, your vision

What do you think of the strategies, objectives and actions we have identified?

Do you agree with the vision, big ideas and identified anchors for your neighbourhood?

You can provide your feedback by:

Visiting mvcc.vic.gov.au/mv2040

Emailing MV2040@mvcc.vic.gov.au

Mailing your comments to PO Box 126, Moonee Ponds, VIC, 3039

Alternatively, you can visit any Council library or community centre and request a MV2040 Visioning Paper feedback postcard.

2. Trends

A number of global trends have emerged in recent times that will impact on the future form and function of our cities.

These trends, which include: population growth and demographic change; climate change; and advancements in technology, require a coordinated and strategic response. We need to understand these trends, harness their benefits and put in place an effective response to ensure the Moonee Valley of 2040 is healthy, liveable and resilient.

Trend – Population growth and change

As with all Melbourne metropolitan areas, Moonee Valley has experienced a spike in growth in recent years, and this trend is forecast to continue. In addition to population growth, the demographics of our community will change. While our community is ageing, there will also be more young professionals and a regeneration of families. As with all Melbourne metropolitan areas, population growth is expected to continue and will come whether we plan for it or not; the challenge is to put in place very rigorous, sensible planning policy to manage the location and type of development to accommodate the additional number of dwellings to cater for this increased population, whilst having regard for valued identity and character.

- The City of Moonee Valley's population in 2017 is estimated to be 123,500, and is forecast to grow to some 172,900 before 2040, a **40% increase**.
- The number of households in the City of Moonee Valley is forecast to grow from almost 49,000 in 2017 to over **70,000** before 2040.
- The number of dwellings is forecast to grow from around 51,500 in 2017 to **75,000** by 2040 (dwelling numbers are higher than household numbers, as not all dwellings are occupied).
- Between 2016 and 2040, the age structure forecasts for City of Moonee Valley indicate a 38% increase in population of retirement age (65+), a 46% increase in population under working age (0–14) and a 41% increase in population of working age (15–64).
- In 2016 and 2040, the dominant household type in the City of Moonee Valley is 'Couple families with dependents', and by 2040 the largest forecast increase is expected in '**Lone person households**', which means we need to ensure we have enough additional housing stock to cater for this significantly increasing household type.
- In 2016, low-density (separate) dwellings made up 55% of the total stock, but by 2040 this proportion is forecast to **fall to 48%**, a reflection of a greater number of additional medium-high density dwellings being built to meet the needs of these new lone-person households.

Note: All forecasts are based on the 2011 Census and are made to 2036. Forecasts to 2040 based on the 2016 Census data are currently being prepared and when available will inform the Draft MV2040 Strategy. All forecasts are a range and should be understood as indicative rather than a firm quantum.

Council is required to plan for a future as articulated by the Victoria in Future 2016 (VIF), the official State Government projection of population and households. However, VIF does not provide direction at a neighbourhood level and in order to have greater regard for the likelihood of development for each neighbourhood, Council utilises forecasts by .ld consulting.

[Figure to be graphically designed]

Population 2017	Population 2040	Change 2017-2040
123,462	172,904	40%

While growth is anticipated across the whole municipality, some neighbourhoods will experience more growth than others.

Planning for growth

State Government policy requires us to plan for forecast growth to ensure it is accommodated sensibly and strategically. State policy also encourages growth to be directed to areas with excellent access to services and amenities, such as activity centres, near railway stations or along transport corridors.

By planning for growth to occur in locations that capitalise on existing infrastructure, jobs, services and public transport, we can create accessible, safe and attractive neighbourhoods.

Directing this forecast growth primarily to these areas also means we can protect our significant heritage and neighbourhood character in our suburban neighbourhoods. This balanced approach can allow us to embrace the benefits of a changing future and protect elements of our highly valued identity.

Accommodating higher-density residential and mixed use developments in our activity centres is also important to ensure they are vibrant, economically viable and meet the day-to-day needs of our community.

Neighbourhoods will be planned so that people can access most of their everyday needs within a 20-minute walk, cycle or local public transport trip of their home. This concept is known as a '20-minute neighbourhood', and is consistent with the Victorian State Government's strategy for the sustainable growth of Greater Melbourne, *Plan Melbourne 2017–2050*.

Another important outcome of ensuring growth is well planned for, is that our community will have different housing needs throughout their lifespans. Providing a diversity of housing choices that allow residents to stay within the neighbourhoods they love, close to friends, family and community connections, is vital. The different housing needs of some of Moonee Valley's current residents are outlined in the case studies below.

Case Study – Downsizing to the good life

Once children grow up and move out of home, their ageing parents are faced with an important decision about housing. At this 'empty nester' stage of life, retired school teacher Margaret swapped her family-size home for a manageable two-bedroom apartment in Essendon.

Margaret only moved across the road but it changed her life. Five years ago, the 72-year-old swapped her single-fronted weatherboard cottage for a two-bedroom apartment in a brand-new three-story development. "I essentially moved from one side of Buckley Street to the other," she says.

Despite leaving behind the home where she brought up a family, Margaret has never looked back. "I have absolutely no regrets at all about moving into the apartment." Margaret does not miss the maintenance of an older house or having a backyard to look after. "I've got a balcony I can sit out on, and that satisfies me," she says. "I was never much of a gardener anyway."

She appreciates the added security of apartment living. "It wasn't that I didn't feel safe in my house," she says. "But now when I go away on a trip, I can just walk out, shut the door and know that there won't be an issue when I come home again, whereas whenever I left the house empty, I used to be a bit concerned about what I might come back to."

Margaret now has secure under-cover parking, rather than having to park on the street. Not that she drives much—living near Essendon's famous Windy Hill football ground, she can walk or catch public transport almost everywhere she wants to go: to the gym, to the library, to the shops and cafes in Puckle Street, to the city, to the movies at Airport West, to volunteer at a local community centre and to watch her beloved Bombers play. Mostly she only drives when she is picking up a grandchild.

Finances were not a consideration for Margaret in her decision to move from a house to an apartment, although she did come out a bit ahead in the transaction. Rather, it was about lifestyle. After living and working in Moonee Valley for 35 years, she wanted to stay in the area, but move into accommodation that would suit her needs as she grows older. Margaret appreciates having a bathroom right next to her bedroom, instead of at the other end of a long corridor and the option of being able to use the lift instead of the stairs

Margaret has friends who would like to follow her lead, but struggle to find the right place. One couple wants a separate garage, so that the husband can keep tinkering with cars, but they are only likely to get that with a townhouse, and townhouses generally have stairs, which they want to avoid. She thinks she was lucky to find an appropriate place so easily. "It happened fairly quickly," she says. "I didn't spend a lot of time looking." In fact the apartment almost found her – on her regular walk to the gym she would pass by the development site. She enquired, and bought. "The timing was perfect."

Case Study – Renting is only transitional

Alyssa says she can't imagine bringing up a family in an apartment. "Kids need space and fresh air," she says. For now, however, the 26-year-old former Queenslander is extremely happy to be sharing a two-bedroom flat in Essendon North with her friend Belinda—even though rent eats up half her income.

Alongside studying for a diploma in childcare, Alyssa works part-time in retail in central Melbourne. Her flat mate Belinda teaches in Craigieburn. So even though their jobs have them heading off in opposite directions, the location suits them both. "We initially chose the area because it's convenient," says Alyssa. Two years later, they have come to love it. Alyssa lists the benefits—having a tram stop on her doorstep, quick access to the city, high-quality parks and cafes, the family-friendly feel of the suburb and proximity to the airport for when family visit from Queensland or she returns there on holiday. Alyssa also plays top-grade softball—she previously represented Queensland at the state level. Since summer league games are played in Sunshine and winter league games in South Yarra, good transport links make it easy for her to attend training and matches all year around.

When Alyssa came to Melbourne from the small town of Hervey Bay three and a half years ago, she initially lived with her married sister in the eastern suburb of Croydon. When her sister announced that she and her husband were expecting a baby, Alyssa knew it was time to leave—the couple would need their spare room back. Since her friend Belinda was contemplating moving out of home, they decided to share an apartment. Neither of them wanted the hassle of garden and maintenance that comes with renting a detached dwelling. Nor did they want to share in a group house. "I lived in group house for a while in Hervey Bay," says Alyssa "and I didn't like it because you couldn't rely on people".

Despite being first time renters, the two young women had no trouble finding accommodation. "We got the first place we looked at," says Alyssa. Lots of their friends are in similar circumstances, renting apartments in other parts of Moonee Valley that are close to the city—like Ascot Vale or Moonee Ponds—because it suits their lifestyle.

Much as she enjoys living in Essendon North, Alyssa does not see renting an apartment in the suburb—or even buying one—as a long-term option. "Renting an apartment is only transitional," she says. Alyssa's plan for the future involves settling down with a partner and starting a family and she can only envisage that in a house. "I'm not saving much towards a house right now," Alyssa admits. But after she completes her diploma, she hopes to find a stable full-time job and start putting money aside. Alyssa anticipates finding work nearby: "There are lots of good childcare centres in this neighbourhood," she says. But even if she finds local employment, Alyssa says prices in Essendon North make it impossible to buy a house there.

Real estate is a bit cheaper further along the tramline in Airport West, but Alyssa fears even that could be out of reach: "At the moment it's quite daunting," she says. "Housing is quite unaffordable." Ideally she would like to buy a three-bedroom home, but accepts that she might have to settle for two. What if even Airport West proves too expensive, and she cannot afford to buy a place anywhere in Moonee Valley? "Well then I'll have to look further out in Craigieburn," she says. "My friend Belinda works there, so I know the schools are good.

Case Study – Family-friendly flats

Local couple Kim and Matthew, along with their son Edwin, believe that apartments should be considered a viable housing option for more than just smaller household types. With improvements to the design of apartments, and by supporting infrastructure and open space access, more families can enjoy the social and environmental benefits of high-density living.

Kim, Matthew and Edwin have lived in Moonee Valley for less than a year, but already they've had an impact on their neighbourhood. With the agreement of fellow residents, Kim and Matt transformed the formerly neglected common area around their block of eight, 1960s-era, brick flats into a water-efficient native garden.

"Spending time in the garden, we got to know many of the neighbours in our street," says Kim. "People just stopped to have a chat."

Gardening has been a point of connection with the elderly Italian widower next door too: he is pleased to share his home-grown produce with the young family over the fence. "He lives in a massive house all by himself and he's lonely," says Kim. "It's just really sad."

The irony is not lost on Kim: a family in a two-bedroom flat with no dedicated outdoor space living next to a single person occupying a large home with a big backyard. Not that she covets her neighbour's house, it's just that she can imagine a better way of organising things: "A multi-generational style of communal living could be made very attractive," she says. Greater sharing of spaces would have both environmental and social benefits.

In the absence of such possibilities, she has no issue with apartment living. "Small, medium-rise European-style apartments are very suitable for families," she says. "My Swedish grandma lived in a rental flat all her life – it was her home."

Kim acknowledges that her situation is unusual: "We are the only owner occupiers in our building," she says. "Every other flat is an investment property, and the renters are young singles, couples and migrant workers". Kim says they are surrounded by multimillion-dollar mansions. "It's a really wealthy demographic and flats are seen as transient, just for renters, and that's a shame because more families living in apartments would transform the feel of the suburb."

Kim believes it is inevitable that more families will choose apartment living in future, because the Australian obsession with a family home on a big block is no longer environmentally or financially sustainable. "I don't know anyone who can afford a house within 10 kilometres of the CBD," she says. Families must choose between getting pushed to the urban fringes, or moving into apartments.

Tired of the cost and uncertainty of renting, she and Matt looked at many new flats before settling in Essendon, but found nothing suitable. The apartment boom in Moonee Valley and other inner suburbs is not delivering housing stock constructed for family living. "It's not about square metres, it's about good design," says Kim. "Our flat is smaller than many new apartments, but it is light, soundproof, with open plan areas and a good flow."

Case Study – Blue sky dreaming

Despite its many advantages, the housing stock of Moonee Valley does not meet the diverse needs of the whole community. Drawing on his personal experience, local resident David argues that there is a shortage of safe, accessible and affordable housing for individuals with a disability.

Moonee Ponds is a safe, friendly neighbourhood with easy access to shops, public transport, hospitals and medical services—all things that will serve David and his wife Susan well as they age. David's main concern is Lucy. He worries about where she will live when he and Susan are too old to care for her at home.

When Lucy was a toddler, the after effects of a virus left her with an acquired brain injury and a physical disability. She had to learn to speak and walk again, and it took eight years of lessons for her to learn to swim.

Today she is an engaged and active 24-year-old, volunteering at a childcare centre, riding horses through Riding for the Disabled, doing athletics, attending gym, swimming regularly, studying hospitality and bursting to be independent. "But I couldn't imagine her living without support in a house by herself," says David. "It's a big concern, and we hope to have her settled in supported accommodation before we die."

David wants to find housing for Lucy nearby, in a familiar neighbourhood where she can draw on the support of family and community. He imagines her living in an apartment or other shared accommodation, within walking distance of the train, supermarket and swimming pool. But current real estate prices are putting this dream out of reach. There are plenty of new units going up, but they are built mainly for investors, and David says they would not suit Lucy's needs without substantial modification.

David is not alone in his dilemma. He is active with Valley Carers, a support group for parents and carers of people with a disability. One 80-year-old member looks after her 50-year-old disabled child, and David says this is not unusual. When Valley Carers organised a public forum on independent housing for people with a disability, 140 people turned up and there was huge interest from others who could not attend due to their caring responsibilities.

"Even with government rent assistance, people on disability benefits can end up spending up to 50 per cent of their income on rent and utilities," says David. He notes that young people like Lucy have a slim chance of obtaining employment, and if they do, they will probably earn a fraction of normal wages. They are unlikely to build up any superannuation savings and or other resources to fall back on in old age, so suitable, safe, accessible, secure, affordable, long-term housing is essential if they are to achieve a reasonable level of happiness and participation in their local community.

"We especially need more affordable and community housing, specifically designed for adults with intellectual and physical disabilities," says David. He knows it can work, because it has been done elsewhere. The Port Phillip Housing Association has moved beyond its origins in St Kilda to build social housing in localities around Melbourne—including just down the road from David on Mt Alexander Road. "They cap rentals at 33 per cent of a tenant's income and are still able to make a decent return on investment," he says.

The problem is finding suitable land at an affordable price, which is why David is now looking to the sky. Together with others in the Valley Carers group, he suggests that the space above open-air car parks, including those owned by Council, could be made available for affordable housing projects. He says parents are happy to contribute what they can to the cost of building appropriate accommodation for their disabled children, but unless they can get access to land—or the air above some land—they are just not in the race.

When David looks at a public car park in Moonee Valley, he mostly sees the air above it. All that unused space could be converted into an apartment complex, he thinks, to provide appropriate, safe, affordable, high-quality accommodation for his daughter Lucy and others living with an intellectual and physical disability.

Trend – Climate change

The climate is already changing, and despite efforts to mitigate the impacts, further change seems unavoidable. The World Health Organization has identified climate change as the greatest threat to global health in the 21st century, with many institutions including the World Economic Forum viewing climate change as the single greatest threat to the world economy this century. Climate change is responsible for issues such as increased physical and mental stress from heat and flood risk, the spread of disease vectors, migration from climate-affected areas, increased energy costs, food insecurity and rising insurance costs.

Some changes we can expect in Moonee Valley as a result of climate change include more severe and regular storms, heatwaves, droughts, floods and fires. These events can have widespread adverse effects on the health of our community, the integrity of our infrastructure and our natural capital.

In 2009, 173 people died in the tragic Black Saturday fires. More than double that number (374) died from heat stress in the heatwave that preceded the fires. These are the types of events that are predicted to occur with much higher frequency and severity.

Infrastructure, laws, services and strategies which worked very well over the last century will need to be adapted over the coming years for the municipality to be resilient to different climate conditions. Adapting to climate change can also generate a host of complementary benefits for health and wellbeing, long-term economic prospects and liveability.

For example, our stormwater pipes and drainage network might not be capable of coping with more intense rainfall, which can lead to flooding. It could be extremely disruptive and costly to install larger pipes throughout the municipality, but we can build naturalised infrastructure to detain and slow down water movement through gardens, wetlands and living streams. In doing so, floods can be mitigated and we can simultaneously create beautiful community spaces and enhance our local environment. Such ecosystem services save money in the long term and provide health benefits to our community such as urban cooling, recreation opportunities, disease prevention, and psychological benefits.

Trend – Technology

Technology is becoming increasingly embedded in our lives and, by extension, our cities through social media, mobile technology, the cloud, big data, and anytime and anywhere access to information. These technologies have evolved at an unprecedented pace and are now considered the norm.

We are already seeing changes to the way our cities work as a result of these technologies, such as ride sharing enterprises, the rise of open data, the 'Internet of Things', the use of sensors and a network of connected devices to collect and exchange data.

New technologies are emerging at an increasingly rapid rate and offer possibilities for our city that we may not have thought of yet. We anticipate technology will impact on a number of key aspects of our city, including:

- **Workforce trends** – Commuting patterns will change and what we have known as 'peak hour' will no longer exist.
- **New modes of transport will become available** – Driverless technology will be deployed across our public transport systems.
- **E-Commerce** – Online shopping is anticipated to continue its huge growth and will change the way we shop for everyday goods.
- **Sharing economy** – 'collaborative consumption' will change our housing and real estate practices, with more peer-to-peer short-term rental options, and shared workspaces for entrepreneurs and freelancers.

New technology can connect us to our neighbourhoods in new and exciting ways. It has the ability to enrich our experience of the city and each other. We must be in a position to adopt and embrace technology and use it as part of our creative solutions to the challenges we face. And we must ensure we spread the benefits of technology to everybody in our community.

3. Principles

This Visioning Paper outlines a framework to make Moonee Valley a healthy city by 2040. The principles below underpin the Visioning Paper and will guide all decisions and actions by Council in the delivery of the MV2040 Strategy.

Principle 1 – Access, inclusion and equity

Equity makes communities stronger. Our commitment to social inclusion and equity seeks to advance a fair and just society and promote respect for every person. This will benefit everyone in our city. Central to this approach is the recognition that:

- all people are guaranteed equal human rights
- Council has a role to play in supporting all people to participate in society
- we need to be proactive about reducing health, social and economic inequality between groups or communities according to the needs of individuals
- only through tackling inequity can we reduce the barriers experienced by some in our community so all people can live full and healthy lives
- one size does not fit all, and targeted responses are required for everyone to achieve fairer outcomes
- place-based approaches play a fundamental role in health, wellbeing and equality outcomes
- we commit to intergenerational equity and strive to ensure our efforts create environments and communities that allow future generations to thrive and prosper
- we provide services and infrastructure that address community needs, aspirations, and that use evidence in the decision-making process, which includes consideration of priority of access and affordability.

Principle 2 – Effective and transparent governance

Long-term planning allows Council to set our big-picture direction and then both proactively and opportunistically deliver it over time. To do this we will need to be disciplined, but also agile and embrace new and innovative practices and approaches to achieve the outcomes we are seeking. The community rates us not on our intentions but on what we deliver, and this is at the forefront of our decision making.

We will actively work towards making our processes and systems as fair, transparent, easy to access and understand as possible. As a continuously improving organisation, we strive to provide services that matter to the diverse needs of our community through an effective engagement framework. We will create opportunities for our community and other stakeholders to be actively engaged in decision-making processes. We will consult and collaborate with our community on the development of plans, programs, activities, services and infrastructure through broad and varied means, working to engage with as many people as possible.

Principle 3 – Sustainability

Local councils have extensive ability to achieve real sustainability and climate responsible outcomes. The ability of councils to have influence at a local level and to shape long-term behavioural change; to develop long-term strategic initiatives which can outlive other government election cycles; and to trial solutions at a local level and build local resilience, is significantly more immediate than for other levels of government. With this ability comes great responsibility.

We acknowledge climate change is the biggest threat to our community and is expected to become the highest priority. We acknowledge a business-as-usual-approach to problem solving will not be sufficient to solve the climate change issue.

We will be open to innovative and agile operational practices, reviewing and adapting Council's approaches in line with developments in scientific understanding and new approaches to dealing with climate change risks and opportunities. We will promote resilient and long-term action that increases the capacity of social, economic and environmental systems to cope with climate shocks and stresses. Our infrastructure will be adapted to a changing climate through the design of green and blue infrastructure. We will collaboratively work with our community, industry and other levels of government to address climate change.

Our commitment is to ensure all programs, services and infrastructure are delivered and operated to achieve environmental sustainability.

Financial sustainability will also be crucial. Delivering to expectations with an increasingly ageing community, a growing population living more proximate to one another will place additional pressures on Council assets and services. Council must continue to talk to our community to understand their priorities for expenditure and to ensure quality, value outcomes are achieved

4. MV2040 – A healthy city

During the first phase of community consultation earlier this year, our community ranked 'Healthy' as the top priority for the future of Moonee Valley.

Council agrees that a healthy city is a great city. MV2040 will be guided by a vision of 'A healthy city', where together we will create and continually improve the conditions that enable all of us to enjoy the highest level of health and wellbeing possible.

Moonee Valley in 2040 – A healthy city

How we live now is impacting our health, the health of our environment, and the livelihoods of the future generations that will inherit our city. The success of measures to protect our health, such as immunisation, waste management and access to clean drinking water mean infectious diseases are no longer the biggest threat to health and wellbeing. Health is about much more than just physical or mental health, it is about the social determinants shaping our wellbeing.

Non-communicable diseases have taken over as the leading cause of death globally. These avoidable diseases (including cardiovascular disease, cancers, diabetes and lung disease) are caused by rapid urbanisation and modern lifestyles – unhealthy diets, lack of physical activity, tobacco use and harmful use of alcohol. Health starts where we live, learn, work and play. We know that individual behaviours such as eating well, staying active, not smoking, getting immunised and accessing healthcare influences our health.

At the same time as these increases in non-communicable diseases and complex conditions are occurring, we are facing increasing climate-related threats to health and wellbeing and have a growing and ageing population. We are also seeing increases in socioeconomic disadvantage, loneliness and mental illness. In Australia, those who are most socioeconomically disadvantaged are twice as likely to have a long-term health condition as those who are the least disadvantaged.

Our health is also determined in part by access to social and economic opportunities; the resources and supports available in our homes, neighbourhoods, and communities; the quality of our education; the safety of our workplaces; the cleanliness of our water, food, and air; and the nature of our social interactions and relationships. The conditions in which we live explain in part why some people are healthier than others and why some groups of people are not as healthy as they could be.

New and innovative approaches are required to prevent illness and reduce inequalities. Increasing emphasis needs to be placed on creating healthy environments through consideration of social, economic, natural and built aspects of our city and how these impact on our quality of life.

What we choose to do now will have a profound effect on the health and wellbeing of both the current community and future generations who will inherit our city. To achieve our healthy ambition, we all must work together.

Building blocks for a healthy city

We all deserve to live in a city where we aren't just surviving, we are thriving. These are the **building blocks** of our healthy city:

A **fair** city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.

A city that is **thriving** with access to jobs, lifelong learning, vibrant and dynamic activity centres.

A **connected** city of accessible, active and sustainable transport choices.

A **green** city that is ecologically healthy and environmentally responsible.

A **beautiful** city that celebrates its identity, heritage and open spaces.

Strategy for a healthy city

Our Healthy City Strategy will be achieved through a framework of **strategic directions, objectives and actions** across five themes: Fair, Thriving, Connected, Green and Beautiful. This framework will be delivered across 13 neighbourhoods, which will be planned so that people can access most of their everyday needs within a 20-minute walk, cycle or local public transport trip of their home.

[Figure to be graphically designed]



5. Fair

A fair city that values diversity, where everyone feels safe, is included and has access to healthy food, services and housing

Can you imagine what a fair Moonee Valley looks like in 2040?

In 2040, our community is strong and resilient. People feel a sense of belonging; they know their neighbours and feel supported. The gap between those who are well off and those who are disadvantaged has narrowed, especially for residents living in public housing estates which offer a seamless mix of tenures.

Difference is highly valued, with our city now known as a welcoming place that respects and celebrates diverse traditions, religious and spiritual practices, languages, abilities, sexual orientations and lifestyles. Intercultural connections are strong and our communities feel respected. People seeking safety are welcomed and able to live full and meaningful lives. Aboriginal and Torres Strait Islander peoples from across Australia are proud to live in Moonee Valley and the rich Wurundjeri culture and heritage is acknowledged, celebrated and embedded across activities and places. Use of the Woiwurrung language is part of our everyday lives, your average five-year-old knows how to 'yabber' using Woiwurrung words.

Our neighbourhoods are anchored by a network of community facilities and public spaces which offer uses for multi-users. Our community comes together in the dynamic community and library hubs for storytelling, to join local cooking classes and engage in civic matters. With more people living in smaller dwellings and often alone, our community and library hubs, open spaces and other community facilities play the role of the 'third space' in people's lives, neither home or work. By day, the community and library hubs are home to students, small agile micro-businesses, job seekers and newly arrived immigrants and grandparents taking their kids to 'story time'; but by night they are performance spaces and host book talks and local group gatherings, which in turn inject life into our activity centres after dark.

We have found innovative ways to not just 'make room' but to also meaningfully increase opportunities for the disadvantaged and low-income households to live here. Affordable housing providers have found ways to significantly increase the supply of affordable rental housing in the city. These innovative solutions include mixed use initiatives, such as aged care accommodation on top of community and library hubs, providing options for residents to 'age in place' and not have to leave their communities when they can no longer live independently. Young people are accessing the housing market and finding affordable ways to live in Moonee Valley through 'co-living' initiatives. Most of our transport corridors and activity centres are hives of activity, day and night, thanks to those living along and within them in the architecturally designed, sustainable buildings.

Council's events, services and programs are transparent, meaningful and are either community-led or designed collaboratively, with our community empowered to be drivers of change. Council works in partnerships to build social inclusion and allow all community members to have access to the services they need. Everyone has access to physical, mental and emotional health support. Young people are thriving in mind and body, and play an integral part in solving complex community issues through their involvement at all levels of decision making.

Did you know?

- 17% of households in Moonee Valley have less than \$650 in income per week (2016 Census).
- The Department of Health and Human Services (DHHS) Rental Report shows only 1.8% of rentals in the City of Moonee Valley were recorded as affordable housing under the DHSS definition in the June Quarter 2016, which is significantly below the metropolitan Melbourne affordable rental figure of 8.2%.

- The youth unemployment rate in Moonee Valley is 9.9% compared to the greater Melbourne rate of 12.3% (2011 Census). However this ranges across the city from 0% in Strathmore Heights to 19.6% in Flemington.
- Social housing makes up 4.2% of dwellings in Moonee Valley, this is the fourth highest among councils in metropolitan Melbourne (2016 Census).
- It is estimated that 10% of Moonee Valley residents identify as lesbian, gay, bisexual, transgender, intersex and/or queer.
- People with disability experience unique barriers to full and equal community participations, with 5% of residents needing daily assistance due to disability (2016 Census).
- Moonee Valley has a higher proportion (16%) of residents aged over 65 compared to Greater Melbourne, with the number of older residents forecast to increase (2016 Census).
- Moonee Valley is a culturally diverse municipality. It is home to residents born in almost 150 countries, with 30% of residents born outside of Australia; 32% speaking a language other than English at home and over 400 people in Moonee Valley identify as Aboriginal and/or Torres Strait Islander (2016 Census).
- Eight out of every 10 (80%) community buildings are currently single purpose.
- An estimated 21,304 young people currently live in Moonee Valley. This population is expected to increase by 32% by 2040 (2016 Census).

What you told us

During the first consultation phase for MV2040 in early 2017, our community identified a broad range of ideas for how to achieve a fair city. These ideas included:

- *'More open to all activities which bring the community together'*
- *'Give communities the tools and power to create their own opportunities for success'*
- *'Invest in supporting the people in our community who are disadvantaged. Especially Flemington Housing Estate'*
- *'Allowing more development to create affordable housing'*
- *'Encourage greater density around shopping centres so that there are more people who live here and the shopping centres continue to be busy'*
- *'Put in place and strictly enforce limitations on overcrowded and excessive housing developments'*

Supporting disadvantaged communities:

- Bridging connections between advantaged and disadvantaged communities
- Supporting people in social housing
- Providing homelessness support services
- Improving access to basic needs and services, such as food banks for those in need.

Ensuring affordable and diverse housing:

- Addressing the shortage of affordable housing.
- Ensuring there is suitable housing for those who want to live or remain here.

Celebrating diversity and being inclusive:

- Fostering intergenerational connections and knowledge sharing
- Welcoming and celebrating sexual, cultural, religious, gender, ability and age diversity
- Welcoming refugees and migrants
- Hosting events and activities that celebrate diversity and encourage greater social connection between communities.

Increasing and improving community facilities and services:

- Maintaining or improving existing community facilities

- Providing facilities and services such as libraries, book clubs, men's/women's sheds and free Wi-Fi in public spaces
- Increasing specialist, maternal and child health, early years, aged care, physical, sexual and mental health services; connecting new parents with health services; support groups for adults with a disability.

Manage development pressures

- Look for opportunities to introduce policy into the Planning Scheme to encourage appropriate development
- Apply the reformed residential zones to limit development in some areas
- Undertake heritage work to protect areas of heritage significance.

Improving Council interactions and decision making:

- Involving the community in decision making
- Listening to the whole community (not just the most vocal)
- Improving on Council's existing operations (including road maintenance, asset maintenance and rubbish collection)
- Improving on compliance and governance
- Making the Council website more user-friendly to maximise engagement
- Making Council decision making more transparent.

Focus on safety:

- Improving community safety
- Increasing police presence, cameras (CCTV) and lighting
- Creating open spaces with passive surveillance.

How we will achieve a fair Moonee Valley

We have developed a series of strategic directions, objectives and actions that will provide the framework for us to achieve a fair Moonee Valley. These were developed from the feedback we received from the community and our own research into what makes a great city.

Strategic direction 1 – A city that celebrates diversity

Moonee Valley will be a 'Welcome City' where we celebrate diversity as one of our greatest strengths.

We recognise that differences in our community may mean that people face additional barriers, disadvantage and/or discrimination. We strive to eliminate disadvantage and discrimination for people due to their Aboriginal and/or Torres Strait Islander origins, ability, age, gender, sexuality, gender identity, ethnicity, culture, faith, socioeconomic status, the seeking of safety/humanity, or for those who have been socially excluded due to a range of other factors.

Targets:

- Increase in rates of acceptance and celebration of cultural diversity.
- Increase in proportion of people who agree/understand that acknowledging and respecting Aboriginal and Torres Strait Islander culture, identity and history contributes positively to Moonee Valley's identity.
- Increase in employment of: young people; people of diverse backgrounds and those with a disability within Council and in Moonee Valley more broadly.
- Increase in diversity of people in leadership positions and more broadly participating in the labour market.

Objectives

Actions

Celebrate Wurundjeri heritage and contribution by all Aboriginal and/or Torres Strait Islander peoples	<ul style="list-style-type: none"> • Acknowledge the Wurundjeri People as the Traditional Custodians and work in partnership with Wurundjeri People to celebrate their culture, heritage and history • Promote greater connection to land and Aboriginal cultural values through land management practices and interpretation • Acknowledge the diversity of Aboriginal and/or Torres Strait Islander peoples living in Moonee Valley and celebrate their contributions to our city • Facilitate Aboriginal and/or Torres Strait Islander-led participation in cultural, social and economic life
Celebrate our differences and respect one another	<ul style="list-style-type: none"> • Council to be proactive and a leader in addressing discrimination, violence and racism directed towards our diverse community by running specific programs to share cultures and publicly acknowledging and celebrating diversity in our community • Provide additional support and promote active engagement of people seeking safety/humanity and advocate on behalf of this community • Embrace, recruit and retain diversity in the workforce by supporting difference, embedding flexibility and nurturing diverse staff at Council • Develop programs to attract, recruit, retain and transition diverse people employed at Council including women, Aboriginal and/or Torres Strait Islander peoples, LGBTIQA+, young people, culturally and linguistically diverse people, and people with a disability • Encourage our business community to follow Council's lead
Celebrate our history and acknowledge our changing community	<ul style="list-style-type: none"> • Encourage broad participation in events and festivals that acknowledge diversity to increase understanding and reduce barriers • Acknowledge the history of Moonee Valley and that change is continual, including loss of language by older migrants • Encourage younger generations to maintain connections to their heritage while also celebrating youth culture and identity • Encourage and facilitate reflections of our diverse identity in the fabric of our public spaces

Strategic direction 2 – A city with a strong network of accessible community facilities and services

Community facilities are assets critical to the provision of services that provide social, educational, recreational and developmental opportunities for all members of the community. It is essential community facilities continue to remain relevant and fulfil a central role in the lives of residents into the future.

To foster health and wellbeing outcomes and respond to existing health inequalities in the community, services and programs must be inclusive, community-led, responsive and accessible. Services need to be equitable and respond to the diversity of needs and priorities of our communities. As such, Council's service delivery model is moving towards a neighbourhood, place-based approach. Place-based initiatives adopt a strengths-based community development approach, where solutions are developed and delivered locally to meet the needs of the community. We anticipate an increase in demand for use of community facilities over time.

Community and library hubs create opportunities for people to access more than one service from one location, encourage collaboration between services, share common areas and maximise land efficiencies. In turn, community and library hubs help to strengthen the identity of a place and help define the character of a neighbourhood.

Council will need to achieve the desired community facility outcomes in a financially sustainable manner. This is likely to include borrowings, asset sales, and more partnership arrangements. Partnerships with external organisations are particularly important. Partnership priorities will be with local schools, community organisations, the local private sector, and neighbouring councils.

Targets:

- Increase utilisation of Council facilities, particularly facilities that are identified as underused.
- Improve the fit for purpose and asset condition ratings of facilities.
- Increase the multipurpose use of all facilities, including the development of community and library hubs in activity centres across the municipality.
- Increase the number of specialised community service providers in Moonee Valley.
- Improve the uptake of Council services and programs by people that need them.

Ensure services meet the forecast needs of our diverse community

- Provide welcoming, integrated, respectful, and culturally appropriate service delivery
- Support all people with a disability
- Attract more physical, sexual and mental health services
- Connect new parents with health services, including infant health services
- Support intergenerational activities and care opportunities within our city
- Focus delivering services for our ageing population on creating a variety of opportunities for interaction and connection within our broader community
- Maximise digital technology to deliver services where people need them and can most readily access them

Provide an accessible network of community facilities

- Develop a network of integrated community and library hubs co-located with other services in activity centres, close to public transport, physically accessible and convenient for locals
- Locate community services and facilities in areas of highest community need, considering population projections and demographic profile indicators

	<ul style="list-style-type: none"> • Provide a network of flexibly designed public facilities and spaces appropriate for multi-uses and users, including neighbourhood halls and recreational resources • Develop processes for community, including young people, to have input into the design and delivery of community services and encourage community-led initiatives • Explore alternative financial and procurement options, including partnership arrangements with local providers and surrounding local councils to maximise funding opportunities to deliver high-quality facilities and services
<p>Strategic direction 3 – A city where people are healthy and safe</p> <p>To ensure people have the best opportunities to live healthy lives, we need to create environments that provide easy access to affordable healthy food, transport, nature, appropriate services and recreation. We also know that if we invest in prevention and health promotion, we can reduce the social and economic burden of disease.</p> <p>A healthy city supports the varying needs of people at different stages in their life course and people of all abilities. We must ensure our city is child-friendly, age friendly, safe and accessible for all abilities.</p> <p>Safety is a shared responsibility that will be addressed through strong partnerships with and between businesses, residents, students, community groups, police, other municipalities and government agencies.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Reduce diabetes (halt the rise) and the rate of obesity (5% by 2025). • Reduce smoking (30% by 2025) and harmful drug and alcohol use (10% decrease by 2025). • Improve mental wellbeing levels across our community. • Reduce levels of family violence. • Improve levels of resilience. • Minimise harm associated with gaming. • All residents and workers are within an average of 500 metres walking distance to open space by 2040. 	
Promote positive mental health	<ul style="list-style-type: none"> • Promote mental health and wellbeing in early years services and education settings • Reduce the stigma of mental health • Advocate for services for people with mental illness
Protect health and respond to emerging health issues	<ul style="list-style-type: none"> • Enhance access to early intervention and screening programs • Protect population health through immunisation, tobacco control and disease prevention programs • Reduce harm from alcohol and other drugs through health promotion initiatives, control and regulation with a focus on reducing the social impact of packaged liquor licences and supply to vulnerable populations • Promote sexual and reproductive health • Work with partners to track health and wellbeing trends and identify emerging issues • Ensure a strong prevention system to address violence against women • Minimise harm associated with gambling

Access to healthy food	<ul style="list-style-type: none"> • Support and enable community food assets, such as community gardens and urban agriculture • Enhance access to neighbourhood food networks and community-based food programs, particularly for vulnerable and isolated groups • Improve access to fresh, healthy food by increasing the number of healthy food retail opportunities including farmers' markets • Increase education and awareness of healthy eating and food growing
Promote safety and community confidence	<ul style="list-style-type: none"> • Build strong partnerships and support inter-agency programs to address family violence • Attract 'preventative' funding and improved accessibility of services • Promote neighbourhood-based programs that support community safety such as, Walking School Bus and the Good Neighbour Program and Neighbourhood Watch
<p>Strategic direction 4 – A city where residents can engage, participate and influence change</p> <p>Council is committed to delivering services that support the empowerment of individuals and communities to address disadvantage and inequity, and to advocate on behalf of themselves to address community issues.</p> <p>Council will work to achieve this by providing genuine opportunities for community participation in open and transparent decision making. We will lead community activities that increase participation, empower local residents and support community-led governance and advocacy. This includes engagement programs designed to facilitate community participation in planning and co-production of programs and events to encourage community pride and belonging.</p> <p>Working with key principles of community development such as human rights, access and equity, empowerment and the right to participation in decision making, Council aims to develop healthy cohesive neighbourhoods where people celebrate diversity and connect and contribute to the community they live in.</p> <p>Target:</p> <ul style="list-style-type: none"> • Have community members consider Council to be a responsible city. • Increase in satisfaction with Council's community engagement practices. • Community members feel listened to. 	
Provide opportunities for the community to participate in Council's decision-making processes	<ul style="list-style-type: none"> • Undertake culturally appropriate and accessible community engagement practices through varied digital and face-to-face engagement methods • Raise awareness of the role and function of Local Government • Support strong community networks to encourage community-led initiatives • Provide opportunities for co-designing of community programs, spaces and facilities, within financial constraints • Encourage leadership and community participation by diverse groups in all aspects of Council activity • Partner with young people, other levels of government, the service sector and community stakeholders to advocate for and address the varying needs, wants and aspirations of young people in Moonee Valley such as through the Young People's Committee and the Coalition for Young People

Build leadership and advocacy skills within our community	<ul style="list-style-type: none"> • Develop leadership and advocacy skills for residents of all ages • Support diverse community leaders to develop and expand their skills to re-invest in their communities • Strengthen and celebrate young people's leadership skills and increase their decision-making opportunities
<p>Strategic direction 5 – A city with housing for all</p> <p>Access to appropriate housing for all persons is a key element of a 'fair city'. Forecast population growth combined with changing demographics will see more housing in Moonee Valley and a need for greater housing choice. It is forecast for Moonee Valley to become home to an additional 41,574 people between 2017 and 2040. To house our growing and changing community, 22,479 new dwellings will need to be provided across the city over this period. Our 13 neighbourhoods will be able to accommodate varying degrees of new housing growth depending on a range of factors, including access to public transport, services and open space.</p> <p>We will require a range of housing types, tenures and price points together with rental accommodation for lower-income households and quality and appropriate social and public housing for the most vulnerable. With rising house prices, many groups in our community are not able to access appropriate housing where they would like to live, including our younger generation who are often being forced out of the suburbs where they have grown up due to high house prices.</p> <p>Our city is home to people of all ages and backgrounds who require different housing options, which can change at various stages of life. Profiles of some of our residents have been provided early in this paper in our 'trends' discussion.</p> <p>Through ensuring a range of housing types across our neighbourhoods, along with defining where we want housing growth of scale to be accommodated, we can appropriately plan for our growing and changing population. By directing housing growth of 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, we are also able to protect our significant heritage areas from over development and ensure that our valued lower scale residential neighbourhoods can remain as such.</p> <p>Target:</p> <ul style="list-style-type: none"> • Accommodate housing diversity for all stages of life in each neighbourhood, to allow people to age in place, adjust their housing needs as their lives change, and to live within a 20-minute neighbourhood. 	
Ensure new housing is directed to the right locations	<ul style="list-style-type: none"> • Ensure a diversity of housing types and sizes is available in well-located areas to provide choice in the private housing market, including a range of apartment sizes • Direct new housing of scale to areas with good access to public transport, services or open space • Provide the policy framework to facilitate development of a variety of smaller housing products to respond to the forecast demand of increased one-person households • Ensure existing housing stock protected where it contributes to the character of the neighbourhood, is of heritage value, and continues to be a viable dwelling product • Housing stock will be a good fit for those residents accommodated • Precincts of heritage homes protected • Neighbourhood character assessments to guide planning decisions

Ensure residents have access to secure housing	<ul style="list-style-type: none">• Advocate for improvements to existing public housing stock, in particular the mixed tenure redevelopment of public housing only estates• Support new and existing social housing through partnerships with social housing providers• Consider utilising any future sale of Council-owned assets or air rights to facilitate the development of affordable housing• Advocate for government targets, potentially at a municipal level, for the delivery of affordable and accessible housing as part of new large-scale residential development
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Want to know more? These supporting documents can be found at www.mvcc.vic.gov.au/mv2040:

- Municipal Profile 2016 – Health and Wellbeing in Moonee Valley
- Moonee Valley Early Years Plan (2014-22)
- Moonee Valley: Housing Implications of a changing population (September 2017)
- Housing Assumptions: .id Methodology (2017)
- Opportunities Analysis: The 20-Minute Neighbourhood Accessibility Model (2017)

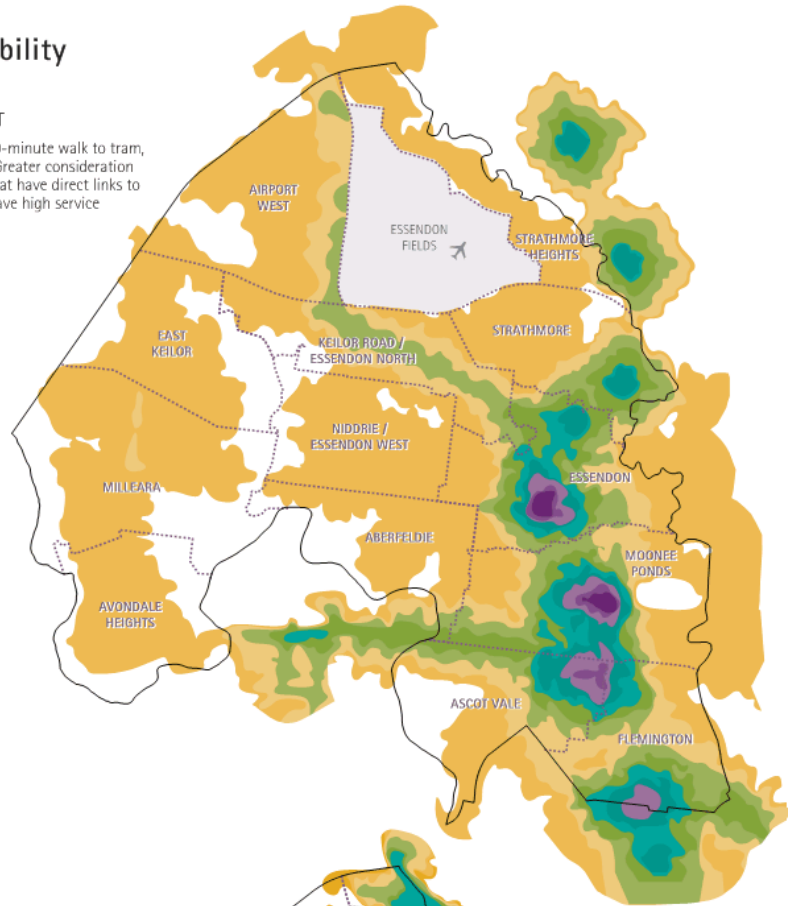
Fair: Community facilities



Fair: Accessibility

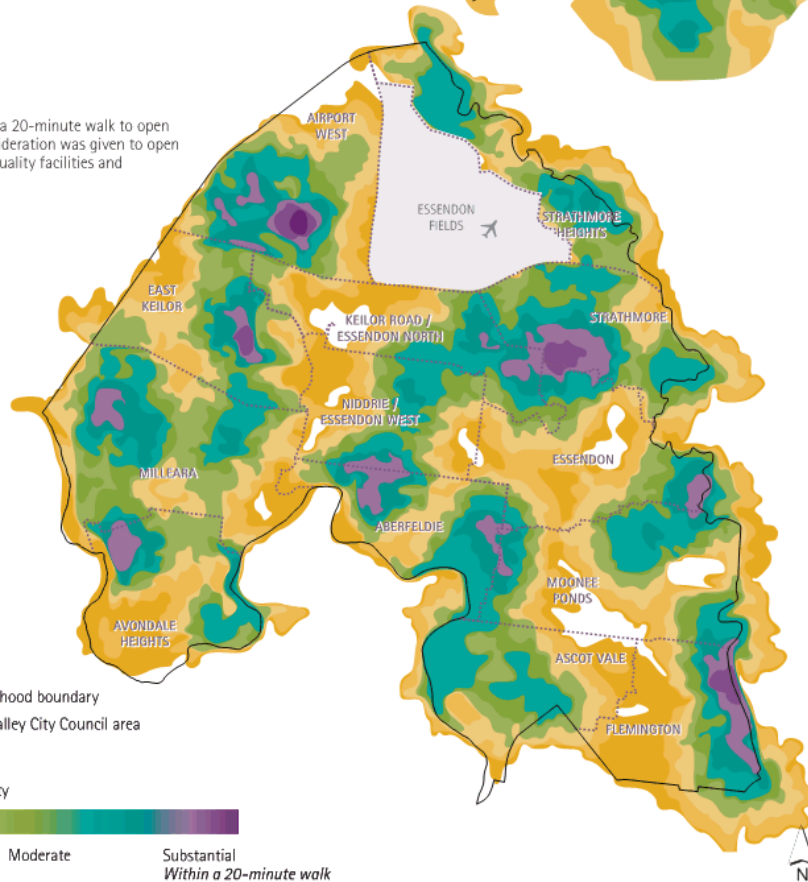
PUBLIC TRANSPORT

Accessibility within a 20-minute walk to tram, train and bus services. Greater consideration was given to services that have direct links to employment clusters, have high service frequency and capacity.



OPEN SPACE

Accessibility within a 20-minute walk to open space. Greater consideration was given to open space with higher quality facilities and amenities.



..... Neighbourhood boundary
—— Moonee Valley City Council area

Key

Walkable accessibility

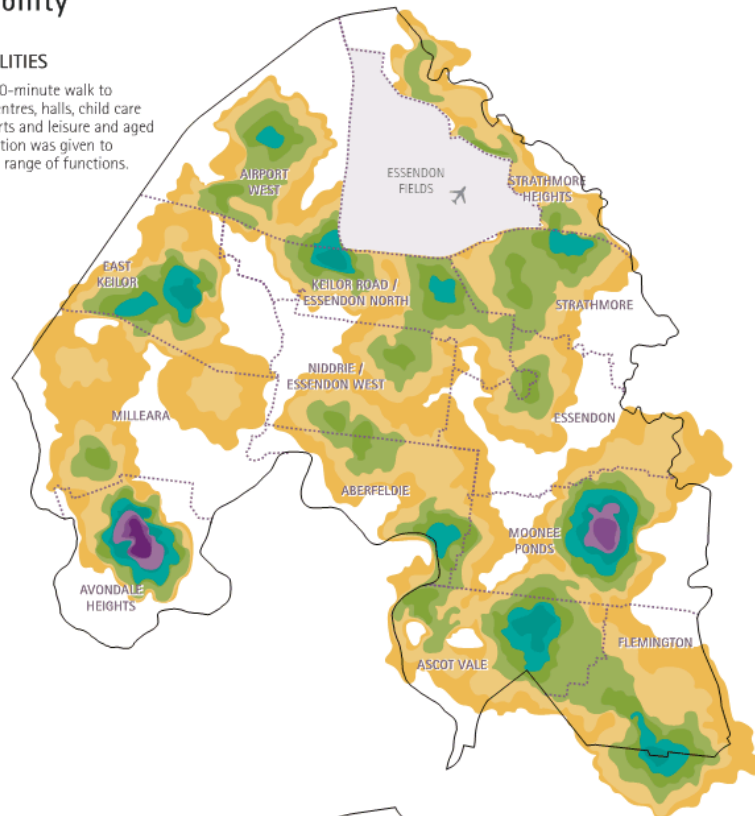
Low Moderate Substantial
Within a 20-minute walk

0 0.5 1 km

Fair: Accessibility

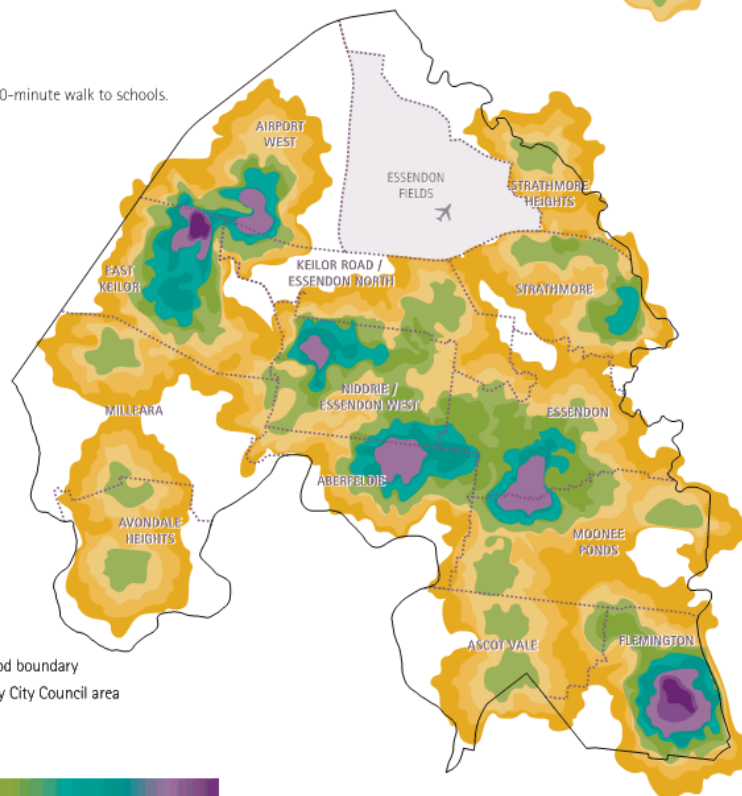
COMMUNITY FACILITIES

Accessibility within a 20-minute walk to libraries, community centres, halls, child care and kindergartens, sports and leisure and aged care. Greater consideration was given to facilities that provide a range of functions.



SCHOOLS

Accessibility within a 20-minute walk to schools.



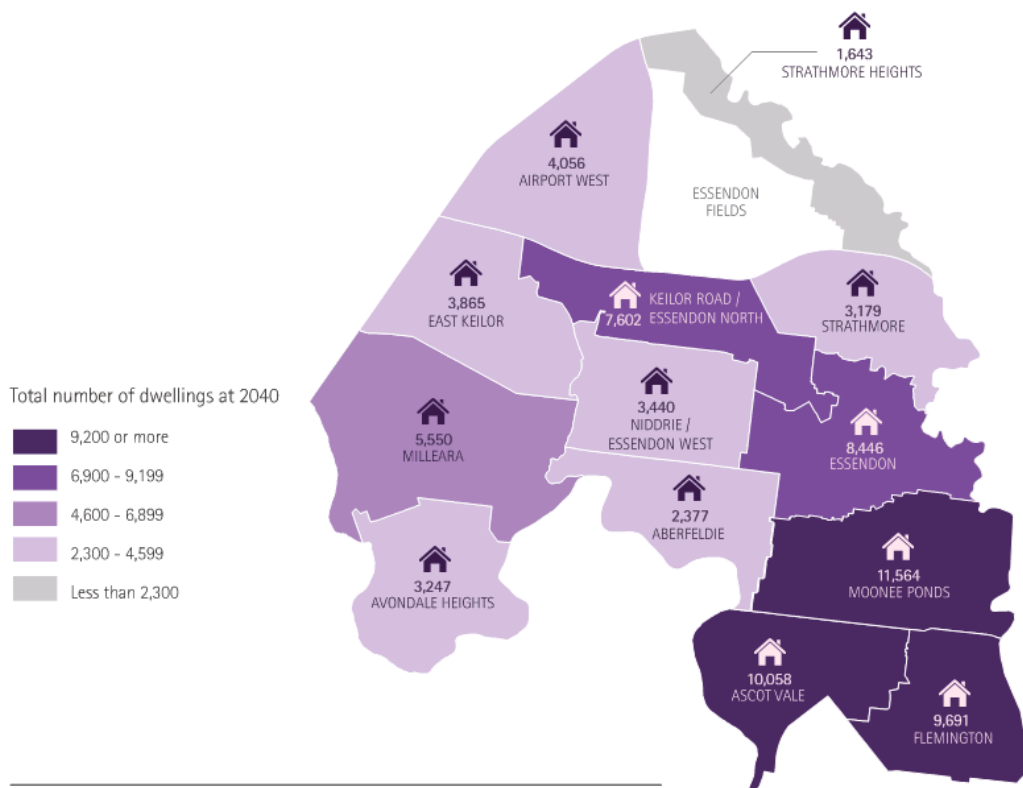
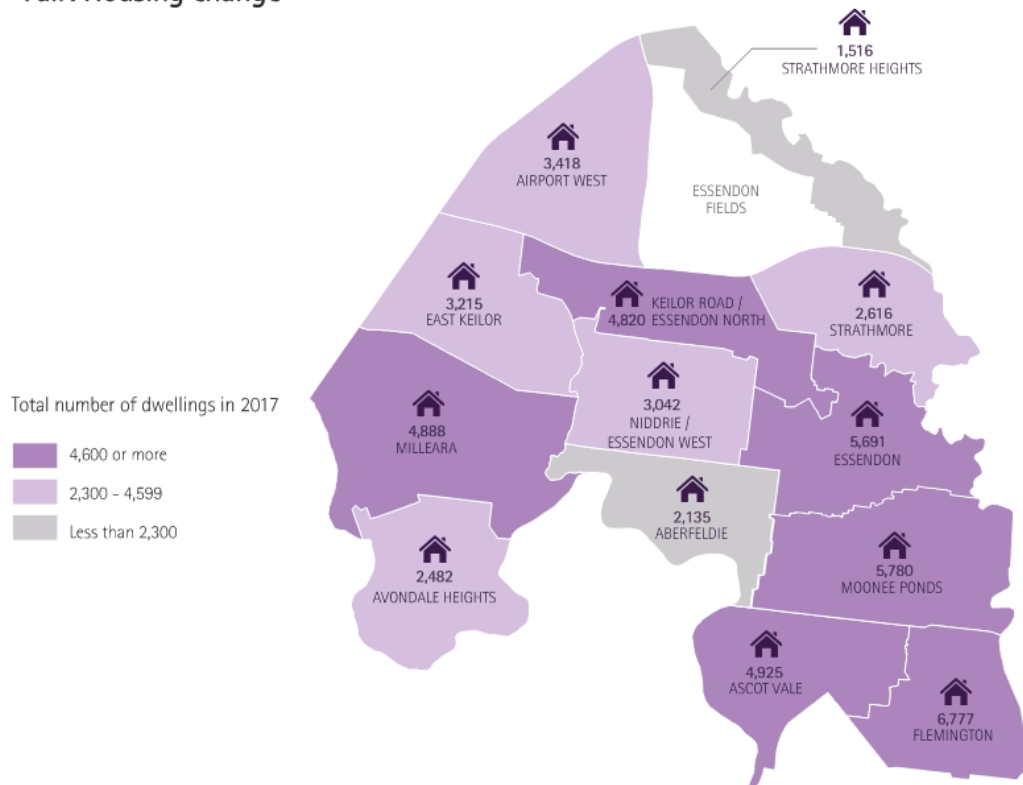
..... Neighbourhood boundary
 — Moonee Valley City Council area

Key

Walkable accessibility



Fair: Housing change



Source:
id Consulting (2017)

6. Thriving

A city that is thriving with access to jobs, lifelong learning, vibrant and dynamic activity centres

Can you imagine what a thriving Moonee Valley will look like in 2040?

Our 13 neighbourhoods are thriving. They are hives of activity, providing opportunities for people to meet in vibrant community and library hubs, fulfil their daily shopping and service needs and access beautiful, green spaces.

Opportunities for sport and active recreation abound and empower our community to be healthy, improving our overall wellbeing. They provide strong social networks in our communities; inclusion is the most important aspect of sport and recreation. Everyone is welcome and the sense of cohesion in the community has never been stronger. You can be involved in a local club or exercise in your neighbourhood park where you feel safe. Moonee Valley is celebrated for our connections to professional sport; as the original home of the Essendon Football Club and with the Moonee Valley Racecourse drawing crowds from around the country to its much-anticipated night racing events.

The arts play an important role in building and supporting a creative, diverse and connected community. The arts are valued and celebrated as a powerful means of fostering social connectedness and a sense of belonging. Our communities enjoy a broad range of exciting cultural events, festivals and creative endeavours which pop up across our neighbourhoods, often initiated and run by community members. Our communities have access to facilities where people can experience creative inspiration, as well as contribute and collaborate, and our public spaces are activated by place-making initiatives and public art that enriches the culture and landscape of our city. The Clocktower Centre and the Incinerator Gallery will form the hub of cultural experiences in the performing and visual arts, supporting a suite of satellite programs in a wide range of community and library hubs, public spaces and a newly developed 'black box' studio theatre. The new community library hub at the redeveloped Flemington Estate is hosting music performances enjoyed by the crowds picnicking on Debneys Park.

We are a digitally aware and connected smart city. The Internet of Things, the inter-networking of connected electronics, devices, buildings and sensors, allows us to manipulate and control almost every aspect of our lives. Information and data flows quickly, freely and openly for all. The Internet of Things and open data will be facilitating new industries and services that in 2017 we cannot yet imagine, driving a more creative job market for our children.

Lifelong learning opportunities respond to the changing skill needs and technologies that a 21st century economy demands. Learning opportunities are available digitally at community and library hubs, providing access to world-class institutions. Our TED Local program offers the capacity for people to access programs, events and local services via virtual reality technology. Connections between schools, community groups and businesses are providing real-world experiences for our young people to prepare them for contributing.

Our libraries are openings for information, literacy, learning, collaboration and connection. They are inviting spaces; bright, dynamic and flexible. Library services are delivered through a combination of physical spaces and outreach digital services at community facilities. You can borrow an e-book, submit a resume for review and learn about any topic you choose from the e-interface service at the local sporting club.

More people than ever are working from their homes and creative co-working spaces that are collocated with community and library hubs. These spaces provide opportunities for collaboration, mentoring support,

networking and cross-industry engagement, with the benefit of activating our local shops and public spaces and reducing commuter congestion.

Did you know?

- 42 economic precincts have been identified across Moonee Valley's 13 neighbourhoods.
- *Plan Melbourne* nominated six Major Activity Centres in Moonee Valley (Moonee Ponds, Airport West, North Essendon, Keilor Road, Union Road and Racecourse Road).
- Moonee Valley's Gross Regional Product (GRP) is estimated to be \$4.515 billion, representing 14.2% of Melbourne's West GRP of \$31.795 billion (REMPLAN).
- It is estimated that 30,485 people work in Moonee Valley, representing 15 % of the 201,098 people working in Melbourne's West (REMPLAN).
- It is projected that there will be an increase of 2,870 jobs within Moonee Valley by 2036 (*Melbourne's West Future Employment Report*, 2016).
- There are 28 primary schools, 13 secondary school campuses and two TAFE Institute campuses in Moonee Valley.
- Moonee Valley plays an increasingly important role in driving productivity growth in Victoria, due to our high skill base and location in the CBD–Melbourne Airport corridor which is home to around 715,000 jobs (.id Consulting, 2017).
- Overall youth unemployment in Moonee Valley is less than the Greater Melbourne area, but it varies across the neighbourhoods. Almost 20% of young people aged 15–24 are unemployed in the Flemington neighbourhood (Census 2016).
- There are around 90,000 attendances per year to events at the Clocktower Centre, 5,600 people at the Incinerator Gallery and 60,000 attendances at library programs and events.
- Moonee Valley residents are significantly more likely to participate in organised physical activity than the average Victorian (Census 2011).
- Moonee Valley Libraries have over 55,000 members, with over one million loans and downloads of library items made each year.

What you told us

During the first consultation phase for MV2040 in early 2017, our community identified a broad range of ideas for how to achieve a thriving Moonee Valley. These ideas included:

- *'Create an environment of health and wellbeing. By generating a suburb that has up-to-date amenities (pool/gym) and precincts that are family-friendly and beautiful to be around. This will inspire a younger generation to settle here'*
- *'Land uses that bring about a vibrancy and diverse mix of people need to be embraced'*
- *'More exhibition space for local community groups to have to hire and exhibit their art and craft'*

Supporting businesses and shopping areas:

- Increasing the number of shops, retain and improve existing neighbourhood shopping areas
- Investing in maintenance of shopping strips and improve signage
- More cafes, wine bars, tapas and beer gardens and cinemas in shopping strips
- Supporting small businesses to succeed
- Encouraging people to shop locally
- Attracting big businesses to the area
- Leveraging our proximity to Melbourne Airport to support business and industry growth.

Activating public spaces and increasing events:

- More community events
- Live music offerings busking in community spaces, concerts and cultural activities to bring life to our streets—especially at night
- More piazzas and informal social spaces

- Encouraging tourism to make the city a place people want to visit.

Supporting and encouraging healthy lifestyles:

- Improving opportunities for physical activity
- Increasing and fair access to recreational facilities and exercise programs with a focus on equity provision for girls sports facilities, codes and all-access playgrounds
- More dog parks and sporting facilities
- Water play areas
- Age-specific skate/scooter/BMX facilities.

Supporting learning and addressing unemployment:

- More schools to keep up with population growth and rezoning of schools
- Addressing unemployment
- Supporting lifelong learning in our community.

How we will achieve a thriving Moonee Valley

We have developed a series of strategic directions, objectives and actions that will provide the framework for us to achieve a thriving Moonee Valley. These were developed from the feedback we received from the community and our own research into what makes a great city.

Strategic direction 6 – A city with opportunities to learn and work

Council is committed to supporting education and lifelong learning initiatives given the strong link between learning and better health outcomes, including physical and mental health and wellbeing, social connection and a sense of belonging.

Moonee Valley is well known for its strong primary and secondary education sector and is well connected to one of the nation's principal tertiary education nodes in Parkville.

Lifelong learning opportunities include attaining employment-related qualifications, supporting ongoing learning throughout our life course, and facilitating access to skills development. Council will provide and support the delivery of a wide range of accessible lifelong learning opportunities, using a variety of delivery models.

Council will focus on the delivery of a network of community and library hubs across our neighbourhoods. These hubs will be a repository of knowledge and a place of sharing and collaboration for all, offering evolving and integrated services.

Targets:

- A network of highly utilised dynamic community and library hubs to exist across our neighbourhoods.
- The rate of tertiary, vocational and other post-secondary training will have increased across Moonee Valley.
- Increased employment rates for young and old people.
- Inclusive employment practices common place for Moonee Valley employers.

Objectives	Actions
All residents can gain meaningful employment	<ul style="list-style-type: none"> • Provide coaches and mentors in co-working spaces in our community and library hubs to support entrepreneurial activity • Connect people to training programs that provide pathways to employment • Encourage local job creation through major projects • Include local procurement targets in Council contracts

	<ul style="list-style-type: none"> • Support local employment providers to connect and grow • Encourage local businesses and organisations to adopt inclusive employment practices • Provide assistance to those disadvantaged in the labour market, including connecting those experiencing unemployment to new and emerging industries and technologies • Develop programs to increase employment of diverse community groups members including women, Aboriginal and/or Torres Strait Islander peoples, LGBTIQ+, young people, culturally and linguistically diverse people and people with a disability
All residents can learn throughout their life course	<ul style="list-style-type: none"> • Proactively plan and advocate for new education facilities where growth projections demand • Pursue partnerships with local schools to expand learning opportunities for the broader community • Provide opportunities for and support volunteering, along with support training programs to increase entry into employment • Provide and promote meaningful work experience and skill-building opportunities for young people in new and emerging industries • Support innovative learning opportunities, including online learning • Support U3A in their delivery of a variety of engaging programs
Provide dynamic libraries as part of community and library hubs	<ul style="list-style-type: none"> • Deliver a network of dynamic, adaptable community and library hubs that provide spaces for learning, collaboration, community connection, leisure and arts • Deliver an array of opportunities for lifelong learning, creativity, social connection, all aspects of literacy (including digital and early childhood), business incubation and personal development • Make physical and digital library collections accessible in all neighbourhoods, through the community and library hubs or other community and sporting facilities • Locate creative co-working hubs in/adjacent to community and library hubs • Create and support dynamic study spaces for young people for peer-to-peer learning • Partner with agencies, providers and others to deliver cross-government and organisation services

Strategic direction 7 – A city that responds to a changing economic landscape

Most workers travel out of the municipality to work, particularly to the nearby employment hubs of Melbourne Airport, Melbourne CBD and Parkville. A high number of workers also travel to Essendon Fields (within our municipality). Australia's transition to knowledge-intensive jobs is having a major impact on the spatial location of job growth, with the focus tending to be around the CBD and other major employment locations.

By 2040, it is expected that many jobs will continue to be focused in these locations; however, for large numbers of us, due to a greater utilisation of technology, we will spend more time working away from our primary place of work. We will rely increasingly on co-working spaces for collaboration and networking.

The retail industry, which has been the backbone of Moonee Valley's economy, has changed significantly in recent years and is likely to continue to transform. Moonee Valley must respond to economic changes and ensure appropriate frameworks are in place to facilitate the growth of new and emerging industries, including creative industries. It is expected the activity centres that housed this retail offer will increasingly transform to be entertainment spaces for restaurants, cafes and culture.

Essendon Airport generates significant economic benefits for the city and forms part of the broader Essendon Fields Business Park. Essendon Fields contributes almost \$800 million per annum to the local economy and is the employment home for 4,200 people. Essendon Fields offers significant economic growth and employment opportunities for the city due to its size and strategic location. It is projected to generate 18,000 new jobs and an estimated \$300 million in investment over the next decade.

Over the next 20 years the Airport West activity centre will become a key location for urban renewal, emerging as an exciting employment precinct incorporating the adjacent Essendon Fields. The employment needs of the activity centre's growing business and service industries will be met by the projected population growth in Airport West and the surrounding suburbs.

Targets:

- A network of highly utilised dynamic community and library hubs to exist across our neighbourhoods.
- A greater percentage of our community working within Moonee Valley, to be proximate to their homes.
- Thriving activity centres with low vacancy rates.
- Reinvigoration of the Airport West industrial area.
- Leveraging and enabling growth at Essendon Fields.

Enable new and emerging industries and work practices	<ul style="list-style-type: none"> • Create or facilitate a network of co-working spaces throughout the city, including at community and library hubs • Position our city as an attractive location for creative industries, including through the reuse of older industrial spaces • Encourage the establishment of business accelerators and spaces for social enterprise
Provide business support and remove obstacles to growth	<ul style="list-style-type: none"> • Provide a Council facilitation service to allow business owners or investors a streamlined entry point into government • Ensure the business regulatory environment within Council is streamlined and flexible • Deliver or support a series of networking events, training, coaching and development programs for local businesses • Support the development of income-generating opportunities for youth, elderly and people with disability
Leverage and expand on current business opportunities	<ul style="list-style-type: none"> • Support business synergies between Essendon Fields Business Park and the Airport West activity centre

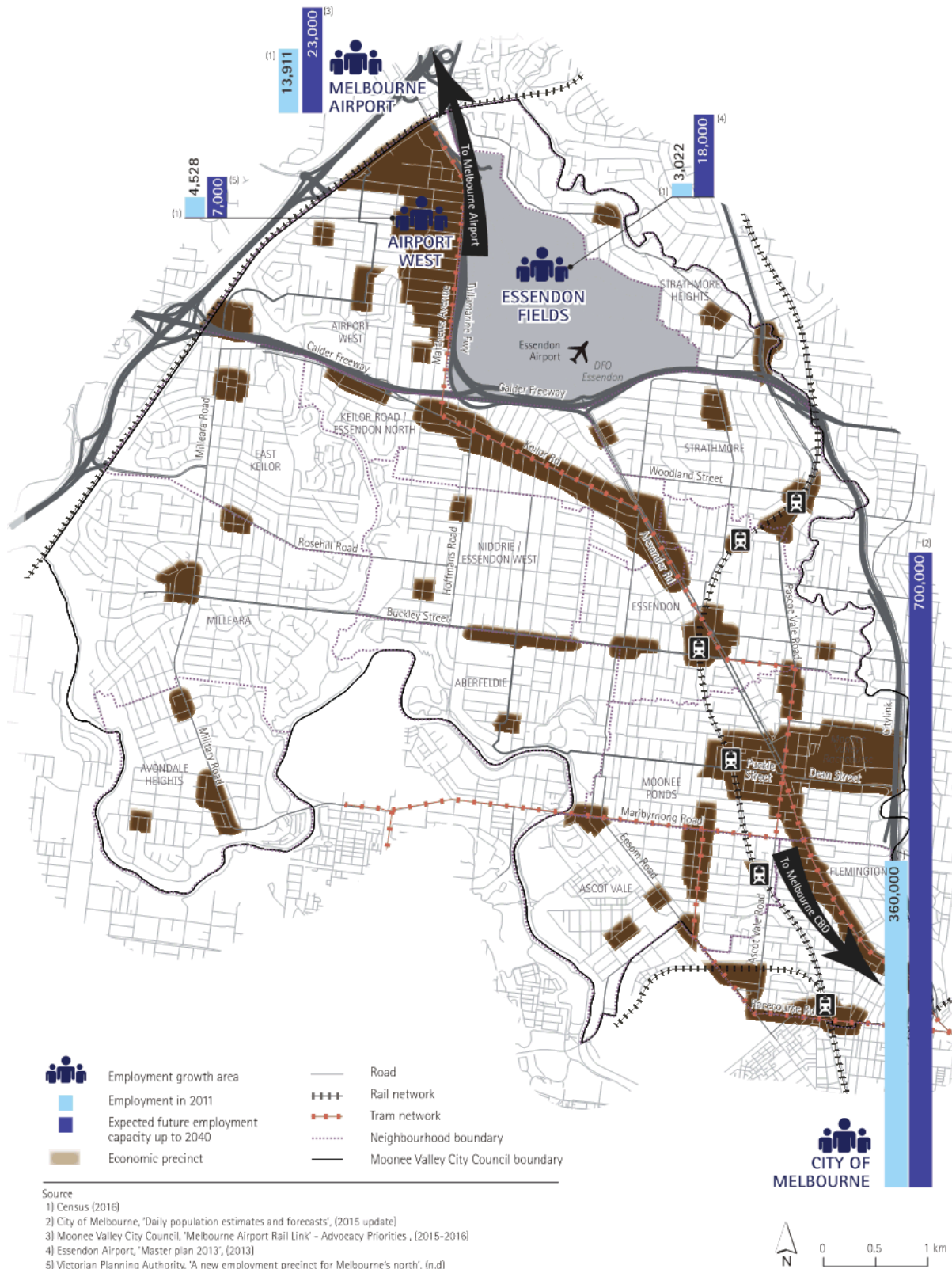
	<ul style="list-style-type: none"> • Ensure activity centres are attractive to residents and businesses
<p>Strategic direction 8 – A city with things to see and do</p> <p>Council will deliver a rich program of festivals and events across the city to showcase our cultural institutions, natural attractions and vibrant activity precincts. These events will celebrate local cultures, stimulate economic activity and attract visitors and tourists.</p> <p>Our arts, leisure, sports and recreation opportunities will be supported and expanded to foster greater physical and mental health, social connectedness and a sense of belonging. We will enhance and broaden opportunities for people to experience creative inspiration, cultural and aesthetic enrichment.</p> <p>Our activity centres will be entertainment precincts, providing vibrant hubs for residents that foster a sense of community and place.</p> <p>Targets:</p> <ul style="list-style-type: none"> • High attendance by our community at events. • Increase in the number and frequency of neighbourhood events organised and operated by community members. • Increased participation in arts and culture. • Increased participation in sport within our city, especially highball activities. • Increased provision of infrastructure relating to women's sport. 	
Celebrate our local assets and identity	<ul style="list-style-type: none"> • Celebrate the Maribyrnong River as a key environmental, social and cultural asset and tourism attractor • Develop a major cultural, events and tourism precinct at Aberfeldie, connecting the Incinerator Gallery with the Maribyrnong River • Develop and market a rich annual festivals and events calendar to maximise participation by our community in celebrations within our city • Empower the community to initiate and run community celebrations and events for their neighbourhoods
Enhance our activity centres as places for entertainment and gathering	<ul style="list-style-type: none"> • Provide fun and interactive landscapes integrated within the fabric of our activity centres • Activate our activity centres with art, play, events and entertainment for all ages • Deliver community spaces, events and facilities for young people • Implement a public art program that shapes the culture and landscape of the city, contributing to vibrancy, sense of place and local identity
Support and extend the reach of our arts sector	<ul style="list-style-type: none"> • Extend the reach of the arts across the municipality, through ensuring spaces for neighbourhood level arts and creative activities in community and library hubs • Cater for professional and amateur arts exhibitions, performances and other activities, in quality and adaptable facilities • Investigate the potential for a 'black box' studio space • Create opportunities for professional artists and local community groups by commissioning public art projects
Support a network of leisure, recreation and sporting opportunities for all	<ul style="list-style-type: none"> • Extend the reach of sport, recreation and leisure activities to all, including more women's sporting opportunities

	<ul style="list-style-type: none"> • Provide a diverse range of ways for individuals (non-club based) to be physically active, through well planned and managed open space assets • Increase partnerships between clubs, organisations and Council to ensure sustainable delivery models for sports and recreation • Improve the multipurpose nature of our sport, recreation and leisure assets to maximise usage • Establish highball facilities to meet the demand for indoor sport opportunities • Consider Council's role in supporting elite sporting activities • Support the operation of Moonee Valley Racecourse as a significant sporting and recreational asset
<p>Strategic direction 9 – A city that is technology ready</p> <p>Digital infrastructure and technology is vital for the success of most businesses today as they invest and grow. This will only continue with emerging industries, driving productivity and innovation, and is the physical underpinning of a thriving economy.</p> <p>Up-to-date digital infrastructure is crucial when promoting Moonee Valley as a key contender in investment attraction and business growth. To attract new business and industries, the technological infrastructure must be effective and ahead of the curve.</p> <p>We will position our city to integrate smart technology. Smart cities leverage real-time data and modern technologies to optimise resources and promote efficiency, ensuring cities are sustainable and services are customer centric.</p> <p>Targets:</p> <ul style="list-style-type: none"> • Public Wi-Fi is accessible across all Council venues and activity centres. • High uptake of broadband across our neighbourhoods. 	
Be ready to adopt technology	<ul style="list-style-type: none"> • Invest in the foundations of a digital platform that supports future objectives to realise a smart city • Support high-quality data transfer and telecommunications infrastructure • Provide a high-quality civic service that exceeds the expectations of our community, with people able to connect when and how best suits them
Ensure data is a shared open and valued resource	<ul style="list-style-type: none"> • Improve data quality and availability to all • Support and provide increased public Wi-Fi accessibility
Leverage technology as a business enabler	<ul style="list-style-type: none"> • Determine suitable programs or create access and awareness of resources that support businesses on how to maximise technology • Use of technology for accessing Council

Want to know more? These supporting documents can be found at www.mvcc.vic.gov.au/mv2040:

- Sports Development Plan (2014–2023)
- Library and Learning Strategy (2012–2016)
- Leisure Strategy (2013–2023)
- Arts and Culture Plan (2014–2018)
- Economic Development Strategy (2014)

Thriving: Employment



7. Connected

A connected city of accessible, active and sustainable transport choices

Can you imagine what a connected Moonee Valley will look like in 2040?

In 2040 transport in Moonee Valley is safe and sustainable. People spend less money on transport, are healthier and enjoy a more rewarding transport experience. Streets are more vibrant, welcoming and accessible.

Shared, driverless, electric vehicles, charged with renewable energy are commonplace. Users often share their ride with someone going in the same direction, allowing for affordable, convenient and more efficient car travel. Crash rates have dropped significantly from 2017 levels, with only a minority of vehicles operated by people. The smartphone has become the 'nerve centre' for accessing transport services, acting as an access-all-modes travel pass.

Public transport is the dominant mode of transport into central Melbourne. All areas of our city are within a short walk to quality, high-frequency public transport, making it the mode of choice for trips beyond a comfortable walk or cycle. Tram lines are grassed to add to the city's greenery, and segregated from motor vehicles in some areas. Trams travel at nearly twice the 2017 speed and carry many millions more passengers each year. Variable pricing and flexible working hours are used to moderate the peaks in transport demand.

Neighbourhoods in the west of the city are connected to the Melbourne CBD via a tram or high-frequency bus service along Milleara and Military Roads and a new airport rail link. The Flemington spur line has been extended to the Maribyrnong Defence Site and provides a high-quality train service for residents of more dense apartment living on the Racecourse Road corridor.

Our activity centres are pedestrianised, providing a safe, attractive environment drawing people from adjoining municipalities. People choose active transport as the easy choice to get around. There is less of a burden on our health services because people are strong and fit.

Cycling in Moonee Valley has never been easier. A connected, continuous network of on-street, protected bike lanes and upgraded shared paths along the Moonee Ponds Creek and Maribyrnong River makes cycling the fastest way to make trips up to three kilometres. This is done on private or public bikes booked on your smartphone and located at bike stations throughout our city.

Car ownership is at its lowest level in 100 years, and much of the space previously used for car parking has been re-purposed for bike paths, walking paths, playgrounds and gardens. Vehicle registration and fuel excise tax have been scrapped and replaced with a network-based road user charge, helping to manage traffic across the network. Users open an app, which automatically calculates how much their trip will cost and how long it will take—comparing the use of a car, public transport, public/private bike or foot. The revenue from the road user-pricing program is used to fund improved public transport services and the walking and cycling network.

Freight services are performed by a mix of driverless vehicles, including aerial and land-based drones, in addition to human operated vehicles for specialist tasks. The higher level of automation allows for more freight tasks to be undertaken at off-peak times.

Did you know?

- Moonee Valley's location as a transport thoroughfare between the CBD and the northern and western suburbs, two of Melbourne's fastest growing regions, makes transport planning extremely challenging.
- Some of our neighbourhoods are much more car-dependent than others, particularly neighbourhoods in the west of our city.
- The number of road users in Moonee Valley will grow faster than our roads can accommodate and congestion will worsen if we don't get around differently.

- The proportion of Australians who are overweight, obese or inactive has risen in parallel with our increased reliance on cars since the 1980s, as have rates of poor mental health (2011 Census).
- The average number of motor vehicles owned per household in Moonee Valley is 1.6 (2016 Census).
- 10% of households do not own a motor vehicle (2016 Census).
- Around 6,000 passengers catch the train from Essendon Station each weekday, making it the busiest station in Moonee Valley (Public Transport Victoria, 2013–14).
- The majority (94%) of Moonee Valley residents live within either 800 metres (10-minute walk) of a train station, or 400 metres (five-minute walk) of a tram or bus stop (PTV data and 2016 Census).
- When looking at transport patterns for all purposes (not just journey to work), some 15% of all trips are by foot, 10% by public transport and 5% for cycling (Victorian Department of Transport, 2015).
- Between 2006 and 2016 over 2,474 people were involved in road trauma in Moonee Valley, with 28 people killed, 759 sustaining serious injuries and 1,687 suffering other injuries (Transport Safety Strategy 2016–26).

What you told us

During the first consultation phase for MV2040 in early 2017, our community identified a broad range of ideas for how to achieve a connected Moonee Valley. These ideas included:

- *'Anything that improves walkability would be great. Something Council could do is add more benches around the municipality. This makes it easier for people who are walking to stop for a break'*
- *'As awesome as Racecourse Road is, it has way too many cars on it. I reckon you should close a lane just for trams to encourage people to use public transport'*
- *'Better cycling, walking and active transport infrastructure so we reduce the number of cars and use public transport more frequently than cars'*
- *'Making it a "walkable suburb" should be the priority'*
- *'Remove cars from major shopping villages and encourage walking and public transport access only'*

Improving walkability and making cycling the easier choice:

- Beautifying, improving and extending walking and cycling paths, lanes and tracks
- Separating cycling and walking paths, along with designating cycling lanes on roads
- Increasing bike parking facilities, seats, shaded areas and drink fountains
- Accessing rental bikes or subsidised bikes for community members
- Improving navigability and wayfinding signage.

Making it safer and easier to use public transport:

- More lighting at train stations and in streets near tram stops
- Providing adequate seating at tram stops
- Safer pedestrian crossings around public transport
- Providing more parking at train stations and extended parking hours
- Park and ride options
- Increasing security presence at public transport stops and stations.

Improving public transport services:

- Advocating for more frequent peak time services and extension of service hours
- Advocating to extend tram routes
- Improving bus connectivity and frequency
- New train stations and activating underutilised train stations.

Reducing traffic and increasing traffic safety:

- Reducing traffic and more car-free areas

- Lowering speeds and increasing speed camera presence
- Improving road intersection safety
- Increasing/decreasing speed humps (mixed views)
- Removing Essendon, Park Street and Puckle Street level crossings with rail under solutions

Improving parking:

- Improving access to car parking, especially in residential and commercial areas
- Increasing parking time limitations
- Limiting the number of parking permits per household
- Encouraging residents to use their garage or driveway to free up streets.

How we will achieve a connected Moonee Valley

We have developed a series of strategic directions, objectives and actions that will provide the framework for us to achieve a connected Moonee Valley. These were developed from the feedback we received from the community and our own research into what makes a great city.

Strategic direction 10 – A city where sustainable transport is the easy option

Public transport is the most efficient, accessible method of transporting high volumes of people. It is also vital in enabling many residents access to jobs, services, social opportunities and shops. Improving public transport services in Moonee Valley will have a range of social, economic, and environmental benefits.

Council plays a key role in collaborating with and advocating to the State Government and authorities for improvements to public transport.

Targets:

- Improved accessibility to public transport in each neighbourhood as measured by:
 - number of people walking for short trips
 - number of locals using public transport
 - number of people cycling
 - investments in improvements to public transport

Objectives	Actions
Expand high-frequency public transport options	<ul style="list-style-type: none"> • Advocate for expansion and increased frequency of bus operations • Advocate for a tram extension or high-frequency bus route in Milleara and Avondale Heights, with peak period clearways • Provide community bus routes through underserved areas of the municipality, including Milleara and Avondale Heights, until better public transport networks are established • Proactively plan and advocate for an Airport Rail Link with train stations within our westernmost neighbourhoods • Advocate for the full-time activation of the Flemington spur line as a fundamental requirement to sustain significant growth along the Racecourse Road corridor • Support a new train connection to the former Maribyrnong Defence Site • Advocate for accessible tram stops • Advocate for increased train and tram reliability and frequency
Reduce the real and perceived impediments to sustainable travel	<ul style="list-style-type: none"> • Significantly improve cycling and walking accessibility to and from public transport interchanges

	<ul style="list-style-type: none"> Investigate the provision of secure bicycle parking at public transport interchanges, including train stations Advocate for preference and priority to be given to sustainable transport modes at intersections Advocate for improved safety at transport interchange nodes Improve the safety of the road, shared path and footpath network
<p>Strategic direction 11 – A city with streets and spaces for people</p> <p>Many cities around the world, including areas of Moonee Valley, have been planned around the needs of the car. Sedentary lifestyles are closely linked to the planning and transportation decisions of the past century.</p> <p>Active transport, such as walking and cycling, allows people to make exercise part of their daily routine. We need to make these modes safe, convenient, accessible and comfortable so that people make the healthy transportation choice.</p> <p>It is time to shift the focus away from cars and back to people, aiming for more engaging and vibrant streets and spaces that will positively affect the health and wellbeing of people of all ages. Our health statistics make it clear: over-reliance on car travelling is not serving us well.</p> <p>Targets:</p> <ul style="list-style-type: none"> More trips by walking and cycling. Zero fatalities and serious injuries, starting with a 30% reduction in deaths and serious injuries between 2017–2040. 	
Provide a safe and easy-to-use walking and cycling network	<ul style="list-style-type: none"> Explore opportunities to implement shared zones in areas of high pedestrian activity Consider reducing the speed limit on Council roads Advocate to improve pedestrian and cyclist crossings by reducing waiting times, increasing crossing times and installing best practice signals at key signalised intersections
Provide a truly connected walking and cycling network	<ul style="list-style-type: none"> Create a network of high-quality, connected walking paths Create a high-quality bicycle network, including dedicated separated bicycle paths where possible Upgrade the Moonee Ponds Creek Trail and Maribyrnong River Trail, with separated walking and cycling paths where possible Develop new and improved walking and cycling links between neighbourhoods, across waterways, railway lines and major roads, including connections to adjacent municipalities Deliver, in conjunction with Melbourne Water, an activated walking and cycling connection along the pipe track between Avondale Heights and Niddrie
Manage car usage through demand management techniques	<ul style="list-style-type: none"> Provide parking which is well designed, well located and flexibly managed Introduce technology to enable parking assistance, enforcement, data collection and management in areas of high demand – allowing people to identify available parking via an app

	<ul style="list-style-type: none"> Consider development proposals with limited or no onsite car parking in areas proximate to public transport
Focus on safety	<ul style="list-style-type: none"> Deliver road infrastructure improvements to increase safety in areas with the highest crash risk Advocate for infrastructure improvements at arterial road problem locations Develop and integrate road safety messages into programs targeting at-risk groups
<p>Strategic direction 12 – A city at the forefront of transport technology</p> <p>How we move around in the future is likely to be significantly different to how we do today. The traditional car ownership model will be replaced by a system more closely based on the sharing economy. Other emerging transport technologies such as driverless vehicles and ride sharing have the potential to radically transform travel and transport behaviour. Council has a significant role in ensuring the road and transport network can accommodate future vehicle technologies.</p>	
Position our city for smarter transport connectivity	<ul style="list-style-type: none"> Identify and adjust for the influence future trends and transport technologies will have on travel behaviour Encourage and explore innovative solutions to road safety, congestion and parking issues Accept that technology is changing at a rapid pace and that the solution of today may not be the solution of tomorrow

Want to know more? These supporting documents can be found at www.mvcc.vic.gov.au/mv2040:

- Tackling Transport – Towards 2020, Integrated Transport Plan (2008)
- Transport Safety Strategy (2016–2026)
- Moonee Valley Walking and Cycling Strategy (2012–2022)

Connected: Public transport and roads



8. Green

A green city that is ecologically healthy and environmentally responsible

Can you imagine what a green Moonee Valley will look like in 2040?

Moonee Valley is an ecologically healthy city, where residents lead healthy lives in tune with our environment. Our city has responded to the major challenge of adapting to a changing climate; we have dramatically reduced our carbon emissions, urban heat and flood risk. We have clean air, water and soil, diverse vegetation and wildlife, creating a well-functioning urban ecosystem that is resilient to the major changes in our climate. We see ourselves as custodians of our environment and are mindful of the legacy we leave future generations. We respect the Wurundjeri people's connection to the land and manage our environment applying knowledge from all cultures and that builds on the knowledge passed on by Wurundjeri Elders.

A large proportion of residents live in higher-density, sustainable buildings that are powered by the sun and wind, made of low-impact materials and consume minimal resources. Rather than negatively impacting our environment through excessive development, creating more hard surfaces and overshadowing, our higher-density buildings will be an integral part of a healthy environment. They will produce their own energy, harvest and reuse water and provide cool and comfortable spaces that support biodiverse life. All buildings will be energy, water and materials efficient, having been built or retrofitted to best practice green building standards.

Water is valued as a precious resource and we use the right water source – mains water, stormwater, wastewater or groundwater – for the right purpose. Wherever possible, we capture and reuse water to create cool and healthy streetscapes, gardens, parks and sports fields. Water is used productively and efficiently in local homes and businesses. We retain more moisture in our soils, and have reduced polluting run-off and flood risk. Our waterways and surrounding environments are healthy and biodiverse.

Trees and other vegetation regulate the local climate by shading our streets, parks and buildings. We have a diverse network of open spaces and landscapes, improving mental and physical health. We protect our significant conservation sites and provide opportunities for people to connect with nature. We have a sustainable local food system to increase food insecurity, and all residents have access to healthy local food.

Our thriving local businesses are environmentally responsible. Our residents are active citizens and are strongly involved in shaping the city and how they live. They have the knowledge and skills to use resources wisely and have changed their lifestyles to reduce their ecological footprints. As a community, we support those most vulnerable to climate related impacts, such as the very young, old and unwell, so that collectively we are resilient to these stresses.

We have rethought the way we use resources to produce far less waste. Our economy is no longer material and waste-intensive and products are designed for sharing, reuse and recycling with virtually no disposal to landfill. We consider the entire lifecycle of products and prioritise waste avoidance, followed by reuse, recycling and composting and lastly, energy recovery before disposal to landfill.

Did you know?

- Around 10% of Moonee Valley households have solar panels on their rooftops.
- Transport and freight (40%) and residential buildings (30%) contribute to most of our carbon emissions.
- Council is on track to achieve zero net emissions in our operations by 2020.
- On average, each household sends around 480 kilograms of waste to landfill and 220 kilograms of materials for recycling per year.
- Moonee Valley is one of only two metropolitan Melbourne council areas where households can place food waste in kerbside recycling.
- Waste to landfill would grow by more than 20% by 2040 if we continue our current practices.
- Around 60% of our city is covered by roads, roofs and concrete.

- Our city has around only 12% tree canopy cover.
- More than 2,000 mature trees are planted each year in streets and parks, along with an additional 1,000 indigenous trees and shrubs. We lose up to 900 due to risk or need of replacement.
- Many of our 50,000 street trees are vulnerable to the changing climate, due to their lack of diversity.
- We have 30 hectares of conservation areas, including pockets of remnant vegetation that has survived since European colonisation.
- Only 4% of rainwater landing on roofs in Moonee Valley is harvested and reused.

What you told us

During the first consultation phase for MV2040 in early 2017, our community identified a broad range of ideas for how to achieve a green city. These ideas included:

- *'Focus on renewable energy'*
- *'Install water tanks at sporting clubs'*
- *'Plant more trees and plants'*
- *'Rooftop gardens'*
- *'Battery storage for solar energy homes'*

Visibly greening the neighbourhood:

- increasing the number of trees and vegetation in the street and community spaces, encouraging rooftop gardens and green walls.

Creating opportunities for urban agriculture:

- growing fruit trees and vegetables in public spaces, community gardens and local beehives
- education on growing and cooking healthy food.

Providing clean and accessible parks and playgrounds:

- creating fabulous all-access playgrounds
- improving park and playground infrastructure and creating new parks.

Caring for our waterways and improving its surrounds:

- improving river connections and riverside recreation areas, cleaning the river.

Improving the sustainability of new developments and infrastructure:

- requiring high-quality, sustainably designed dwellings and infrastructure.

Balancing development with open space:

- managing tensions between level of development and provision of open space; collecting more open space development contributions; ensuring adequate setbacks of new high-density developments.

Facilitating more sustainable practices in the community:

- supporting community members and businesses to be more environmentally sustainable; encouraging composting, permaculture, banning of plastic bags and water bottles, improving waste management and recycling.

How we will achieve a green Moonee Valley

We have developed a series of strategic directions, objectives and actions that will provide the framework for us to achieve a green Moonee Valley. These were developed from the feedback we received from the community and our own research into what makes a great city.

Strategic direction 13 – A city that is low carbon

Across the globe there is a pressing need to reduce carbon emissions to avoid the worst impacts of climate change. We all have a part to play and achieving deep cuts to emissions. This requires a shared effort across residents, businesses, Council and other levels of government.

Targets:

- Achieve zero net emissions for the community by 2040.
- Achieve zero net emissions for Council's operations by 2020 and continue to reduce corporate emissions by more than 95% by 2040.
- Power Council's operations with 100% renewable energy.

Objectives	Actions
Support renewable energy	<ul style="list-style-type: none"> • Install solar systems on Council and community buildings • Purchase renewable energy for Council's operations • Support the community to invest in solar systems
Create a low carbon city and economy	<ul style="list-style-type: none"> • Ensure new buildings meet a high sustainability standard and upgrade existing buildings • Accelerate local businesses uptake of solar, efficient lighting and emerging low carbon technologies • Continue to upgrade street lighting to efficient, smarter technologies
Facilitate low emissions transport	<ul style="list-style-type: none"> • Improve infrastructure to encourage walking and cycling and access to public transport • Reduce Council's vehicle use, upgrade to fuel-efficient vehicles and facilitate the uptake of electric vehicles
Engage the community in low carbon living	<ul style="list-style-type: none"> • Deliver residential solar, home retrofit and behaviour change programs • Support schools to provide sustainability education to our young people and to operate sustainably

Strategic direction 14 – A city that is green- and water-sensitive

We know that water is critical to creating much needed green, cool spaces in our city. The city we aspire to supports healthy natural environments, waterways and green spaces, while providing sustainable water supplies to meet our needs.

Targets:

- Achieve a 30% canopy cover by 2040 through enhancing our urban forest.
- Achieve no net loss in biodiversity and a net increase in native vegetation by 2040.
- Irrigate 100% of sports fields and priority parks with alternative water sources by 2040.

Create an urban forest	<ul style="list-style-type: none"> • Invest in additional plantings and overcome impediments to increasing canopy cover and vegetation diversity in streetscapes, parks and reserves • Protect vegetation on private land and require additional plantings • Plant a diversity of trees to ensure climate, pest and disease resilience
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Create diverse and connected landscapes	<ul style="list-style-type: none"> Establish interconnected networks of biodiverse green spaces, waterway corridors, streetscapes and private gardens Work with partners to enhance linear parkland along waterways, improving connectivity for walking, cycling and habitat corridors
Enhance our ecological values	<ul style="list-style-type: none"> Manage our significant conservation sites and protect remnant vegetation Plant native, resilient vegetation to enhance biodiversity and create habitat Where relevant and appropriate, adopt traditional Indigenous Australian land management practices in partnership with the Wurundjeri people as the Traditional Custodians
Capture and reuse water to create cool spaces, reduce run-off to waterways and mitigate flood	<ul style="list-style-type: none"> Harvest, treat, and reuse water for sports field and park irrigation Invest in passive irrigation using stormwater run-off for our street trees and landscapes Naturalise some areas and increase surface permeability to retain more water in our landscapes Adopt smart water storage technologies to slow run-off and mitigate flood risk
Support our community to connect with nature	<ul style="list-style-type: none"> Skill residents and schools to grow their own food and create biodiverse gardens Engage our community to connect with nature, the water cycle and the part they play in contributing to healthy waterways Create spaces for food growing and sharing in public spaces
<p>Strategic direction 15 – A city that rethinks waste</p> <p>Australian households produce over 13 million tonnes of waste per year and here in Moonee Valley we lead fairly typical Australian, high-consumption lifestyles. We cannot sustain this level of consumption and associated waste generation. If everyone in the world consumed as many natural resources as the average Victorian today, we would need three to four planets to support us.</p> <p>We need to rethink our use of resources and consider the legacy we leave future generations. Over the coming decades this will require a major shift to see ourselves as stewards of our natural resources rather than primarily consumers and consequently, producers of waste.</p> <p>We need to rethink our use of natural resources to consider the whole life cycle and value durable, long-lasting materials. We need to first avoid waste to reduce the total amount of waste generated in our city, and increase reuse, recycling and ultimately dramatically cut waste disposed to landfill.</p> <p>Targets:</p> <ul style="list-style-type: none"> By 2040, 90% of household waste diverted from landfill to recover resources, such as paper and plastic. By 2040, 90% of all waste from Council facilities and operations, diverted from landfill to recover resources. By 2030, zero food waste disposed to landfill. 	
Engage residents, businesses, schools and early learning around waste avoidance, reuse and recycling	<ul style="list-style-type: none"> Partner with and enable the community to develop creative solutions to avoid waste Work with others to create community spaces for sharing, reuse and repair (such as skill sharing and tool and equipment libraries) Deliver waste and litter behaviour change projects

Advocate for and invest in infrastructure and improved waste management systems	<ul style="list-style-type: none"> • Trial innovative solutions to waste problems and adopt emerging smart technologies as they become viable • Put leading practice infrastructure and systems in place to dramatically reduce the amount of organic waste and recyclables sent to landfill (such as enabling recycling away from home, highly accessible recycling hubs, organic waste recycling services for every household and litter infrastructure) • Work at a regional scale to develop new infrastructure for waste recovery (such as biological and mechanical treatment, energy recovery) • Advocate and educate producers to take responsibility for their products over the whole life cycle • Proactively improve our waste contracts and systems to increase recovery rates as options become viable (such as recycling soft plastics, polystyrene and other wastes currently disposed to landfill)
Ensure waste management planning manages the impacts of growth from new developments	<ul style="list-style-type: none"> • Develop innovative waste management approaches and technologies to reduce waste from higher-density developments • Strengthen waste management planning requirements for new developments over time to reduce waste generation, divert more waste from landfill and minimise amenity impacts
<p>Strategic direction 16 – A city that is cool and climate-adapted</p> <p>Climate change adaptation is about being better prepared and equipped to cope with the impacts of climate change. Adaptation planning involves improving the ability of Council's services and our natural and built assets, and for our community to be resilient to the impacts of climate change.</p> <p>Cool, green spaces are key for communities to thrive. They play a significant role in community engagement, recreation, and relaxation. They play an increasingly important role in biodiversity conservation, urban cooling and flood mitigation as our communities continue to densify.</p>	
Plan and build a climate-resilient city	<ul style="list-style-type: none"> • Embed planning for climate resilience into our urban planning processes • Monitor, plan for and respond to climate-related impacts on Council's assets, infrastructure and services • Improve flood risk information, and manage development in flood prone areas through overlays and other planning measures
Foster community resilience to climate impacts	<ul style="list-style-type: none"> • Partner with community groups and other government bodies to support vulnerable residents and businesses to prepare for adverse weather, heatwaves, flood risk, transport and utility disruptions and emergencies • Improve understanding of climate change impacts in the community and build the capacity of people to respond
Create climate-adapted green spaces	<ul style="list-style-type: none"> • Mitigate urban heat by increasing vegetation, including green roofs and walls

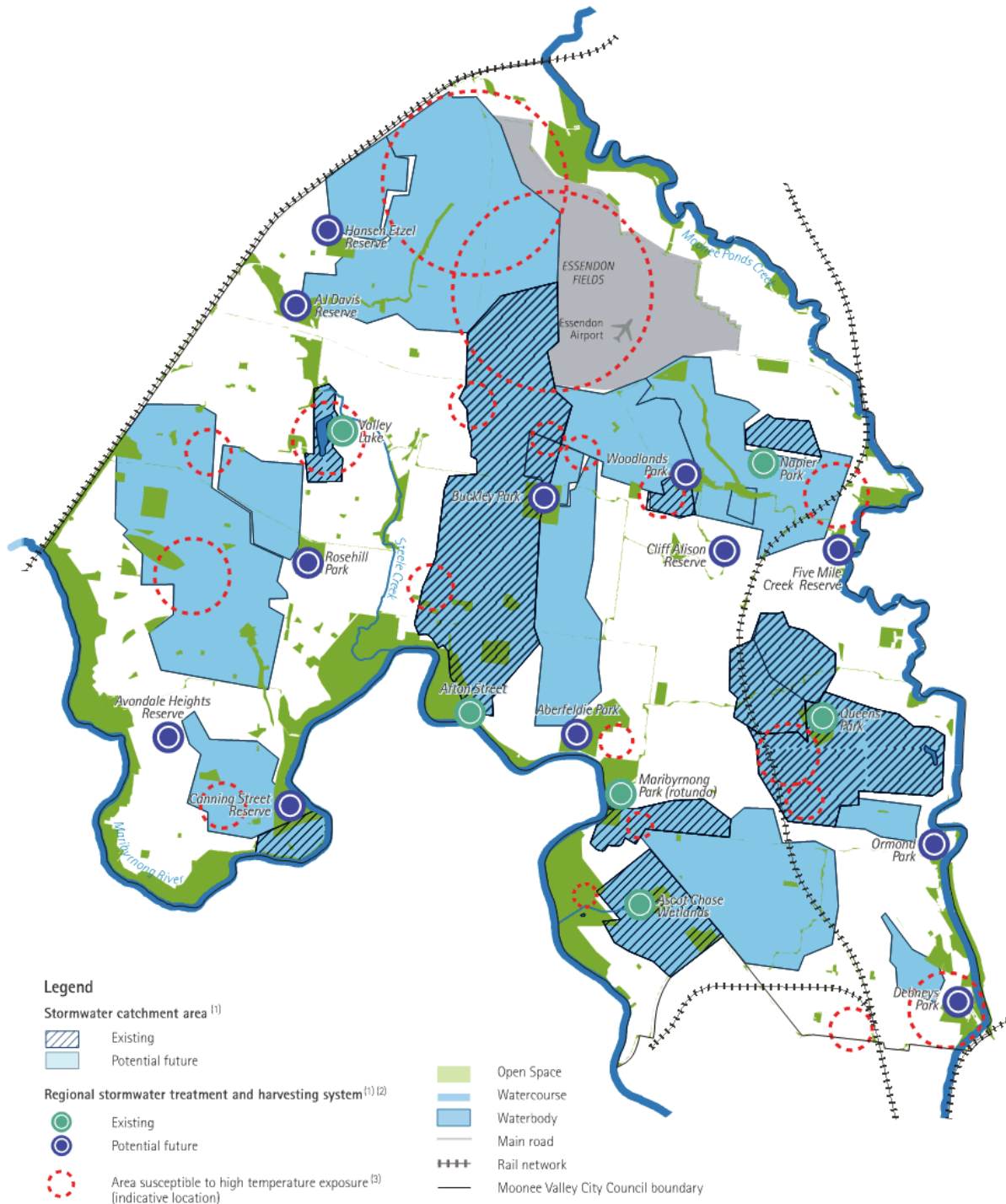
Want to know more? These supporting documents can be found at www.mvcc.vic.gov.au/mv2040:

- Western Alliance for Greenhouse Action (WAGA) Climate Change Adaptation Strategy and Action Plan (2011-2012)

Council officers are currently working on a number of action plans in relation to a green city that will be released for community input at future MV2040 consultation phases:

- Urban forest
- Waste and resource recovery
- Water-sensitive city
- Low carbon and climate-resilient city.

Green: Urban heat and cooling



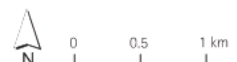
Source

1) DesignFlow, 'Moonee Valley Water Sensitive City Strategy – Key reference document', (2017)

Note

2) Regional system is defined as those with a catchment of greater than 10 hectares and includes wetlands, raingardens, and swales.

3) Determined by observing where surface temperature can be greater than 30 degrees Celsius and where tree canopy coverage is low. Surface temperature sourced from thermal imagery taken on 18 March 2010. Road network is not taken into consideration.



9. Beautiful

A beautiful city that celebrates its identity, heritage and open spaces

Can you imagine what a beautiful Moonee Valley will look like in 2040?

Moonee Valley is renowned for its great architecture and public spaces, with tree-lined boulevards and shady streets. Pockets of restored historic buildings tell the story of past generations and new buildings respectful of heritage and character complement the urban fabric of the streetscape, providing a diverse range of experiences as you journey through each neighbourhood.

Two decades of applying both universal design and Crime Prevention Through Environmental Design (CPTED) Principles means our public spaces and places feel safe with lots of natural surveillance. Smart street lighting means street lights are sensor activated. Getting around, in and out of buildings and accessing services is seamless and easy (and if you are frail or experience disability—these factors play no barrier to participation). All public buildings have accessible facilities and streetscapes—especially in our activity centres where they comply with our age-friendly streetscape design guidelines.

There are more people on the street at different times of the day and night as there are fewer people in cars and more people walking, cycling and catching public transport. More people around makes our streets feel safer and more enjoyable (less noisy and polluted from traffic volumes). People's respiratory health is improved from better air quality.

The vibrant street life culture has been attributed to generous footpaths, sunny outdoor cafes and tree-shaded seating areas. People fill the streets; shopping, meeting and people watching. Visitors linger at the various public plazas and meet with friends for coffee. The public artwork in the plaza is constantly changing, and currently displays artwork from a local artist that is capturing the attention of people of all ages. A busker in the plaza generates a large crowd and the kids dance to the busker's music.

The parklands along the Maribyrnong River and Moonee Ponds Creek are generous, with celebrated connections to the Wurundjeri people as the Traditional Custodians. The parklands have a great shared pathway with a range of activities and places to visit along the stretches of the waterways. People engaging in a range of sports and recreational activities can be seen throughout the year and the spaces become dog parks when games have finished.

The waterways open into pockets of wetlands that treat water and mitigate flood in times of high rainfall. The wetlands and waterways provide sanctuary to a plethora of wildlife following the restoration works that have been undertaken over the years. The local Friends Group is hosting a birdwatching group from overseas, who are thrilled at the number of Nankeen night herons they spot; the biggest population seen in the world.

The chattering of the birdwatchers draws the attention of the group gathered by the grassy banks of the river and they join in the conversation. Further along the river, there is high activity where an outdoor concert is being set up. The floating pontoon is being drawn in by the Blackbird #2 boat.

The local park has been upgraded with something for all the family; teens are playing ping pong, kids are playing on the nature-based playground, a group of older residents are doing tai chi, and some friends are working out on the outdoor exercise stations.

Species of plants indigenous to the area have been planted and are flourishing to the delight of local fauna. Water harvested from local stormwater and treated to best practice through the new raingarden is being used to irrigate the sports fields. Local sports teams are enjoying the lush grass underfoot.

Did you know?

- Moonee Valley has around 220 parks, gardens and open space reserves that cover around 12.5% of the municipality by area (528 hectares).
- There are 30 hectares of conservation land of which 17 hectares are remnant vegetation with valuable Ecological Vegetation Classes, including Temperate Grasslands, Plains Grassy Woodlands, Escarpment Shrublands and Riparian Woodland.
- The city is home to, or frequented by, more than 93 native bird species, 12 mammal species, three frog species and numerous insects.
- The Wurundjeri people are the traditional owners of the land. They relied on the Maribyrnong River, Moonee Ponds Creek and Steele Creek for fishing, transport and food.
- The historic Incinerator Gallery, designed by Walter Burley Griffin, is one of 13 such incinerators built across Australia from 1930 to 1938. It is one of six that remain and the only one in Victoria.
- Moonee Valley is home to 27 properties on the Victorian Heritage Register.

What you told us

During the first consultation phase for MV2040 in early 2017, our community identified a broad range of ideas for how to achieve a beautiful city. These ideas included:

- *'Preserving streetscapes'*
- *'Stop carving up parks'*
- *'Better maintenance of parklands'*
- *'Preserve the old heritage/period designed homes and you should have development be built to fit into the character'*
- *'Stop developing ugly modern buildings that are not in keeping with history/heritage of the area'*

Protecting and celebrating the character of neighbourhoods and our heritage:

- Preserving properties that are iconic to the area
- Protecting and promoting our local heritage.

Ensuring new development is appropriate for its surrounds:

- Achieving a balance between development, environment, community and heritage
- Complements neighbourhood character and aesthetics
- Less high-rise, townhouses, subdivisions, inappropriate and over-development.

Better managing the impacts of new development:

- Ensuring there is enough parking, services and amenity around new developments
- Ensuring that new developments don't impede on privacy
- Better management of the construction phase impacts of development, including traffic congestion.

Beautifying public spaces:

- Beautifying streets and improving the cleanliness of public spaces
- Creating public art.

How we will achieve a beautiful Moonee Valley

We have developed a series of strategic directions, objectives and actions that will provide the framework for us to achieve a beautiful Moonee Valley. These were developed from the feedback we received from the community and our own research into what makes a great city.

<p>Strategic direction 17 – A city that fosters local identity</p> <p>Council recognises the Wurundjeri People as Traditional Custodians and their ongoing connection to the land and waterways of this city. Council will work in partnership with the Wurundjeri People to build these connections and ensure Wurundjeri culture is embedded in Moonee Valley's identity.</p> <p>Moonee Valley has extensive areas of heritage properties and the protection and conservation of our historic fabric is required.</p> <p>The identity of our neighbourhoods will be enhanced through visual cues, unique landscapes and considered design of spaces and places. Development should respect the identity and history of a local area and make a positive contribution to the local character.</p> <p>Target:</p> <ul style="list-style-type: none"> Public realm guidelines are prepared and implemented for all 13 neighbourhoods, providing the policy weight required to deliver appropriate outcomes. 	
<p>Express identity through landscapes</p>	<ul style="list-style-type: none"> Understand, respect and celebrate the special character of our neighbourhoods Ensure intact heritage streetscapes are protected, avoiding increased densities in these areas Prepare and implement public realm guidelines for our neighbourhoods, enhancing local identity through the way we design and develop our public areas
<p>Celebrate the heritage of our city</p>	<ul style="list-style-type: none"> Work in partnership with the Wurundjeri Peoples to acknowledge and promote Wurundjeri culture and heritage through land management, education programs, signage and protection of areas of cultural sensitivity and significance Work proactively to identify and protect Aboriginal cultural heritage and values Develop Wurundjeri interpretive signage and Woiwurrung language signs across Moonee Valley's buildings, open spaces and parkland Identify and protect places and precincts of heritage significance, celebrating the important role they play in neighbourhood identity
<p>Strategic direction 18 – A city of high-quality design</p> <p>Great cities and places do not happen by chance. Delivering a high-quality built environment that acknowledges the past and shapes the future is at the heart of our liveability.</p> <p>Council plays a key role in establishing the framework for high-quality design of our built environment, and facilitating the transformation of our city as we grow and change.</p> <p>We will promote urban design excellence and create places that are safe, diverse and accessible to all.</p> <p>Target:</p> <ul style="list-style-type: none"> Urban design guidelines prepared and implemented for the city, with neighbourhood typologies. 	
<p>Support high-quality design</p>	<ul style="list-style-type: none"> Deliver urban design guidelines that guide the celebration of neighbourhood identity, including a focus on protected heritage qualities Support new and innovative building configurations and construction techniques

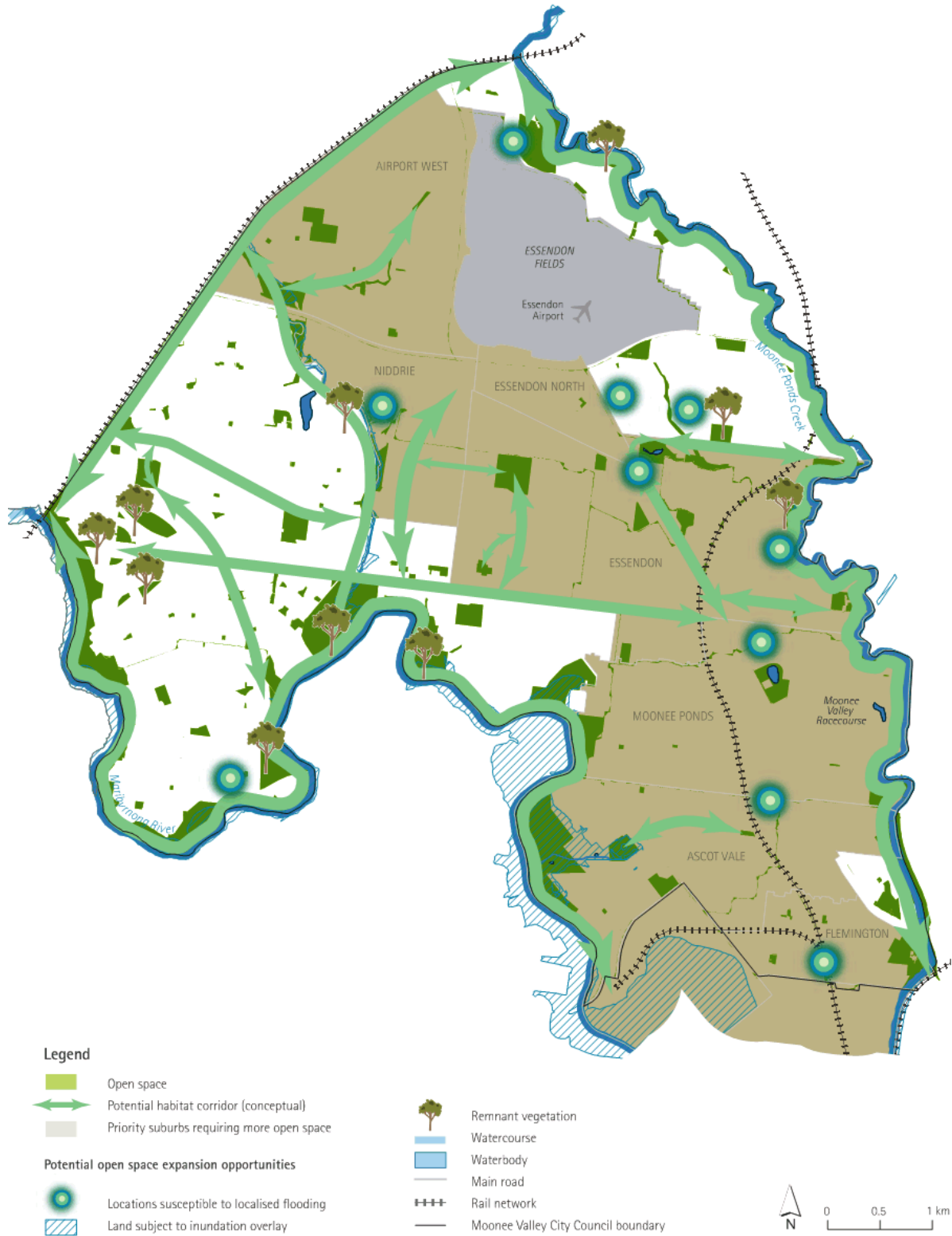
	<ul style="list-style-type: none"> Support development that exhibits innovative and advanced application of materials, construction techniques and building configurations
Lead through exemplar projects	<ul style="list-style-type: none"> Create civic pride through renewal of Council libraries and other municipal buildings Use design competitions to facilitate excellence and innovation in design Develop a Moonee Valley Design Awards program to promote design excellence
<p>Strategic direction 19 – A city with vibrant and safe public spaces</p> <p>Public space is a critical ingredient in the liveability of our city. Public spaces are used by the community to gather, socialise, recreate, educate, investigate, discover and relax. They are spaces that engage all members of our community.</p> <p>Great public spaces are inviting, provide relief from built form, include features and landmarks, and contribute to the navigability and identity of our neighbourhoods and city. Moonee Valley will be a vibrant city where people go about their lives with confidence and public places are filled with activity and community life.</p> <p>Targets:</p> <ul style="list-style-type: none"> Moonee Valley is widely regarded as a beautiful place. Public spaces are less visually cluttered and reflect neighbourhood identities through their design. Our community has a strong affiliation with the look and feel of their neighbourhood. 	
Create beautiful, interesting and engaging public spaces	<ul style="list-style-type: none"> Activate spaces through public art and other creative interventions Ensure public spaces reflect the distinct identity of their neighbourhood and our cultural diversity Design interactive spaces for all ages Promote a clean city and foster pride of place Incorporate opportunities for play into our public spaces Repurpose underutilised and small spaces for greening Reduce visual clutter and increase navigability in public spaces Ensure public space treatments are of the highest-quality construction
Provide welcoming and safe public environments	<ul style="list-style-type: none"> Ensure our public places cater for a diverse range of uses and users Facilitate a night-time economy to better activate our public spaces in the evening Ensure new developments are designed to optimise activation of public areas Create streetscapes and public spaces where people feel safe

<p>Strategic direction 20 – A city in a beautiful landscape setting</p> <p>Historically, we have designed infrastructure in isolation. By integrating components of the city, we can reinvent the public realm to solve multiple, overlapping and complex problems, creating a vibrant, liveable and healthy city.</p> <p>The integrated public realm will complement the scale of the city as it changes over time. We will create spaces with multiple benefits, through considering and combining natural, physical and cultural elements to support the health of the land, residents and functions of the city.</p> <p>Our network of open spaces will deliver open space requirements with sustainable transport, drainage and key ecological links.</p> <p>Target:</p> <ul style="list-style-type: none"> All residents and workers are within an average of 500 metres walking distance to quality open space by 2040. 	
<p>Provide open spaces to meet the needs of the community</p>	<ul style="list-style-type: none"> Opportunistically and strategically acquire land for open space to ensure equity of access Promote the health and wellbeing benefits of connection to open space Promote structured and unstructured play for all ages Upgrade open spaces to be multi-programmable, reflecting the needs of a diverse community Protect public open space from encroachment of development Prepare and implement master plans for the open space network
<p>Deliver an interconnected network of open spaces</p>	<ul style="list-style-type: none"> Create and enhance linear green spaces as biodiversity corridors and to interconnect neighbourhoods Utilise the open space network as part an overall drainage strategy Provide a diversity of spaces that promote unique experiences

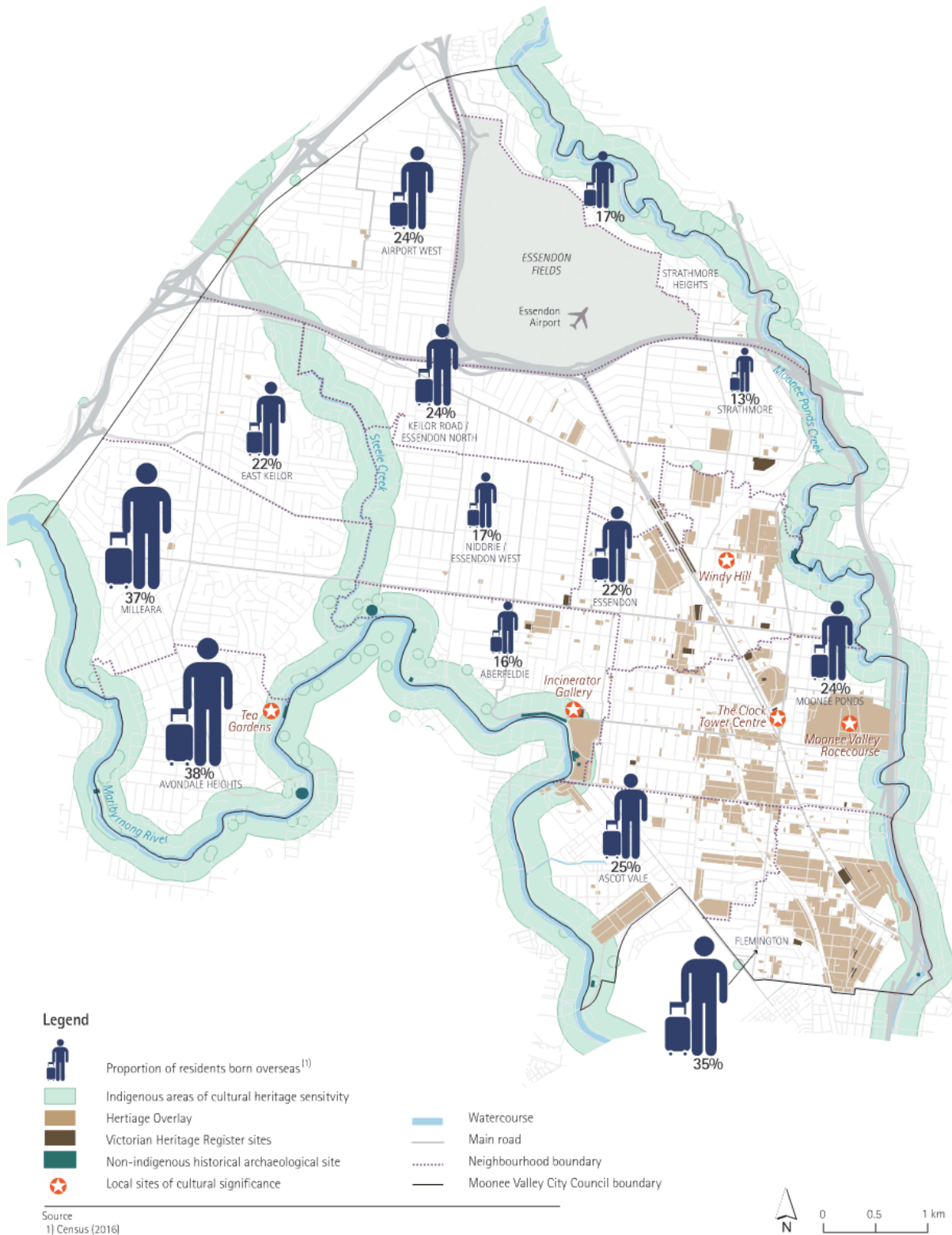
Want to know more? These supporting documents can be found at www.mvcc.vic.gov.au/mv2040:

- Moonee Valley Leisure Strategy (2013–23)
- Moonee Valley Playspace Plan (2013–23)
- Moonee Valley Urban Ecology Strategy (2014)
- Moonee Valley Urban Ecology Park Scenario (2013)
- Moonee Valley Open Space Strategy (2009)
- Moonee Valley Walking and Cycling Strategy (2012–2022)

Beautiful: Open space



Beautiful: Heritage, character and identity



10. Neighbourhoods

Council is moving to a neighbourhood-based approach to our planning and service delivery. This approach will help us create a city of more inclusive, vibrant and healthy neighbourhoods.

Our neighbourhood-based planning approach is centred on principles of the **20-minute neighbourhood**, providing people the ability to access their everyday needs within a 20-minute walking, cycling or local public transport trip of their home. Everyday needs include schools, shops, community facilities, open spaces, meeting places, health services and childcare. The 20-minute neighbourhood concept is consistent with the Victorian Government's strategy for the sustainable growth of greater Melbourne, *Plan Melbourne 2017–2050*.

Neighbourhood-based planning is a collaborative, strengths-based approach to building community connections and improving social and health outcomes. It is about making each neighbourhood inclusive, vibrant and connected based on their unique character, community and environment. It can also help ensure that the community, local organisations, levels of government, agencies and the private sector better coordinate the delivery of services and programs.

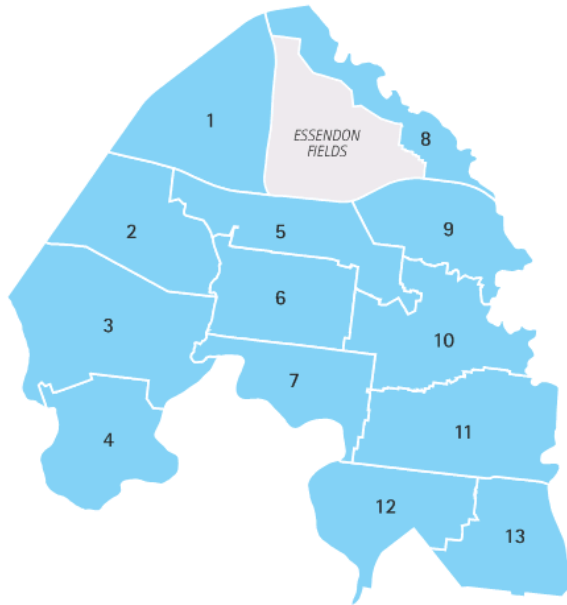
Neighbourhood-based planning recognises the role that location plays in health and wellbeing. It can help us target an entire community and focus on the multiple determinants of health and wellbeing in a particular area, such as poor housing, social isolation, transport and neighbourhood safety as well as the particular health risks the community is experiencing. It also provides a platform to connect community engagement and empowerment with aligned action across government.

Based on the directions of *Plan Melbourne 2017–2050*, we have identified 13 neighbourhoods using the recommended 800 metre to 1 kilometre definition of a 'walkable' distance. Our neighbourhoods have also been defined using locations of commercial areas, services including public transport, parks, schools and community facilities.

Each of the 13 neighbourhoods has a distinctive character and identity, with individual challenges and opportunities for improving liveability. The benefit of the neighbourhood approach to planning is that we can identify local priorities and tailor responses to improve the liveability of all parts of our city. It is about creating inclusive, vibrant and connected neighbourhoods.

During our consultation earlier this year, we asked you a number of questions about what you love about your neighbourhood, and what ideas you have for your neighbourhood to be extraordinary for current and future generations. Using your feedback and our own research about our neighbourhoods, we have developed some big ideas for projects that may transform your neighbourhood.

Neighbourhoods



- | | |
|---------------------------------|-----------------------|
| 1. Avondale Heights | 8. Strathmore Heights |
| 2. Milleara | 9. Strathmore |
| 3. East Keilor | 10. Essendon |
| 4. Airport West | 11. Moonee Ponds |
| 5. Keilor Road / Essendon North | 12. Ascot Vale |
| 6. Niddrie / Essendon West | 13. Flemington |
| 7. Aberfeldie | |

Aberfeldie

Neighbourhood	Aberfeldie
Did you know?	<p>In the Aberfeldie neighbourhood:</p> <ul style="list-style-type: none"> 16% of people were born overseas 49% of homes have three bedrooms 66% of people drive a car to work 75% of people have a moderate level of access to public transport 40% of homes are owned outright 57% of households have two or more cars 29% of the neighbourhood is open space, the biggest proportion of any neighbourhood almost 24% of residents did voluntary work in the last 12 months
What you love about your neighbourhood	<p>During our consultation earlier this year, the Aberfeldie community told us that they love the natural features of the area and the easy access to the Maribyrnong River. The open spaces in the neighbourhood are also highly valued, as are the amenities of the area such as the sporting fields and walking paths.</p> <p>For the 107 people who told us what they love about Aberfeldie, the most popular sentiments were the natural features (49%), open space (39%) and amenities (36%).</p> <ul style="list-style-type: none"> 'I enjoy the proximity to transport, to the city, the shops, parks, and the river.' 'I love the green open spaces, the view from the bike paths, the nursery and café.' 'Access to the Maribyrnong River, the large amount of open space; quiet residential feel of the area; lovely neighbours; school, wetlands.'
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The Aberfeldie Park Precinct has been identified as the anchor for the Aberfeldie neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Aberfeldie change by 2040?	<p>Due to the growth Melbourne is facing, Aberfeldie will need to accommodate an additional 242 dwellings by 2040 to cater for an increased and changing population, representing an 11% increase in dwelling numbers.</p> <p>Dominant groups currently residing in Aberfeldie include mature families with older children and high-income households. By 2040, Aberfeldie will accommodate an increased number of families with young children and some young adults.</p>
What do we need to do to manage this growth?	<p>Growth in Aberfeldie will be relatively moderate compared to other areas of Moonee Valley. We anticipate new housing to be in the form of medium-density infill development. A diversity of housing sizes and more accessible dwellings may be in strong demand to cater for the large increase in one-person and older-person households.</p>
A vision for the Aberfeldie neighbourhood	<p>We have created a vision for the Aberfeldie neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040, Aberfeldie will:</p> <ul style="list-style-type: none"> be an attractive and safe residential neighbourhood celebrate the natural asset of the Maribyrnong River corridor be home to a vibrant events destination around the Incinerator Gallery/Maribyrnong River precinct be well connected to surrounding neighbourhoods support high-quality sporting facilities for an active and healthy community
Big ideas for the future of Aberfeldie	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p>

	<p>The big ideas for Aberfeldie:</p> <ul style="list-style-type: none">▪ create a vibrant events destination around the Incinerator Gallery/Maribyrnong River precinct▪ provide a series of new connections and river crossings around the Maribyrnong River precinct, including a continuous walking and cycling link along the river bank
Interested in existing master plans in your neighbourhood?	<p>These existing park master plans can be found on the MV2040 webpage:</p> <ul style="list-style-type: none">▪ Aberfeldie Park▪ Afton Street Conservation Park▪ Canning Reserve▪ Maribyrnong River Master Plan
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Aberfeldie?</p> <p>Do you agree with the 'big ideas' identified for Aberfeldie?</p> <p>Do you agree with the big idea to create a vibrant events destination around the Incinerator Gallery/Maribyrnong River precinct?</p>



Airport West

Neighbourhood	Airport West
Did you know?	<p>In the Airport West neighbourhood:</p> <ul style="list-style-type: none"> 18% of people have trade certifications, making them the most trade-certified neighbourhood in Moonee Valley 19% of people have high blood pressure, the lowest rate in Moonee Valley 23% of people were born in non-English speaking countries 44% of housing is owned outright 70% of people drive a car to work 72% of people have a moderate level of access to public transport local businesses support 4,334 jobs there are less than 2,000 residents per square kilometre, making it the least dense neighbourhood over 6% of people migrated to Australia between 1956 and 1965, with most being from Italy semi-detached housing makes up 30% of dwelling stock
What you love about your neighbourhood	<p>During our consultation earlier this year, the Airport West community told us they love their neighbourly community, access to public transport and local amenities.</p> <p>For the 88 people who told us what they love about Airport West, the most popular sentiments were the amenities (55%), community (32%) and access to public transport (25%).</p> <ul style="list-style-type: none"> <i>'I love my friendly neighbours; it is community minded. Great schools, shopping centres, restaurants, parks, bike paths.'</i> <i>'I love the easy accessibility of roads, trams and important amenities.'</i> <i>'I love the diversity of our neighbourhood, the people, events, cafes, venues.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The McNamara Street Shops have been identified as the anchor for the Airport West neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Airport West change by 2040?	<p>Due to the growth Melbourne is facing, Airport West will need to accommodate an additional 638 dwellings by 2040 to cater for an increased and changing population. This represents a 19% increase in dwelling numbers. The changing population will mean a 30% increase in one-person households, which is an increase from 266 households (from 884 to 1,150).</p> <p>Dominant groups currently residing in Airport West include mature families with older children. By 2040, Airport West will accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Airport West will be relatively moderate compared to other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development and pockets of higher-density development in areas where there is greater access to services and facilities, including potentially encouraging density on sections of Matthews Avenue.</p> <p>More accessible and smaller dwellings are likely to be in strong demand to cater for the large increase in one-person and older-person households. Specialised accommodation, such as aged</p>

	care, is also required. We need to ensure that residential growth in Airport West does not compromise the ability for the area to continue to play its important economic role in the city.
A vision for the Airport West neighbourhood	<p>We have created a vision for the Airport West neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Airport West will:</p> <ul style="list-style-type: none"> ▪ thrive from its ideal strategic location within the Essendon Technology Precinct and Melbourne's aviation corridor, the Tullamarine Freeway and public transport networks ▪ have achieved the vision of the 20-minute neighbourhood, with services and jobs within a short commute for all residents ▪ be a key location for urban renewal, with new residential development providing a diversity of housing styles and densities ▪ be linked to other neighbourhoods, along with the Essendon Fields technological hub, by walking, cycling and public transport routes that are efficient, attractive, safe and accessible to all ▪ integrate all cycling and walking routes to the connecting backbone, the green spine, a community-focused open space and functional urban run-off catchment ▪ be home to an eclectic mix of businesses that complement the Essendon Fields technological hub and generate significant employment
Big ideas for the future of Airport West	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Airport West:</p> <ul style="list-style-type: none"> ▪ proactively plan for a multi-modal public transport interchange at Dromana Avenue ▪ acquire land for new and/or expanded areas of public open space ▪ advocate for a railway station at Airport West as part of any future airport rail link ▪ revitalise the Matthews Avenue streetscape ▪ provide active transport links throughout the neighbourhood, including between Airport West and Essendon Fields, and along Steele Creek connecting Airport West south across the Calder Freeway ▪ revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor ▪ create a community and library hub in the McNamara Avenue precinct
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Airport West easement green spine ▪ AJ Davis Reserve [being presented to Council for consideration 26 Sept]
We want your feedback...	<p>Do you agree with the identified 'anchors' and 'big ideas' for Airport West?</p> <p>Do you agree with the 'big ideas' identified for Airport West?</p> <p>Do you agree with the big idea for a potential Airport Rail-Link train station, which would provide more public transport and may encourage new development?</p>



Ascot Vale

Neighbourhood	Ascot Vale
Did you know?	<p>In the Ascot Vale Neighbourhood:</p> <ul style="list-style-type: none"> around 26,000 vehicles use Epsom Road on the average weekday, and some 19,500 use Ascot Vale Road 29% of people were born overseas 66% of people over the age of 15 are in the workforce 46% of homes have two bedrooms or less 23% of people take public transport to work 40% of people have a high level of access to public transport it is estimated there are 668 businesses social housing makes up 16% of all dwelling stock over 20% of residents did voluntary work in the last 12 months 3,278 children attended early years literacy programs at the Ascot Vale library in 2016–17 27,510 picture books were borrowed from the Ascot Vale Library in 2016–17
What you love about your neighbourhood	<p>During our consultation earlier this year, the Ascot Vale community told us they love their neighbourhood's strong sense of community spirit and the Union Road shops, cafes and amenities. Ease of access to the CBD and the river are also highly valued.</p> <p>For the 121 people who told us what they love about Ascot Vale, the most popular sentiments were the amenities (45%), community (36%) and access to public transport (26%).</p> <ul style="list-style-type: none"> <i>'I love the community feel that comes from the people and families around.'</i> <i>'I love that it is safe, has reasonably affordable housing and good-quality public amenities such as parks, transport and schools.'</i> <i>'I love all the greenery, walking trails, public transport and ease of access to the city.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The Union Road Activity Centre and Fairbairn Park have been identified as the anchors for the Ascot Vale neighbourhood. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Ascot Vale change by 2040?	<p>Due to the growth Melbourne is facing, Ascot Vale will need to accommodate an additional 5,133 dwellings by 2040 to cater for an increased and changing population. This represents a 104% increase in dwelling numbers. The changing population will mean a 119% increase in one-person households, which is an increase of 1,643 households (from 1,375 to 3,018).</p> <p>Dominant groups currently residing in Ascot Vale include young adults, one-person and group household renters and new migrants. By 2040, Ascot Vale will accommodate an increased number of both families with young children, as well as young professional couples.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>About 82% of the forecast growth in Ascot Vale is expected to be accommodated within a redeveloped Wingate Estate.</p> <p>Most of the remaining growth is expected to be accommodated in high-density development along tram corridors and major roads.</p>

A vision for the Ascot Vale neighbourhood	<p>We have created a vision for the Ascot Vale neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Ascot Vale will:</p> <ul style="list-style-type: none"> ▪ be home to an attractive and cosmopolitan Union Road activity centre ▪ enjoy a vibrant, multipurpose community and library hub that is a key focus of the neighbourhood ▪ feature high-quality architecture and design in all new high-density developments ▪ provide a diversity of housing options for new and existing residents, while respecting the highly valued heritage of the neighbourhood ▪ celebrate the natural asset of the Maribyrnong River corridor ▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, along with the Maribyrnong River corridor, supporting an active and healthy community ▪ comprise fully integrated social and private housing where tenure is indistinguishable ▪ benefit from regional sporting facilities at Fairbairn Park
Big ideas for the future of Ascot Vale	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Ascot Vale:</p> <ul style="list-style-type: none"> ▪ beautify the public realm of the Union Road activity centre streetscape ▪ transform Fairbairn Park into a regional sporting facility ▪ revitalise and activate the Maribyrnong River environs to create connections to the broader river corridor, including a new pontoon connection between Ascot Vale and Aberfeldie ▪ provide cycling and walking connections within and to other neighbourhoods ▪ deliver a community and library hub within the Union Road Activity Centre with an interface with the proposed Wingate redevelopment project ▪ acquire land for new and/or expanded areas of public open space ▪ support the redevelopment of the Wingate housing estate ▪ upgrade and extend the Ascot Vale Leisure Centre ▪ advocate for development of an additional school site, potentially a vertical school to cater for the forecast growth of school-aged children
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Fairbairn Park
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Ascot Vale?</p> <p>Do you agree with the 'big ideas' identified for Ascot Vale?</p> <p>Do you agree with the big idea of a new pontoon connection between Ascot Vale and Aberfeldie on the Maribyrnong River?</p>



Avondale Heights

Neighbourhood	Avondale Heights
Did you know?	<p>In the Avondale Heights neighbourhood:</p> <ul style="list-style-type: none"> 8% of people need assistance due to a disability 64% of homes have three bedrooms 72% of people drive a car to work 23% of the neighbourhood is public open space 45% of people have a poor level of access to public transport detached housing makes up 78% of dwelling stock the community is the most culturally diverse in Moonee Valley, with Italy, Vietnam and Greece being the top three overseas places of birth
What you love about your neighbourhood	<p>During our consultation earlier this year, the Avondale Heights community told us they love how easy it is to access shops and community amenities in their neighbourhood. The strong sense of community and friendliness, sporting grounds and other recreational facilities were also highly valued.</p> <p>For the 76 people who told us what they love about Avondale Heights, the most popular sentiments were the amenities (35%), community (24%) and recreational spaces (21%).</p> <ul style="list-style-type: none"> <i>'I love the different cultural backgrounds making it a friendly environment.'</i> <i>'This suburb is the undiscovered jewel in Moonee Valley. A country feel with magnificent city views, large blocks for families to play in.'</i> <i>'The way streets are designed to suit topography of the land, the river surrounding the suburb, the views of the city, easy access to shops.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The Library Precinct has been identified as the anchor for the Avondale Heights neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Avondale Heights change by 2040?	<p>Due to the growth Melbourne is facing, Avondale Heights will need to accommodate an additional 765 dwellings by 2040 to cater for an increased and changing population. This represents a 31% increase in dwelling numbers. The changing population will mean a 45% increase in one-person households, which is an increase of 251 households (from 564 to 815).</p> <p>Dominant groups currently residing in Avondale Heights include mature families and empty nesters. By 2040, Avondale Heights will accommodate an increased number of empty nesters and older lone persons.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Avondale Heights will be relatively moderate compared to other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households.</p> <p>Avondale Heights is very close to the Maribyrnong Defence site across the river, anticipated to be home to thousands of new residents in the coming decades. This significant urban renewal provides a unique opportunity for Avondale Heights to connect across the river and take advantage of the new areas of open space and services that will be developed at the Defence site.</p>

A vision for the Avondale Heights neighbourhood	<p>We have created a vision for the Avondale Heights neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Avondale Heights will:</p> <ul style="list-style-type: none"> ▪ be an attractive and safe residential neighbourhood, with a diversity of housing options for new and existing residents ▪ include a green and connected Maribyrnong River corridor, which is celebrated as a special and valued asset ▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, including the Maribyrnong Defence site and the Maribyrnong River corridor ▪ boast a vibrant community and library hub at its core ▪ enjoy a direct and high-frequency public transport service to surrounding areas ▪ benefit from an attractive and convenient shopping strip on Military Road
Big ideas for the future of Avondale Heights	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Avondale Heights:</p> <ul style="list-style-type: none"> ▪ deliver an expanded community and library hub at the core of the neighbourhood ▪ revitalise and activate the Maribyrnong River environs to create local recreational opportunities and connections to the broader river corridor ▪ create new cycling and walking connections to the Maribyrnong River, and harness opportunities for cross-river connections to the Maribyrnong Defence site ▪ proactively plan and advocate for light rail or direct, high-frequency bus services, along Milleara Road/Military Road ▪ enrich and beautify the public realm of the Military Road shopping precinct ▪ realise, in partnership with Melbourne Water, a green spine along the existing pipe track
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Avondale Heights?</p> <p>Do you agree with the 'big ideas' identified for Avondale Heights?</p> <p>Do you agree with the big idea for light rail or high-frequency bus services along Milleara Road/Military Road?</p>



Essendon

Neighbourhood	Essendon
Did you know?	<p>In the Essendon neighbourhood:</p> <ul style="list-style-type: none"> a whopping 659 dwellings within the 3040 postcode installed a solar system between 2010 and 2015 69% of people participate in the labour force, the highest occurrence in Moonee Valley 35% of homes are being rented privately 23% of people take public transport to work 24% of people were born overseas over 7% of residents arrived in Australia between 2011 and 2016 there is estimated there are 922 businesses in the neighbourhood over 20% of residents did voluntary work in the last 12 months Essendon is served by two train stations, the route 59 tram and 12 bus routes
What you love about your neighbourhood	<p>During our consultation earlier this year, the Essendon community told us they love the choice of shops, parks, facilities and eateries in the area, public transport options and how easy it is to get around.</p> <p>For the 119 people who told us what they love about Essendon, the most popular sentiments were the amenities (36%), open space (34%) and the character (29%).</p> <ul style="list-style-type: none"> <i>'I love that there are so many options to use public transport and that the streets are clean with beautiful historical homes of age.'</i> <i>'I love that Essendon is close to transport and shops. Easy access to the freeway to get out of the city, quick to Melbourne Airport.'</i> <i>'The community and the neighbours are very diverse and well communicated between each other.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>Essendon Junction and Windy Hill have been identified as the anchors for the Essendon neighbourhood. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Essendon change by 2040?	<p>Due to the growth Melbourne is facing, Essendon will need to accommodate an additional 2,755 dwellings by 2040 to cater for an increased and changing population. This represents a 48% increase in dwelling numbers. The changing population will mean a 60% increase in one-person households, which is an increase of 984 households (from 1,649 to 2,633).</p> <p>Dominant groups currently residing in Essendon include young adults, families with children and group households. By 2040, Essendon will accommodate an increased number of young families and older families.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>The Essendon neighbourhood is expected to undergo significant growth in the period to 2040. Most new dwellings are likely to be in the form of high-density, apartment-type development along transport corridors and main roads and medium-density infill. Major urban renewal is also anticipated on underutilised land at Essendon Station.</p>
A vision for the Essendon neighbourhood	<p>We have created a vision for the Essendon neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Essendon will:</p>

	<ul style="list-style-type: none"> ▪ be a vibrant activity centre, with attractive streetscapes and a seamless transport interchange ▪ centre on Essendon Junction as the cultural and entertainment heart of Essendon ▪ offer an integrated network of streets with innovative developments complementing and respecting the existing heritage ▪ provide a diversity of housing options for new and existing residents ▪ feature high-quality architecture and design in all new development ▪ connect with a naturalised and revitalised Moonee Ponds Creek corridor ▪ have realised the opportunities from redevelopment sites in and around Essendon Station and any investment from infrastructure upgrades ▪ celebrate the suburb's unique heritage and identity ▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community
Big ideas for the future of Essendon	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Essendon:</p> <ul style="list-style-type: none"> ▪ support integrated development opportunities on underutilised land at Essendon Station that do not present an overdevelopment of the site, ensuring the projects provide benefits to the community, such as open space, affordable housing, or community facilities ▪ support the removal of the Buckley Street level crossing, with a preference for the rail under road option ▪ beautify and green the public realm around Essendon Junction ▪ collaborate with stakeholders to encourage public activation of Windy Hill ▪ provide pedestrian and cycling connections to the Moonee Ponds Creek ▪ deliver an integrated children's centre at Montgomery Park ▪ acquire land for new and/or expanded areas of public open space ▪ revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Five Mile Creek Reserve
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Essendon?</p> <p>Do you agree with the 'big ideas' identified for Essendon?</p> <p>Do you agree with the big idea to support development opportunities on the underutilised land at Essendon station that will provide benefits to the community?</p>



Flemington

Neighbourhood	Flemington
Did you know?	<p>In the Flemington neighbourhood:</p> <ul style="list-style-type: none"> 37% of residents over the age of 15 hold a university qualification, making this neighbourhood the most university-qualified in Moonee Valley 36% of people were born overseas 76% of residents' daily water consumption exceeds the per person target of 155 litres 32% of homes are being rented privately 6% of people cycle to work 26% of households have two or more cars over 11% of residents arrived in Australia between 2011 and 2016 social housing makes up 16% of all dwelling stock it is estimated there are 937 businesses in the neighbourhood there is a population density of over 5,800 residents per square kilometre, making it the densest neighbourhood
What you love about your neighbourhood	<p>During our consultation earlier this year, the Flemington community told us they love the shops, cafes and restaurants in their neighbourhood. There is also a strong appreciation of the local community spirit and the proximity to the Melbourne CBD.</p> <p>For the 129 people who told us what they love about Flemington, the most popular sentiments were the amenities (33%), community (31%) and proximity to the city (25%).</p> <ul style="list-style-type: none"> <i>'I love Flemington, it's very multicultural and diverse. Loads of good food options too!'</i> <i>'I love the old buildings, the history and heritage, the tree-lined streets, the sense of community and the access to bike paths and PT.'</i> <i>'It is so convenient for getting into the city. It has a lovely community feel and has a great deal of good dining options.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The Racecourse Road Activity Centre has been identified as the anchor for the Flemington neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Flemington change by 2040?	<p>Due to the growth Melbourne is facing, Flemington will need to accommodate an additional 2,914 dwellings by 2040 to cater for an increased and changing population. This represents a 43% increase in dwelling numbers. The changing population will mean a 49% increase in one-person households, which is an increase of 1,011 households (from 2,084 to 3,095).</p> <p>Dominant groups currently residing in Flemington include young adults, one-person and group household renters and new migrants. By 2040, Flemington will accommodate an increased number of families with young children and young professional couples.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>About 29% of the anticipated growth in Flemington will be accommodated in the redeveloped Flemington estate at Debneys Park.</p> <p>Most of the remaining growth is expected to be accommodated in high-density development along tram corridors and major roads. The Racecourse Road and Mount Alexander Road corridors in particular, are anticipated to accommodate significant growth.</p>

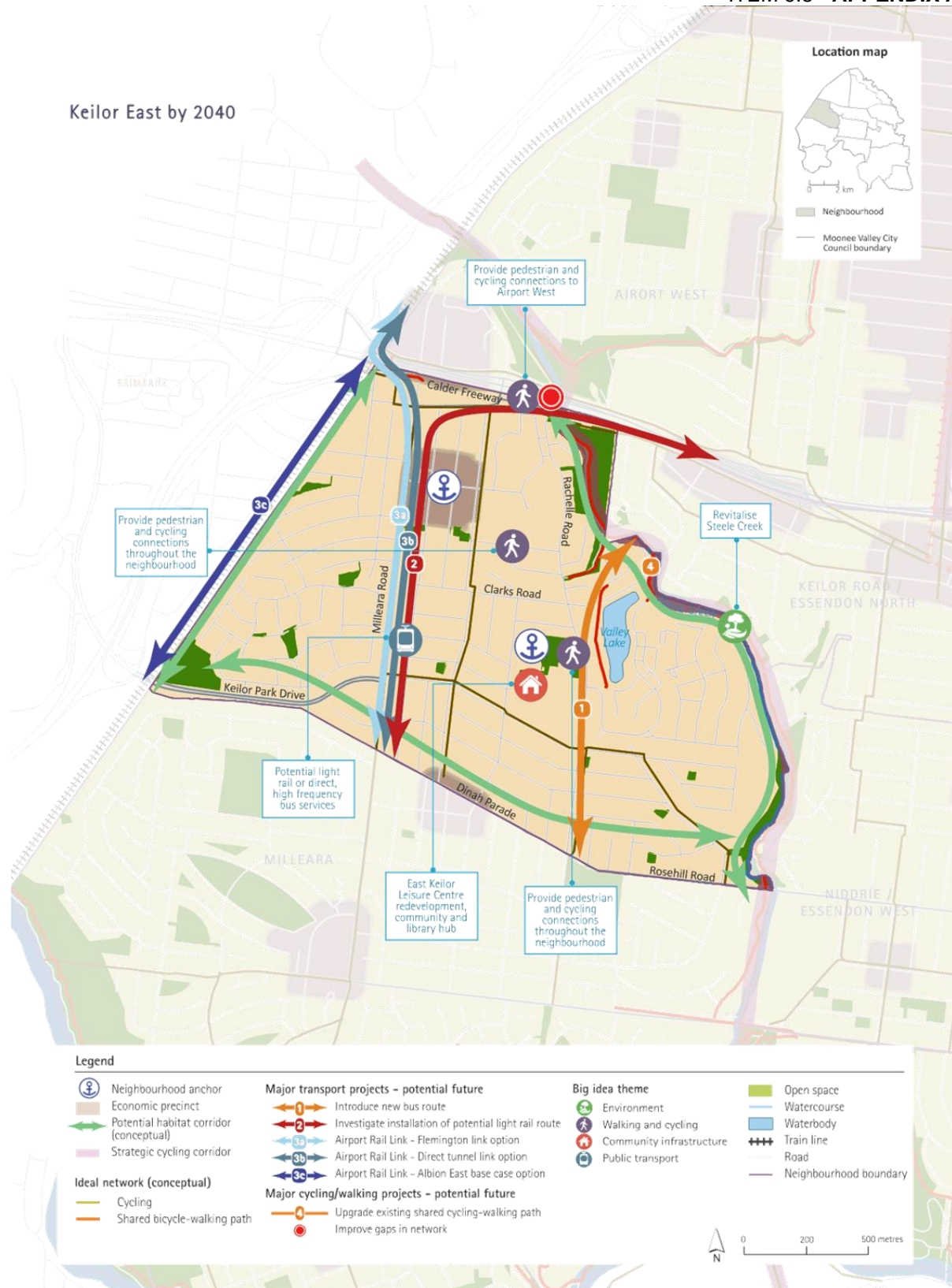
A vision for the Flemington neighbourhood	<p>We have created a vision for the Flemington neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Flemington will:</p> <ul style="list-style-type: none"> ▪ have an attractive, cosmopolitan and inclusive activity centre at Racecourse Road ▪ comprise fully integrated public and private housing where tenure is indistinguishable ▪ boast a full suite of social, physical and open space facilities at Debneys Park that support its use as the primary open space in this area ▪ be home to a vibrant multipurpose community and library hub that is a key focus of the neighbourhood ▪ feature high-quality architecture and design in all new high-density developments, which integrate well with the neighbouring areas ▪ provide a diversity of housing options for new and existing residents, while respecting the highly valued heritage of the neighbourhood ▪ include an excellent network of cycling and walking connections within and to other neighbourhoods ▪ directly connect with the Maribyrnong Defence site via an activated spur line from Newmarket Station ▪ will have leveraged off the benefits of investment that have been brought by the Arden McCaulay revitalisation and Arden Station
Big ideas for the future of Flemington	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Flemington:</p> <ul style="list-style-type: none"> ▪ deliver a vibrant new community and library hub at Debneys Park including co-working spaces and recreational elements ▪ beautify and green the Racecourse Road Activity Centre and Mount Alexander Road streetscapes ▪ revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor ▪ support the redevelopment of the Flemington housing estate at Debneys Park, resulting in a fully integrated and connected community without differentiation in housing tenure ▪ acquire land for new and/or expanded areas of public open space ▪ proactively plan and advocate for the activation of the Flemington spur line, including an extension of the line to the Maribyrnong Defence site
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Flemington?</p> <p>Do you agree with the 'big ideas' identified for Flemington?</p> <p>Do you agree with the big idea to activate the Flemington spur line, which will provide more public transport and subsequently may encourage new development?</p>



Keilor East

Neighbourhood	Keilor East
Did you know?	<p>In the Keilor East neighbourhood:</p> <ul style="list-style-type: none"> 19% of residents have high blood pressure, lower than the Melbourne average and the lowest in Moonee Valley 5% of people need assistance due to a disability 64% of homes have three bedrooms 72% of people drive a car to work 55% of people have a poor level of access to public transport 61% of households have two or more cars 46% of homes are owned outright it is estimated there are 409 businesses in the neighbourhood detached housing makes up 82% of dwelling stock
What you love about your neighbourhood	<p>During our consultation earlier this year, the Keilor East community told us they love the local amenities of the area and its proximity to other parts of Moonee Valley. The community feel of the neighbourhood, sense of safety and the cultural diversity are also highly valued.</p> <p>For the 126 people who told us what they love about Keilor East, the most popular sentiments were the amenities (32%), community (30%) and that the area is quiet and safe (18%).</p> <ul style="list-style-type: none"> <i>'I love that Keilor East is quiet and friendly, multicultural, and there are good parks nearby.'</i> <i>'Keilor East has come a long way in 20 years, it's only going to get better.'</i> <i>'A quite area, generally safe. Connections with people, activities on offer for retirees.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>Centreway and the Keilor East Leisure Centre have been identified as the anchors for the Keilor East neighbourhood. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Keilor East change by 2040?	<p>Due to the growth Melbourne is facing, Keilor East will need to accommodate an additional 650 dwellings by 2040 to cater for an increased and changing population. This represents a 20% increase in dwelling numbers. The changing population will mean a 39% increase in one-person households, which is an increase of 258 households (from 661 to 919).</p> <p>Dominant groups currently residing in Keilor East include mature families and empty nesters. By 2040, Keilor East will accommodate an increased number of empty nesters and older lone persons.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Keilor East will be relatively moderate compared to other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households. Specialised accommodation options, such as retirement living and aged care, may also be required to cater for the forecast increase in older persons.</p>
A vision for the Keilor East neighbourhood	<p>We have created a vision for the Keilor East neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Keilor East will:</p> <ul style="list-style-type: none"> be an attractive and safe residential neighbourhood

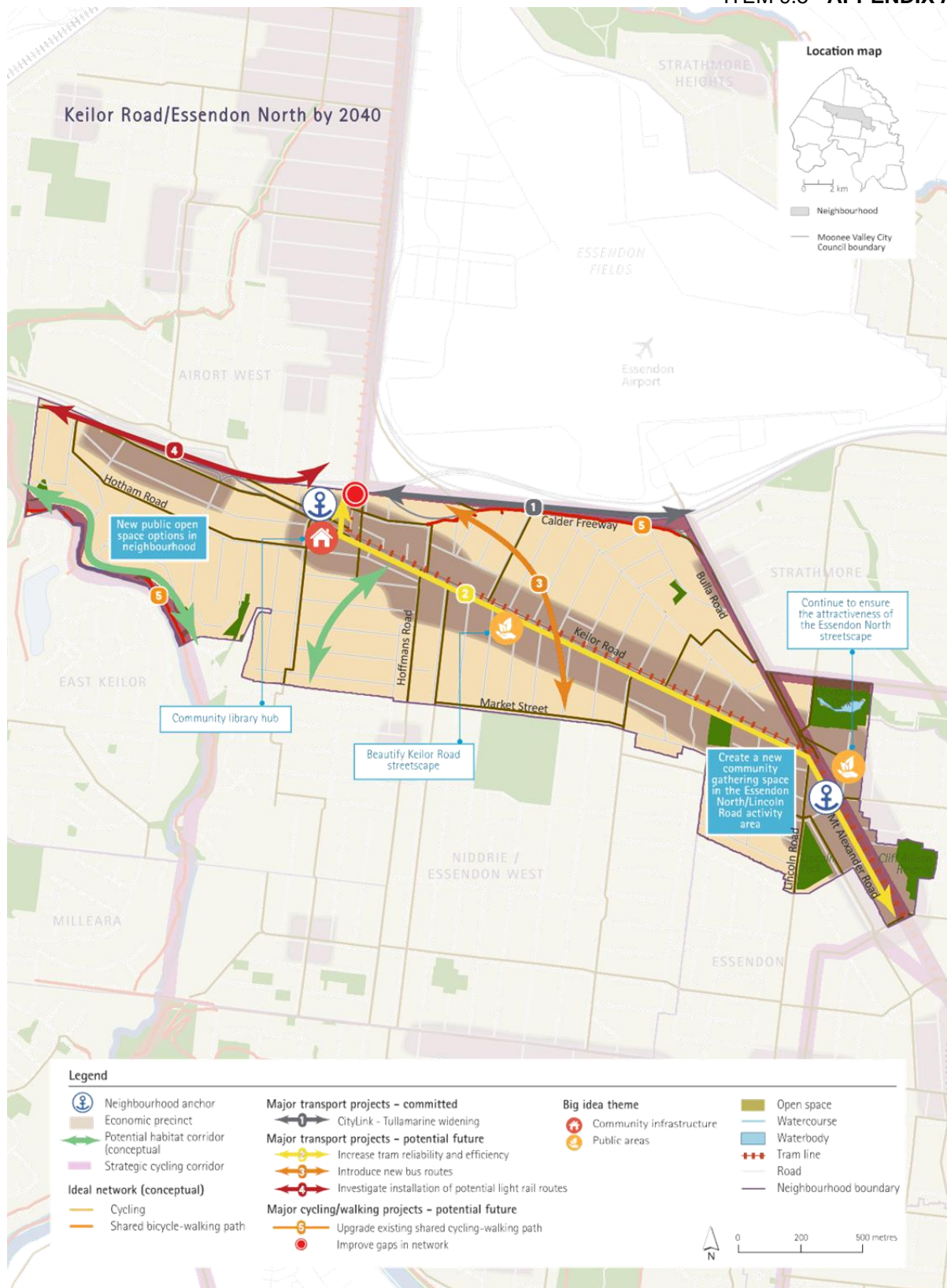
	<ul style="list-style-type: none"> ▪ provide a diversity of housing options for new and existing residents ▪ boast a variety of resilient and liveable green spaces ▪ connect with a revitalised Steele Creek corridor ▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community
Big ideas for the future of Keilor East	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Keilor East:</p> <ul style="list-style-type: none"> ▪ redevelopment of the Keilor East Leisure Centre into a vibrant community and library hub ▪ provide pedestrian and cycling connections throughout the neighbourhood, including between Valley Lake and the two anchors of the Leisure Centre and Centreway, and to the north across the Calder Freeway to Airport West ▪ revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor ▪ proactively plan and advocate for light rail or direct, high-frequency bus services, along Milleara Road
Interested in existing master plans in your neighbourhood?	<p>These existing park master plans can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Rosehill Park ▪ Valley Lake Estate
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Keilor East?</p> <p>Do you agree with the 'big ideas' identified for Keilor East?</p> <p>Do you agree with the big idea for light rail or high-frequency bus services along Milleara Road?</p>



Keilor Road/Essendon North

Neighbourhood	Keilor Road/Essendon North
Did you know?	<p>In the Keilor Road/Essendon North neighbourhood:</p> <ul style="list-style-type: none"> 16,500 vehicles travel Keilor Road on the average weekday 20% of residents daily energy consumption exceeds the target of 5kWh 6% of people need assistance due to disability there are 3,031 jobs supported by local industries 32% of people have a high level of access to public transport 18% of people take public transport to work 26% of homes are being rented privately 50% of homes have three bedrooms
What you love about your neighbourhood	<p>During our consultation earlier this year, the Keilor Road/Essendon North community told us they love the amenities of their neighbourhood, especially the shops and services available on Keilor Road. The mix of quiet streets and busy commercial areas, the friendly community spirit and the neighbourhood character of the area are also highly valued.</p> <p>For the 76 people who told us what they love about Keilor Road/Essendon North, the most popular sentiments were the amenities (46%), community (32%) and the character of the area (21%).</p> <ul style="list-style-type: none"> <i>'I love that it's such a busy hub and it's lovely to walk along the streets—eat, shop and meet friends.'</i> <i>'I love the number of small businesses, good feeling of independent traders and people living and working locally.'</i> <i>'I love the space, room to breathe and grow, the neighbours. Everyone knows everyone or someone connected to your family.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The western end of Keilor Road and North Essendon have been identified as the anchors for the Keilor Road/Essendon North neighbourhood. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Keilor Road/Essendon North change by 2040?	<p>Due to the growth Melbourne is facing, the Keilor Road/Essendon North neighbourhood will need to accommodate an additional 2,782 dwellings by 2040 to cater for an increased and changing population. This represents a 58% increase in dwelling numbers. The changing population will mean a 68% increase in one-person households, which is an increase of 995 households (from 1,460 to 2,455).</p> <p>Dominant groups currently residing in Keilor Road/Essendon North include mature families with older children. By 2040, Keilor Road/Essendon North will accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>The Keilor Road/Essendon North neighbourhood is expected to undergo significant growth in the period to 2040. Most new dwellings are likely to be in the form of high-density, apartment-type development along Keilor Road and Mount Alexander Road. Specialised accommodation options, such as retirement living or aged care, may also be developed to cater for the forecast increase in older residents.</p>

A vision for the Keilor Road/Essendon North neighbourhood	<p>We have created a vision for the Keilor Road/Essendon North neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040:</p> <ul style="list-style-type: none"> ▪ Keilor Road will be a revitalised and inviting centre with a mix of small and large businesses, cafes and restaurants supported by a strong transport network ▪ Keilor Road will be home to a vibrant community library hub that is a key destination for the neighbourhood ▪ the neighbourhood will feature high-quality architecture and design in all new high-density development ▪ the neighbourhood will boast a diversity of housing options for new and existing residents ▪ the neighbourhood will include an excellent network of cycling and walking connections within and to other neighbourhoods ▪ Essendon North will be an accessible centre with a strong village feel and a unique retail and hospitality offering, with the centre catering for the local community while retaining its charm
Big ideas for the future of Keilor Road/Essendon North	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Keilor Road/Essendon North:</p> <ul style="list-style-type: none"> ▪ deliver a vibrant new community library hub in Niddrie, including a new library and flexible community spaces ▪ beautify the Keilor Road streetscape, improving legibility and amount of greenery ▪ acquire land for new and/or expanded areas of public open space ▪ create a new community gathering space in the Essendon North/Lincoln Road activity area ▪ continue to ensure the attractiveness of the Essendon North streetscape
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Woodlands Park [being presented to Council for consideration 26 Sept]
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Keilor Road/Essendon North?</p> <p>Do you agree with the 'big ideas' identified for Keilor Road/Essendon North?</p> <p>Do you agree with the big idea to create a new community gathering space in the Essendon North/Lincoln Road activity area?</p>



Milleara

Neighbourhood	Milleara
Did you know?	<p>In the Milleara neighbourhood:</p> <ul style="list-style-type: none"> 73% of residents use a car to get to work, the highest in Moonee Valley 54% of homes are owned outright by the occupier, the highest in Moonee Valley 36% of people were born in non-English speaking countries 8% of people need assistance due to a disability 19% of the neighbourhood is public open space 62% of homes have three bedrooms almost 10% of residents migrated to Australia between 1956 and 1965, with the majority coming from Italy and Greece detached housing makes up 80% of dwelling stock
What you love about your neighbourhood	<p>During our consultation earlier this year, the Milleara community told us they love the easy access to local amenities, nearby shopping centres and parks. The community spirit and friendly atmosphere are also highly valued.</p> <p>For the 46 people who told us what they love about Milleara, the most popular sentiments were the amenities (28%), recreational spaces (26%) and the local community (22%).</p> <ul style="list-style-type: none"> <i>'It feels like home. Growing up in the area and now bringing my family up in this area feels right.'</i> <i>'Proximity to shops, freeway, city, parks, schools, safe, community spirit, amenities well maintained.'</i> <i>'Community values, safe neighbourhood, good access to public transport and main roads.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The Milleara Road Shopping Centre has been identified as the anchor for the Milleara neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Milleara change by 2040?	<p>Due to the growth Melbourne is facing, Milleara will need to accommodate an additional 662 dwellings by 2040 to cater for an increased and changing population. This represents a 14% increase in dwelling numbers. The changing population will mean a 33% increase in one-person households, which is an increase of 311 households (from 945 to 1,256).</p> <p>Dominant groups currently residing in Milleara include mature families and empty nesters. By 2040, Milleara will accommodate an increased number of empty nesters and older lone persons.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Milleara will be relatively moderate compared to many other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households.</p>
A vision for the Milleara neighbourhood	<p>We have created a vision for the Milleara neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Milleara will:</p> <ul style="list-style-type: none"> be an attractive and safe residential neighbourhood, with a diversity of housing options for new and existing residents

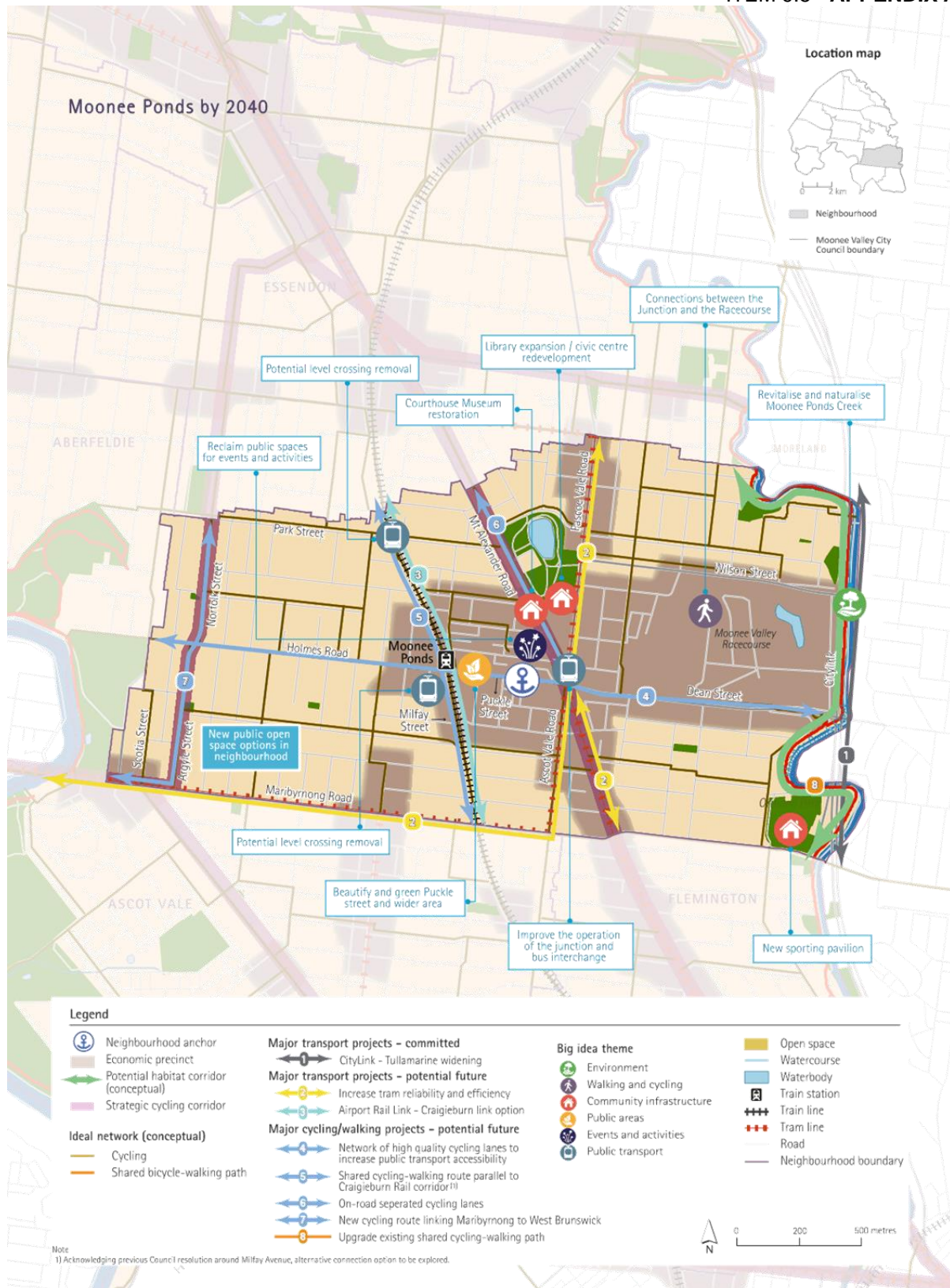
	<ul style="list-style-type: none"> celebrate its garden suburb heritage include an excellent network of cycling and walking connections within and to other neighbourhoods and to Maribyrnong River corridor, supporting an active and healthy community enjoy a lively and attractive Milleara Road shopping precinct
Big ideas for the future of Milleara	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council plans.</p> <p>The big ideas for Milleara:</p> <ul style="list-style-type: none"> proactively plan and advocate for light rail or direct, high-frequency bus services, along Milleara and Military roads revitalise and activate the Maribyrnong River environs to create local recreational opportunities and connections to the broader river corridor deliver cycling and walking connections to the Maribyrnong River realise, in partnership with Melbourne Water, a green spine along the existing pipe track enrich and beautify the public realm of the Milleara Shopping Centre invest in the facilities and programming of events at JH Allen Reserve and improve the pedestrian and visual connection between the reserve and the Milleara Shopping Centre build a multipurpose pavilion at Overland Reserve provide community furniture at the lookout point in Riviera Reserve
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> Overland Reserve being presented to Council for consideration 26 Sept
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Milleara?</p> <p>Do you agree with the 'big ideas' identified for Milleara?</p> <p>Do you agree with the big idea for light rail or high-frequency bus services along Milleara and Military Roads?</p>



Moonee Ponds

Neighbourhood	Moonee Ponds
Did you know?	<p>In the Moonee Ponds neighbourhood:</p> <ul style="list-style-type: none"> almost 10,000 additional residents are forecast to call the Moonee Ponds neighbourhood home by 2040 Moonee Ponds currently supports 6,700 workers and accounts for one fifth of Moonee Valley's economy by 2040 we expect an 86% increase in one-person households in Moonee Ponds more than half of all residents in the Moonee Ponds neighbourhood are overweight or obese Moonee Ponds is a designated 'Major Activity Centre' in State Government policy residents of Moonee Ponds have the best access to public transport in all of Moonee Valley over 19 % of Moonee Ponds residents did voluntary work in the last 12 months
What you love about your neighbourhood	<p>During our consultation earlier this year, the Moonee Ponds community told us they love Queens Park, the friendly atmosphere of the area, Puckle Street and the local restaurants and bars.</p> <p>For the 205 people who told us what they love about Moonee Ponds, the most popular sentiments were amenities (49%), open space (41%) and community (21%).</p> <ul style="list-style-type: none"> <i>'I love Queens Park and the beautiful street trees. Puckle Street is a great place to eat and shop.'</i> <i>'We love that we have access to trains, buses and trams.'</i> <i>'We feel safe.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>Puckle Street has been identified as the current anchor for the Moonee Ponds neighbourhood. By 2040, the Moonee Valley racecourse interior is expected to be home to a number of leisure and recreation opportunities, serving as an important asset to the community and as a second neighbourhood anchor. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Moonee Ponds change by 2040?	<p>Moonee Ponds will need to accommodate an additional 5,784 dwellings by 2040 to cater for an increased and changing population. This represents a 100% increase in dwelling numbers. The changing population will mean a 97% increase in one-person households, which is an additional 1,538 households (from 1,521 to 3,129).</p> <p>Dominant groups currently residing in Moonee Ponds include young adults, families with children and group households. By 2040, Moonee Ponds will accommodate an increased number of young families and older families.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Moonee Ponds is expected to undergo significant growth in the period to 2040. A large proportion of the growth will be accommodated in the Moonee Ponds activity centre and the redeveloped Moonee Valley Racecourse. Development in these areas is expected to be in the form of high-density apartments.</p> <p>Outside these two growth locations, new housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood and pockets of higher-density development along Mount Alexander Road. More accessible and smaller</p>

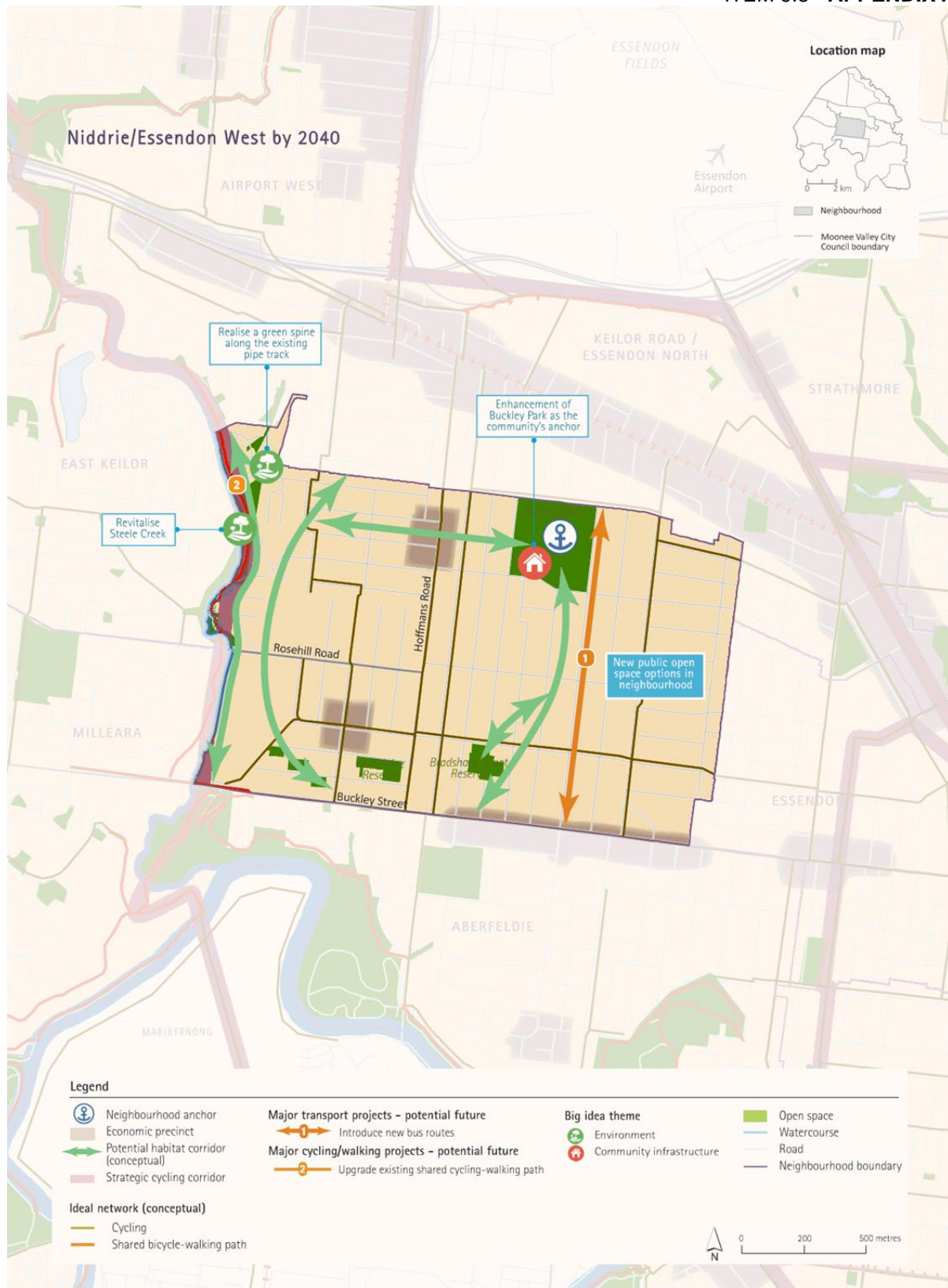
	<p>dwellings may be in strong demand to cater for the large increase in one-person and older-person households.</p>
A vision for the Moonee Ponds neighbourhood	<p>We have created a vision for the Moonee Ponds neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Moonee Ponds will:</p> <ul style="list-style-type: none"> ▪ be an attractive, cosmopolitan city centre that fosters creativity and imagination ▪ be a premier business, civic, cultural, creative and entertainment destination, meeting the daily needs of residents across many neighbourhoods ▪ enjoy high-quality public spaces for events and activities ▪ include a safe and accessible public transport interchange ▪ have a second anchor for the community through the redeveloped Moonee Valley Racecourse ▪ feature high-quality architecture and design in all new high-density development ▪ connect with a naturalised and revitalised Moonee Ponds Creek ▪ provide a diversity of housing options for new and existing residents ▪ celebrate and protect its valued heritage ▪ support cycling and walking as preferred modes of transport ▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community ▪ boast a variety of resilient and liveable green spaces, including a new open space at Moonee Valley Racecourse
Big ideas for the future of Moonee Ponds	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Moonee Ponds:</p> <ul style="list-style-type: none"> ▪ reclaim public spaces for people of all ages, programming events and fun activities such as a Ferris wheel, kids bike tracks or trampolines in laneways ▪ beautify and green Puckle Street and the wider Moonee Ponds Activity Centre ▪ deliver direct cycling and walking connections between the Moonee Ponds Junction and the Moonee Ponds Racecourse ▪ redevelop the civic centre to deliver consolidated accommodation for Council or an expanded library with co-working spaces for the community to interface with Queens Park ▪ revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor ▪ acquire land for new and/or expanded areas of public open space ▪ proactively plan and advocate for the restoration of the historic Essendon Courthouse Museum, suitable for multipurpose creative arts uses by the community ▪ improve the operation of the Moonee Ponds Junction and the bus interchange ▪ build a new sporting pavilion at Ormond Park ▪ investigate the potential to remove the level crossings at Park Street and Puckle Street
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Queens Park
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Moonee Ponds?</p> <p>Do you agree with the 'big ideas' identified for Moonee Ponds?</p> <p>Do you agree with the big idea to restore the Essendon Courthouse Museum, suitable for multi-purpose creative arts uses by the community?</p>



Niddrie/Essendon West

Neighbourhood	Niddrie/Essendon West
Did you know?	<p>In the Niddrie/Essendon West neighbourhood:</p> <ul style="list-style-type: none"> over 19% of people did voluntary work in the last 12 months 19% of people over 15 years of age participate in volunteering, which is higher than the Melbourne average of 16% and the highest occurrence in Moonee Valley 10% of people aged 25 to 64 years suffer diabetes, which is the highest occurrence in Moonee Valley and more than double the Victorian average of 4% 67% of people over the age of 15 are in the workforce 43% of people have a poor level of access to public transport 67% of people drive a car to work 28% of homes have four bedrooms or more.
What you love about your neighbourhood	<p>During our consultation earlier this year, the Niddrie/Essendon West community told us they love that they can walk to so many services and amenities, including parks and coffee shops. The attractive streetscapes, friendliness of the neighbourhood, and strong sense of community were also highly valued.</p> <p>For the 49 people who told us what they love about Niddrie/Essendon West, the most popular sentiments were amenities (51%), character (25%) and the community (20%).</p> <ul style="list-style-type: none"> <i>'What I love most is it's such a beautiful place. I also just adore the local community and services.'</i> <i>'I love the old styled houses and the care people put in to preserving them.'</i> <i>'I love being able to have easy access to shops, gyms, cafes and schools.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>Buckley Park has been identified as the anchor for the Niddrie/Essendon West neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Niddrie/Essendon West change by 2040?	<p>Due to the growth Melbourne is facing, Niddrie/Essendon will need to accommodate an additional 398 dwellings by 2040 to cater for an increased and changing population. This represents a 13% increase in dwelling numbers. The changing population will mean a 16% increase in one-person households, which is an additional 128 households (from 783 to 911).</p> <p>Dominant groups currently residing in Niddrie/Essendon West include mature families with older children. By 2040, Niddrie/Essendon West will accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation.</p> <p>An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Niddrie/Essendon will be relatively moderate compared to many other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood and pockets of higher-density development along Buckley Street and Hoffmans Road</p>
A vision for the Niddrie/Essendon West neighbourhood	<p>We have created a vision for the Niddrie/Essendon West neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Niddrie/Essendon West will:</p> <ul style="list-style-type: none"> be an attractive and safe residential neighbourhood connect with a revitalised Steele Creek corridor include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community

	<ul style="list-style-type: none"> provide a diversity of housing options for new and existing residents boast a resilient and lively Buckley Park as the community's anchor
Big ideas for the future of Niddrie/Essendon West	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Niddrie/Essendon West:</p> <ul style="list-style-type: none"> enhancement of recreation facilities at Buckley Park, as the community's anchor realise, in partnership with Melbourne Water, a green spine along the existing pipe track revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor acquire land for new and/or expanded areas of public open space
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> Buckley Park [being presented to Council for consideration 26 Sept]
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Niddrie/Essendon West?</p> <p>Do you agree with the 'big ideas' identified for Niddrie/Essendon West?</p> <p>Do you agree with the big idea to realise a green spine along the existing pipe track?</p>



Strathmore

Neighbourhood	Strathmore
Did you know?	<p>In the Strathmore neighbourhood:</p> <ul style="list-style-type: none"> over 21% of people did voluntary work in the last 12 months detached housing makes up 78% of dwelling stock 19% of people over the age of 15 drink alcohol at risky levels, this is the highest occurrence in Moonee Valley 62% of people are overweight and obese, the highest proportion of adults in Moonee Valley 11% of people were born in non-English speaking countries 28% of residents daily water consumption exceeds the daily target of 155 litres per person 86% of people have a moderate level of access to public transport 11% of the neighbourhood is public open space 34% of homes have four bedrooms or more
What you love about your neighbourhood	<p>During our consultation earlier this year, the Strathmore community told us they love the friendly atmosphere of the neighbourhood, the parks and open spaces, and the ease of access to quality facilities, services and amenities.</p> <p>For the 112 people who told us what they love about Strathmore, the most popular sentiments were the community (39%), amenities (35%) and the open space (26%).</p> <ul style="list-style-type: none"> <i>'Safe, beautiful streets. Sense of community. Great neighbours. Great primary school.'</i> <i>'Access to a broad range of quality facilities including food, personal services and recreational parks within a single area.'</i> <i>'Good shops, diversity and different types of housing, very liveable for young people and older people.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>The Napier Street shopping centre and the area around Cross Keys Reserve and Strathmore Station have been identified as the anchors for the Strathmore neighbourhood. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Strathmore change by 2040?	<p>Due to the growth Melbourne is facing, Strathmore will need to accommodate an additional 563 dwellings by 2040 to cater for an increased and changing population. This represents a 22% increase in dwelling numbers and a 33% increase in one-person households, which is an additional 176 households (from 592 to 768).</p> <p>Dominant groups currently residing in Strathmore include mature families with older children and high-income households. By 2040, Strathmore will accommodate an increased number of families with young children and some young adults.</p> <p>We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Strathmore will be relatively moderate compared to some other areas of Moonee Valley. New housing in Strathmore is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood and pockets of higher-density development around the neighbourhood anchors. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households.</p>
A vision for the Strathmore neighbourhood	<p>We have created a vision for the Strathmore neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Strathmore will:</p> <ul style="list-style-type: none"> be an attractive and safe residential neighbourhood

	<ul style="list-style-type: none"> ▪ enjoy an accessible and lively Strathmore Station precinct ▪ boast a family friendly Napier Street neighbourhood anchor, with a strong village feel ▪ connect with a revitalised and naturalised Moonee Ponds Creek corridor ▪ include an excellent network of cycling and walking paths within the neighbourhood and connecting to adjoining areas, supporting an active and healthy community
Big ideas for the future of Strathmore	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Strathmore:</p> <ul style="list-style-type: none"> ▪ revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor ▪ improve and beautify the Strathmore Station and surrounding activity area ▪ improve pedestrian and cyclist safety around Strathmore Heights Secondary College ▪ deliver an integrated community and library hub at the Loeman Street Precinct ▪ build a community pavilion at Cross Keys Reserve ▪
Interested in existing master plans in your neighbourhood?	<p>These existing park master plans can be found on the MV2040 webpage:</p> <ul style="list-style-type: none"> ▪ Cross Keys Reserve ▪ Five Mile Creek Reserve ▪ Napier Park ▪ Salmon Reserve being presented to Council for consideration 26 Sept
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Strathmore?</p> <p>Do you agree with the 'big ideas' identified for Strathmore?</p> <p>Do you agree with the big idea to deliver an integrated community and library hub at the Loeman Street Precinct?</p>



Strathmore Heights

Neighbourhood	Strathmore Heights
Did you know?	<p>In the Strathmore Heights neighbourhood:</p> <ul style="list-style-type: none"> per person consumption of energy and water is among the highest in Moonee Valley 57% of people have a poor level of access to public transport 60% of homes have three bedrooms 24% of the neighbourhood is public open space 41% of homes are owned outright 64% of households have two or more cars almost 18% of residents did voluntary work in the last 12 months detached housing makes up 75% of dwelling stock semi-detached housing makes up 24 % of dwelling stock
What you love about your neighbourhood	<p>During our consultation earlier this year, the Strathmore Heights community told us they love the open space, parklands and recreational spaces available to them. The sense of community and friendliness of their neighbours was also highly valued.</p> <p>For the 33 people who told us what they love about Strathmore Heights, the most popular sentiments were the open spaces (52%), recreational spaces (24%) and the community (21%).</p> <ul style="list-style-type: none"> <i>'Spacious, lively, feels safe to play at the park/oval areas even though it's on a creek.'</i> <i>'The community, access to parks and recreation, closeness to the city.'</i> <i>'Moonee Ponds Creek, the recreation reserves and the sense of community.'</i>
Community anchor	<p>An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.</p> <p>Boeing Reserve has been identified as the anchor for the Strathmore Heights neighbourhood. The anchor will be a key focus for Council's neighbourhood, place-based planning approach.</p>
How will Strathmore Heights change by 2040?	<p>Due to the growth Melbourne is facing, Strathmore Heights will need to accommodate an additional 127 dwellings by 2040 to cater for an increased and changing population. This represents an 8% increase in dwelling numbers, the smallest increase in Moonee Valley. The changing population will mean a 10% increase in one-person households, which is an additional 26 households (from 259 to 285).</p> <p>Dominant groups currently residing in Strathmore Heights include mature families with older children and high-income households. By 2040, Strathmore Heights will accommodate an increased number of families with young children and some young adults.</p> <p>We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.</p>
What do we need to do to manage this growth?	<p>Growth in Strathmore Heights will be limited to less than an extra 10 dwellings per year. This growth is expected to be absorbed by infill development across the neighbourhood.</p>
A vision for the Strathmore Heights neighbourhood	<p>We have created a vision for the Strathmore Heights neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.</p> <p>In 2040 Strathmore Heights will:</p> <ul style="list-style-type: none"> be an attractive and safe residential neighbourhood connect with a naturalised and revitalised Moonee Ponds Creek corridor include an excellent network of cycling and walking paths, supporting an active and healthy community boast a variety of resilient and liveable green spaces and corridors
Big ideas for the future of	<p>MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed</p>

Strathmore Heights	<p>using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.</p> <p>The big ideas for Strathmore Heights:</p> <ul style="list-style-type: none">▪ revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor▪ provide pedestrian and cycling connections to Essendon Fields▪ new pavilions, family friendly accessible play spaces and community hall at Boeing Reserve▪ return Nursery Corner to parkland
Interested in existing master plans in your neighbourhood?	<p>This existing park master plan can be found on the MV2040 webpage:</p> <ul style="list-style-type: none">▪ Boeing Reserve
We want your feedback...	<p>Do you agree with the identified 'anchor' and 'vision' for Strathmore Heights?</p> <p>Do you agree with the 'big ideas' identified for Strathmore Heights?</p> <p>Do you agree with the big idea to provide pedestrian and cycling connections to Essendon Fields?</p>



11. Glossary

Active transport: Transport requiring physical activity, typically walking and cycling.

Activity centres: Areas that provide a focus for services, employment, housing, transport and social interaction. They range in size and intensity of use.

Affordable housing: Housing that is appropriate for the needs of a range of very low to moderate income households, and priced (whether mortgage repayments or rent) so these households are able to meet their other essential basic living costs.

Biodiversity: The variety of all life forms, the different plants, animals and microorganisms, the genes they contain and the ecosystems of which they form a part.

Central Business District (CBD): Melbourne's original 'Hoddle Grid' street layout bounded by the Yarra River, Spring Street, La Trobe Street and Spencer Street, as well as the triangular area to the north bounded by Victoria, Peel and La Trobe streets.

Climate change: A long-term change of the earth's temperature and weather patterns, generally attributed directly or indirectly to human activities such as fossil fuel combustion and vegetation clearing and burning.

Climate change adaptation: Actions that prevent or minimise the impacts of climate change.

Community housing: Refers to a type of not-for-profit social housing. Community housing offers secure, affordable, rental housing for people on very low to moderate income, with a housing need.

Creative industries: Industries based on individual creativity, skill and talent with the potential to create wealth and jobs through developing intellectual property.

Ecosystem services: The benefits people obtain from healthy ecosystems. These include provisioning services such as food and water; regulating services such as flood and disease control; cultural services such as spiritual, recreational, and cultural benefits; and supporting services such as nutrient cycling that maintain the conditions for life on earth.

Environmentally sustainable development: An approach to development that seeks to meet the needs of the present without compromising the ability of future generations to meet their own needs. It has economic, social and environmental dimensions.

Greenhouse gas emissions: Atmospheric gas that absorbs and emits infrared or heat radiation, giving rise to the greenhouse effect. Typical greenhouse gases include carbon dioxide, methane, nitrous oxide and refrigerants.

Habitat corridor: An area of habitat connecting wildlife populations separated by human activities or structures.

Infill: Development of unused or underutilised land in existing urban areas.

Infrastructure: Basic facilities and networks needed for the functioning of a local community or broader society.

Internet of Things: The inter-networking of physical devices, vehicles, buildings, and other items embedded with electronics, software, sensors, actuators, and network connectivity which enable these objects to collect and exchange data.

Legibility: The ease to which people can understand the layout of a place.

Liveability: A measure of a city's residents' quality of life, used to benchmark cities around the world. It includes socioeconomic, environmental, transport and recreational measures.

Major activity centres: Suburban centres that provide access to a wide range of goods and services. They have different attributes and provide different functions, with some serving larger subregional catchments. *Plan Melbourne* identifies 121 major activity centres across Melbourne.

Metropolitan Melbourne: The 31 municipalities that make up metropolitan Melbourne, plus part of Mitchell Shire within the urban growth boundary.

Natural capital: Geology, soil, air, water and all living things.

Open space: Includes land reserved for natural landscape, parklands, recreation and active sports, as well as waterways and bays.

Pontoon: A flotation device/structure with buoyancy sufficient to float itself as well as a heavy load.

Productivity: The economic value produced for an hour of work or a dollar of investment. Increasing productivity is a key source of economic growth and competitiveness.

Public housing: Long-term rental housing that is owned by the government. Its purpose is to accommodate very low to moderate income households that are most in need.

Renewable energy: Energy that comes from resources which are naturally replenished on a human timescale such as sunlight, wind, rain, tides, waves, and geothermal heat.

Resilience: The capacity of individuals, communities, institutions, businesses, systems and infrastructure to survive, adapt and grow, no matter what chronic stresses or shocks they encounter.

Social housing: A type of rental housing that is provided and/or managed by the government or by a not-for-profit organisation. Social housing is an overarching term that covers both public housing and community housing.

TED program: Talks and influential videos from expert speakers on education, business, science, tech and creativity.

Traditional Owners: People who, through membership of a descent group or clan, are responsible for caring for particular Country. A Traditional Owner is authorised to speak for Country and its heritage as a senior Traditional Owner, an Elder or, in more recent times, a registered native title claimant.

Urban forest: All of the trees and other vegetation in a city as well as the soil and water that supports it.

Urban heat: Built-up areas in our city are typically significantly warmer than surrounding areas due to buildings, roads, and other infrastructure retaining heat and reduced moisture from a lack of vegetation.

Urban renewal: The process of planning and redeveloping underutilised medium and large-scale urban areas, precincts or sites for mixed land-use purposes.

Vertical school: A school operating over multiple-storeys.

Water sensitive: Integrating the urban water cycle into urban design to minimise environmental damage and improve recreational and aesthetic outcomes.

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What does Moonee Valley **look** like in 2040?



YOUR NEIGHBOURHOOD, YOUR VISION

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CONNECTED

A connected city of accessible, active and sustainable transport choices



Can you imagine what a **connected** Moonee Valley will look like in 2040?

In 2040 transport in Moonee Valley is safe and sustainable. People spend less money on transport, are healthier and enjoy a more rewarding transport experience. Streets are more vibrant, welcoming and accessible.

Shared, driverless, electric vehicles, charged with renewable energy are commonplace. Users often share their ride with someone going in the same direction, allowing for affordable, convenient and more efficient car travel. Crash rates have dropped significantly from 2017 levels, with only a minority of vehicles operated by people. The smartphone has become the 'nerve centre' for accessing transport services, acting as an access-all-modes travel pass.

Public transport is the dominant mode of transport into central Melbourne. All areas of our city are within a short walk to quality, high-frequency public transport, making it the mode of choice for trips beyond a comfortable walk or cycle. Tram lines are grassed to add to the city's greenery, and segregated from motor vehicles in some areas. Trams travel at nearly twice the 2017 speed and carry many millions more passengers each year. Variable pricing and flexible working hours are used to moderate the peaks in transport demand.

Neighbourhoods in the west of the city are connected to the Melbourne CBD via a tram or high-frequency bus service along Milleara and Military Roads and a new airport rail link. The Flemington spur line has been extended to the Maribyrnong Defence Site and provides a high-quality train service for residents of more dense apartment living on the Racecourse Road corridor.

Our activity centres are pedestrianised, providing a safe, attractive environment drawing people from adjoining municipalities. People choose active transport as the easy choice to get around. There is less of a burden on our health services because people are strong and fit.

Cycling in Moonee Valley has never been easier. A connected, continuous network of on-street, protected bike lanes and upgraded shared paths along the Moonee Ponds Creek and Maribyrnong River makes cycling the fastest way to make trips up to three kilometres. This is done on private or public bikes booked on your smartphone and located at bike stations throughout our city.

Car ownership is at its lowest level in 100 years, and much of the space previously used for car parking has been re-purposed for bike paths, walking paths, playgrounds and gardens. Vehicle registration and fuel excise tax have been scrapped and replaced with a network-based road user charge, helping to manage traffic across the network. Users open an app, which automatically calculates how much their trip will cost and how long it will take—comparing the use of a car, public transport, public/private bike or foot. The revenue from the road user-pricing program is used to fund improved public transport services and the walking and cycling network.

Freight services are performed by a mix of driverless vehicles, including aerial and land-based drones, in addition to human operated vehicles for specialist tasks. The higher level of automation allows for more freight tasks to be undertaken at off-peak times.



DID YOU KNOW?

MOONEE VALLEY'S

location as a transport thoroughfare between the CBD and the northern and western suburbs, two of Melbourne's fastest growing regions, makes transport planning extremely challenging

Some of our neighbourhoods are much more car

DEPENDENT

than others, particularly neighbourhoods in the west of our city

The number of road-users in Moonee Valley will grow

FASTER

than our roads can accommodate and congestion will worsen if we don't get around differently

The average number of motor vehicles owned per household in Moonee Valley is

1.6 (2016 Census)

OVERWEIGHT,

obese or inactive has risen in parallel with our increased reliance on cars since the 1980s, as have rates of poor mental health (2011 Census)

10% of households do not own a motor vehicle (2016 Census)

Around 6,000 passengers catch the train from Essendon Station each weekday, making it the busiest station in Moonee Valley (Public Transport Victoria, 2013-14)

The majority of Moonee Valley residents

(94%)

live within either 800 metres (10 minute walk) of a train station, or 400 metres (five-minute walk) of a tram or bus stop (PTV data and 2016 Census)

Between 2006 and 2016 over

2,474 PEOPLE

were involved in road trauma in Moonee Valley, with 28 people killed, 759 sustaining serious injuries and 1,687 suffering other injuries (Transport Safety Strategy 2016-26)

When looking at

TRANSPORT PATTERNS,

for all purposes (not just journey to work), some 15 per cent of all trips are by foot, 10 per cent by public transport and 5 per cent for cycling (Victorian Department of Transport, 2015)

WHAT YOU TOLD US

During the first consultation phase for MV2040 in early 2017, our community identified a broad range of ideas for how to achieve a connected Moonee Valley. These ideas included:



IMPROVING WALKABILITY AND MAKING CYCLING THE EASIER CHOICE:

- beautifying, improving and extending walking and cycling paths, lanes and tracks
- separating cycling and walking paths, along with designating cycling lanes on roads
- increasing bike parking facilities, seats, shaded areas and drink fountains
- accessing rental bikes or subsidised bikes for community members
- improving navigability and wayfinding signage



MAKING IT SAFER AND EASIER TO USE PUBLIC TRANSPORT:

- more lighting at train stations and in streets near tram stops
- providing adequate seating at tram stops
- safer pedestrian crossings around public transport
- providing more parking at train stations and extended parking hours
- park and ride options
- increasing security presence at public transport stops and stations



IMPROVING PUBLIC TRANSPORT SERVICES:

- advocating for more frequent peak time services and extension of service hours
- advocating to extend tram routes
- improving bus connectivity and frequency
- new train stations and activating underutilised train stations



REDUCING TRAFFIC AND INCREASING TRAFFIC SAFETY:

- reducing traffic and more car-free areas
- lowering speeds and increasing speed camera presence
- improving road intersection safety
- increasing/decreasing speed humps (mixed views)
- removing Essendon, Park Street and Puckle Street level crossings with rail-under solutions



IMPROVING PARKING:

- improving access to car parking, especially in residential and commercial areas
- increasing parking time limitations
- limiting the number of parking permits per household
- encouraging residents to use their garage or driveway to free up streets

“Anything that improves walkability would be great. Something Council could do is add more benches around the municipality. This makes it easier for people who are walking to stop for a break”

“As awesome as Racecourse Road is, it has way too many cars on it. I reckon you should close a lane just for trams to encourage people to use public transport”

“Better cycling, walking and active transport infrastructure so we reduce the number of cars and use public transport more frequently than cars”

“Making it a ‘walkable suburb’ should be the priority”

“Remove cars from major shopping villages and encourage walking and public transport access only”

HOW WE WILL ACHIEVE A CONNECTED MOONEE VALLEY

We have developed a series of strategic directions, objectives and actions that will provide the framework for us to achieve a connected Moonee Valley. These were developed from the feedback we received from the community and our own research into what makes a great city.

Strategic direction 10 – A city where sustainable transport is the easy option

Public transport is the most efficient, accessible method of transporting high volumes of people. It is also vital in enabling many residents access to jobs, services, social opportunities and shops. Improving public transport services in Moonee Valley will have a range of social, economic, and environmental benefits.

Council plays a key role in collaborating with and advocating to the State Government and authorities for improvements to public transport.

Targets:

- Improved accessibility to public transport in each neighbourhood as measured by:
 - number of people walking for short trips
 - number of locals using public transport
 - number of people cycling
 - investments in improvements to public transport

OBJECTIVES	ACTIONS
Expand high-frequency public transport options	<ul style="list-style-type: none"> ▪ Advocate for expansion and increased frequency of bus operations ▪ Advocate for a tram extension or high-frequency bus route in Milleara and Avondale Heights, with peak period clearways ▪ Provide community bus routes through underserved areas of the municipality, including Milleara and Avondale Heights, until better public transport networks are established ▪ Proactively plan and advocate for an Airport Rail Link with train stations within our westernmost neighbourhoods ▪ Advocate for the full-time activation of the Flemington spur line as a fundamental requirement to sustain significant growth along the Racecourse Road corridor ▪ Support a new train connection to the former Maribyrnong Defence Site ▪ Advocate for accessible tram stops ▪ Advocate for increased train and tram reliability and frequency
Reduce the real and perceived impediments to sustainable travel	<ul style="list-style-type: none"> ▪ Significantly improve cycling and walking accessibility to and from public transport interchanges ▪ Investigate the provision of secure bicycle parking at public transport interchanges, including train stations ▪ Advocate for preference and priority to be given to sustainable transport modes at intersections ▪ Advocate for improved safety at transport interchange nodes ▪ Improve the safety of the road, shared path and footpath network

Strategic direction 11 – A city with streets and spaces for people

Many cities around the world, including areas of Moonee Valley, have been planned around the needs of the car. Sedentary lifestyles are closely linked to the planning and transportation decisions of the past century.

Active transport, such as walking and cycling, allows people to make exercise part of their daily routine. We need to make these modes safe, convenient, accessible and comfortable so that people make the healthy transportation choice.

It is time to shift the focus away from cars and back to people, aiming for more engaging and vibrant streets and spaces that will positively affect the health and wellbeing of people of all ages. Our health statistics make it clear: over-reliance on car travelling is not serving us well.

Targets:

- More trips by walking and cycling.
- Zero fatalities and serious injuries, starting with a 30 per cent reduction in deaths and serious injuries between 2017–2040.

OBJECTIVES	ACTIONS
Provide a safe and easy-to-use walking and cycling network	<ul style="list-style-type: none"> ▪ Explore opportunities to implement shared zones in areas of high pedestrian activity ▪ Consider reducing the speed limit on Council roads ▪ Advocate to improve pedestrian and cyclist crossings by reducing waiting times, increasing crossing times and installing best practice signals at key signalised intersections
Provide a truly connected walking and cycling network	<ul style="list-style-type: none"> ▪ Create a network of high-quality, connected walking paths ▪ Create a high-quality bicycle network, including dedicated separated bicycle paths where possible ▪ Upgrade the Moonee Ponds Creek Trail and Maribyrnong River Trail, with separated walking and cycling paths where possible ▪ Develop new and improved walking and cycling links between neighbourhoods, across waterways, railway lines and major roads, including connections to adjacent municipalities ▪ Deliver, in conjunction with Melbourne Water, an activated walking and cycling connection along the pipe track between Avondale Heights and Niddrie
Manage car usage through demand management techniques	<ul style="list-style-type: none"> ▪ Provide parking which is well designed, well located and flexibly managed ▪ Introduce technology to enable parking assistance, enforcement, data collection and management in areas of high demand – allowing people to identify available parking via an app ▪ Consider development proposals with limited or no onsite car parking in areas proximate to public transport
Focus on safety	<ul style="list-style-type: none"> ▪ Deliver road infrastructure improvements to increase safety in areas with the highest crash risk ▪ Advocate for infrastructure improvements at arterial road problem locations ▪ Develop and integrate road safety messages into programs targeting at-risk groups

Strategic direction 12 – A city at the forefront of transport technology

How we move around in the future is likely to be significantly different to how we do today. The traditional car ownership model will be replaced by a system more closely based on the sharing economy. Other emerging transport technologies such as driverless vehicles and ride sharing have the potential to radically transform travel and transport behaviour. Council has a significant role in ensuring the road and transport network can accommodate future vehicle technologies.

OBJECTIVES	ACTIONS
Position our city for smarter transport connectivity	<ul style="list-style-type: none">▪ Identify and adjust for the influence future trends and transport technologies will have on travel behaviour▪ Encourage and explore innovative solutions to road safety, congestion and parking issues▪ Accept that technology is changing at a rapid pace and that the solution of today may not be the solution of tomorrow



WANT TO KNOW MORE?

These supporting documents can be found at mvcc.vic.gov.au/mv2040:



*Tackling Transport –
Towards 2020, Integrated
Transport Plan (2008)*



*Transport Safety
Strategy (2016–2026)*



*Moonee Valley Walking
and Cycling Strategy
(2012–2022)*

CONNECTED: PUBLIC TRANSPORT AND ROADS



CONNECTED: WALKING AND CYCLING



MOONEE PONDS



DID YOU KNOW?

IN THE MOONEE PONDS NEIGHBOURHOOD:

Almost **10,000**
additional residents are forecast
to call the Moonee Ponds
neighbourhood home by 2040

By 2040 we expect an **86%**
increase in one-person households
in Moonee Ponds

Moonee Ponds is a designated
**'MAJOR
ACTIVITY
CENTRE'**
in State Government policy

Moonee Ponds currently supports
6,700 workers and accounts for one
fifth of Moonee Valley's economy

More than **HALF**
of all residents in the Moonee Ponds
neighbourhood are overweight or obese

Residents of Moonee Ponds have the best access to
**PUBLIC
TRANSPORT**
in all of Moonee Valley

Over **19%** of Moonee Ponds residents
did voluntary work in the last 12 months





WHAT YOU LOVE ABOUT YOUR NEIGHBOURHOOD

During our consultation earlier this year, the Moonee Ponds community told us they love Queens Park, the friendly atmosphere of the area, Puckle Street and the local restaurants and bars.

For the 205 people who told us what they love about Moonee Ponds, the most popular sentiments were amenities (49 per cent), open space (41 per cent) and community (21 per cent).

"I love Queens Park and the beautiful street trees. Puckle Street is a great place to eat and shop"

"We love that we have access to trains, buses and trams"

"We feel safe"

COMMUNITY ANCHOR

An 'anchor' is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.

Puckle Street has been identified as the current anchor for the Moonee Ponds neighbourhood. By 2040, the Moonee Valley racecourse interior is expected to be home to a number of leisure and recreation opportunities, serving as an important asset to the community and as a second neighbourhood anchor. The anchors will be a key focus for Council's neighbourhood, place-based planning approach.

HOW WILL MOONEE PONDS CHANGE BY 2040?

Moonee Ponds will need to accommodate an additional 5,784 dwellings by 2040 to cater for an increased and changing population. This represents a 100 per cent increase in dwelling numbers. The changing population will mean a 96 per cent increase in one-person households, which is an additional 1,521 households (from 1,520 to 3,097).

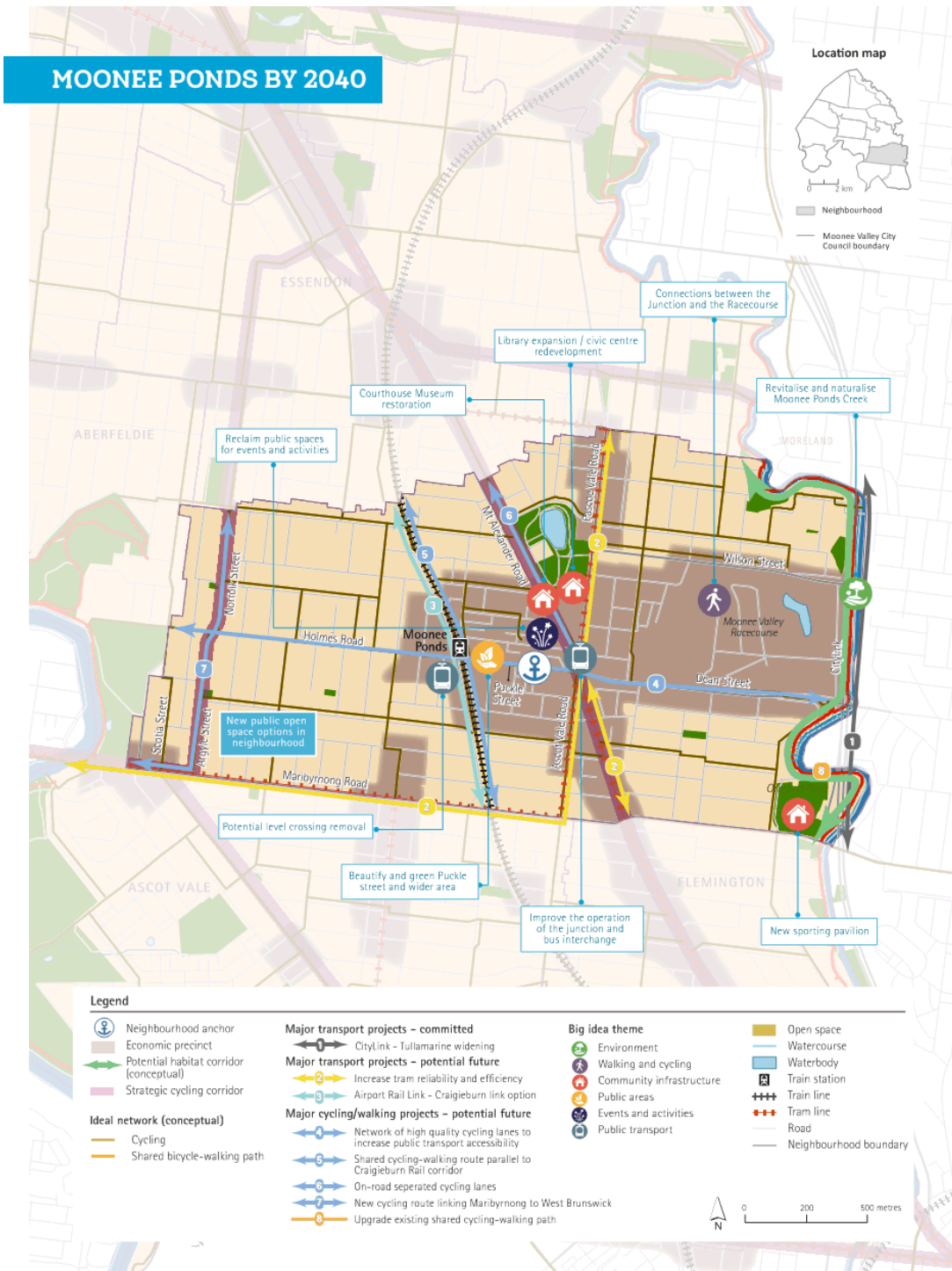
Dominant groups currently residing in Moonee Ponds include young adults, families with children and group households. By 2040, Moonee Ponds will accommodate an increased number of young families and older families.

An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that you love about your neighbourhood, while ensuring appropriate housing is available for those who need it.

WHAT DO WE NEED TO DO TO MANAGE THIS GROWTH?

Moonee Ponds is expected to undergo significant growth in the period to 2040. A large proportion of the growth will be accommodated in the Moonee Ponds activity centre and the redeveloped Moonee Valley racecourse. Development in these areas is expected to be in the form of high-density apartments.

Outside these two growth locations, new housing is expected to be developed in a variety of ways, including medium-density infill development across the neighbourhood and pockets of higher-density development along Mount Alexander Road. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households.





A VISION FOR THE MOONEE PONDS NEIGHBOURHOOD

We have created a vision for the Moonee Ponds neighbourhood based on community feedback and Council's research into trends that will impact on the way we live in the future.

In 2040 Moonee Ponds will:

- be an attractive, cosmopolitan city centre that fosters creativity and imagination
- be a premier business, civic, cultural, creative and entertainment destination, meeting the daily needs of residents across many neighbourhoods
- enjoy high-quality public spaces for events and activities
- include a safe and accessible public transport interchange
- have a second anchor for the community through the redeveloped Moonee Valley Racecourse
- feature high-quality architecture and design in all new high-density development
- connect with a naturalised and revitalised Moonee Ponds Creek
- provide a diversity of housing options for new and existing residents
- celebrate and protect its valued heritage
- support cycling and walking as preferred modes of transport
- include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community
- boast a variety of resilient and liveable green spaces, including a new open space at Moonee Valley Racecourse



BIG IDEAS FOR THE FUTURE OF MOONEE PONDS

MV2040 provides an opportunity to identify transformational projects that may take many years to initiate and complete. These transformational projects, the 'big ideas', have been developed using ideas received from the community earlier this year. Smaller, or more immediate, projects will be included in the four-yearly Council Plans.

The big ideas for Moonee Ponds:

- reclaim public spaces for people of all ages, programming events and fun activities such as a Ferris wheel, kids bike tracks or trampolines in laneways
- beautify and green Puckle Street and the wider Moonee Ponds Activity Centre
- deliver direct cycling and walking connections between the Moonee Ponds Junction and the Moonee Ponds Racecourse
- redevelop the civic centre to deliver consolidated accommodation for Council or an expanded library with co-working spaces for the community to interface with Queens Park
- revitalise and naturalise the Moonee Ponds Creek to create a healthy, biodiverse waterway and open space corridor
- acquire land for new and/or expanded areas of public open space
- proactively plan and advocate for the restoration of the historic Essendon Courthouse Museum, suitable for multipurpose creative arts uses by the community
- improve the operation of the Moonee Ponds Junction and the bus interchange
- build a new sporting pavilion at Ormond Park
- investigate the potential to remove the level crossing at Park Street and Puckle Street



INTERESTED IN EXISTING MASTER PLANS IN YOUR NEIGHBOURHOOD?

These existing master plans can be found at mvcc.vic.gov.au/mv2040

- Queens Park

DO YOU AGREE WITH...



the identified 'anchor' and 'vision' for Moonee Ponds?



the 'big ideas' identified for Moonee Ponds?



the big idea to restore the Essendon Courthouse Museum, suitable for multi-purpose creative arts uses by the community?