



Image is an indicative preliminary concept for Broadmeadows Town Hall

April 2016

Greater Broadmeadows Future Directions



Unlocking the potential of Greater Broadmeadows

Have your say

The [MPA](#) in partnership with Hume City Council seeks your ideas on how we can realise Broadmeadows' potential through these four key ideas. We have precinct maps that build upon these key ideas that can be viewed at shapevictoria.vic.gov.au/

Your contribution will assist us to complete an Implementation Plan for the Broadmeadows Structure Plan area and prepare a Framework Plan for Greater Broadmeadows.

Have your say in the following ways:

Attend these events

Drop in session 1
Wednesday 20th April, 4pm - 7pm
Hume Global Learning Centre Seminar Room
1093 Pascoe Vale Rd, Broadmeadows VIC

Drop in session 2
Wednesday 4th May, 4pm - 7pm
Hume Global Learning Centre Seminar Room
1093 Pascoe Vale Rd, Broadmeadows VIC

Survey shapevictoria.vic.gov.au/
Email broadmeadows@mpa.vic.gov.au
Phone (03) 9651 9600

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To find out more go to:
shapevictoria.vic.gov.au/

Translation

HumeLink is Hume City Council's multilingual telephone information service.

General enquiries: telephone 9205 2200.

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Για πληροφορίες στα ελληνικά	9679 9818	For other languages...	9679 9824
Per avere informazioni in italiano	9679 9819		

Project process

Building on the Broadmeadows Structure Plan adopted by Council in 2012, and feedback from the survey, Hume City Council and MPA will further develop the Greater Broadmeadows Framework Plan and an Implementation Plan. These plans will contain more detail on key projects needed to deliver the vision for Greater Broadmeadows.

A number of amendments to the Hume Planning Scheme, supported by the Implementation Plan, will be put on formal exhibition for community consultation starting from early 2017.

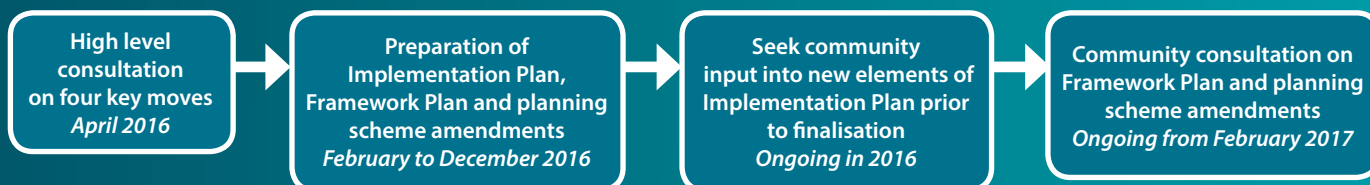
The MPA and the Department of Employment Development, Jobs, Transport and Resources (DEDJTR) will soon conduct a business intentions survey to better understand why businesses choose or don't choose Broadmeadows as a location to invest. To participate and for more information go to: shapevictoria.vic.gov.au/

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BROADMEADOWS MAC AND GREATER BROADMEADOWS FRAMEWORK PLAN TIMELINE



Broadmeadows has the building blocks to become a truly great centre in Melbourne's north - a powerhouse for new housing, jobs and business.

It boasts a range of important government services in the growing Hume corridor including VicRoads, Centrelink, Broadmeadows Health Service and the Broadmeadows Magistrates' Court.

The area includes highly valued recreational space and creek corridors, as well as under-utilised land east of the railway station that could be redeveloped.

The Victorian Government and Hume City Council have already invested heavily in Broadmeadows, including in the Hume Global Learning Centre, the Hume School Regeneration project, the state-of-the-art basketball stadium and the local aquatic centre. Building on the history of extensive community engagement on the Broadmeadows Metropolitan Activity Centre (MAC), your views are sought on the key ideas to unlock the potential of Greater Broadmeadows.

New \$14.3m investment in Broadmeadows

This Victorian Government has again made revitalising Broadmeadows a key priority.

In recognition of the ongoing need for renewal and future opportunities, the Victorian Government will provide \$14.3m in the 2016/2017 Budget for:

New jobs and professional space in Broadmeadows (\$7.15m)

The Victorian Government will invest \$7m to help complete this \$20.2m project.

This shovel ready project will transform the Broadmeadows Town Hall creating space for new professional offices, start-ups and community uses. The adaptive re-use of this historic building will act as a major catalyst for growth in the Broadmeadows MAC.

As a part of the plan to improve the Hume Central area, \$150,000 has been provided to fund technical works on the loop road.

Broadmeadows Railway Station Improvements (\$4m)

The access and amenity of the Broadmeadows Railway Station will be improved, with \$4m to be invested in a new station northern entrance, concourse and toilets, and partial pedestrian subway upgrade.

Greening Broadmeadows (\$3.15m)

Broadmeadows will be greener, with \$1m allocated for a new boulevard

along Pascoe Vale Road defined by street tree planting, and improved crossings. A further \$2.1m will help complete Meadowlink - the 3.2km bicycle, pedestrian and open space link that connects the Moonee Ponds and Merlynston creeks together via the existing town centre.

Growing jobs in our suburbs

Plan Melbourne is Victoria's metropolitan planning strategy (currently being refreshed). It has a key objective to deliver more jobs in the suburbs. There are major employment areas in Hume Central and to the east of the town centre.

More jobs, closer to where people live, will deliver benefits such as providing local employment opportunities and reducing congestion - giving people back precious family and recreational time.

Working together

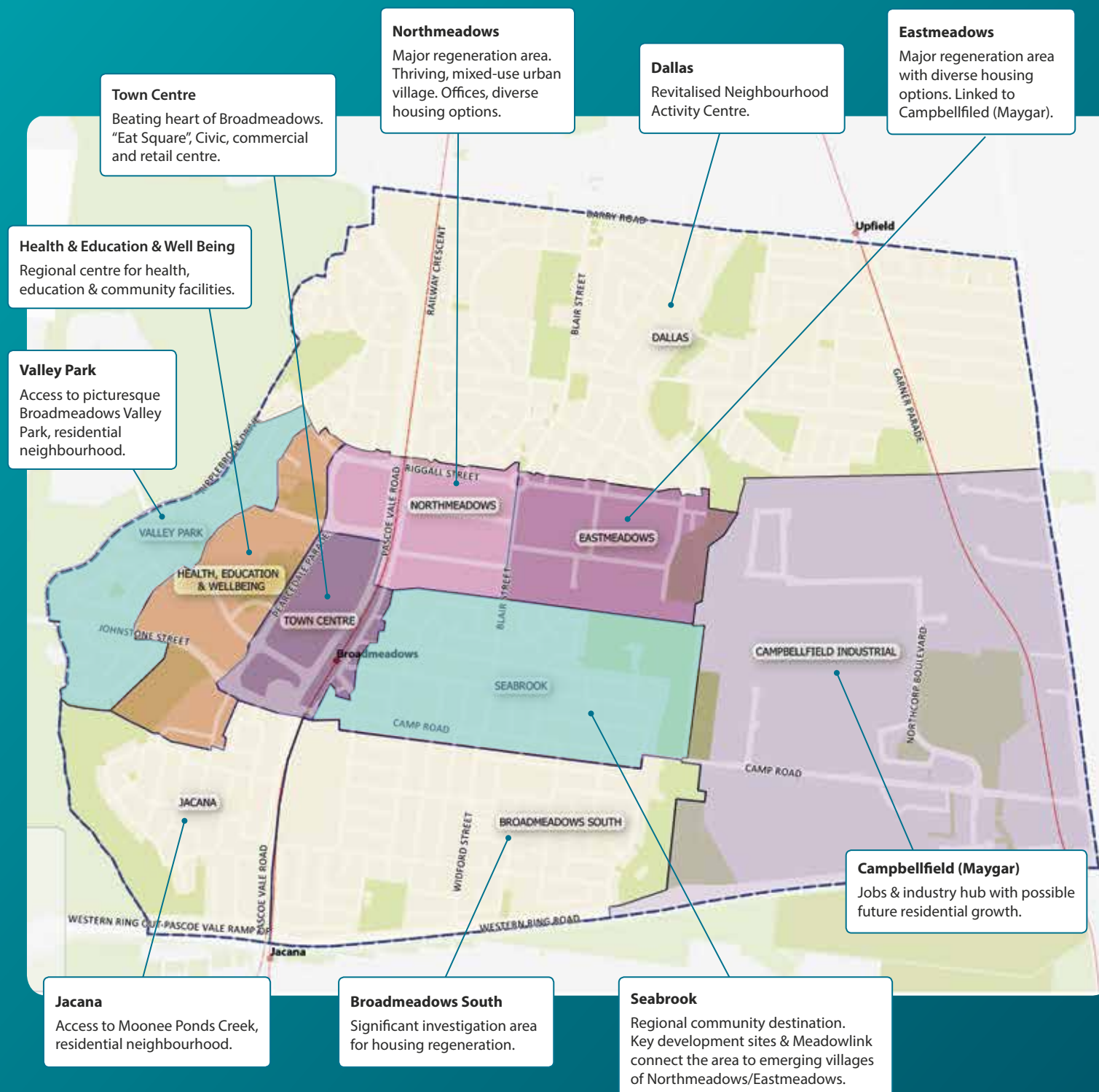
The Metropolitan Planning Authority (MPA) and Hume City Council are working together to ensure a whole-of-government collaboration with State Government departments and agencies. A higher level Framework Plan for Greater Broadmeadows will be prepared over the next 12 months by the MPA and Council, and will complement the Council's existing Hume Horizons 2040 plan and Together 3047 program.

See back page for Drop in session details



Broadmeadows Metropolitan Activity Centre Vision

Broadmeadows will fulfil its destiny as the capital of Melbourne's north – a centre for services, business, culture and entertainment.



Making it Happen – Four Key Ideas



1. New urban villages at Northmeadows/Eastmeadows

The area east of the railway line is home to many well-known industries. But the area is already changing, with some companies moving out and different businesses and more housing planned for the area. Alongside improvements to Seabrook Reserve there is an opportunity to transform this area into two new urban villages – providing more housing choice, mixed-use developments, community facilities, open space and better connections through Meadowlink.

Extensive consultation with residents will be a key part of developing any options for change. There are other sites close by – such as the former Broadmeadows Primary School site – that will be redeveloped to provide more housing options and local open space in the area. **Next Steps:** Master planning of the area to ensure that it is well designed, provides a range of housing choices, and is linked to the local community.



2. Better connecting people to places in Broadmeadows

Key destinations within Broadmeadows MAC could be better connected by a road, cycling and pedestrian system and a public transport network that is simple, safe and pleasant to use. The improvements to Broadmeadows Railway Station will encourage public transport use. Improving east-west movement is a longer term issue, especially over Pascoe Vale Road and the railway line. As the new Northmeadows/Eastmeadows areas grow they will need to better connect

to the heart of Broadmeadows, and also to Camp Road and Campbellfield in the east. Removal of the level crossing at the busy Camp Road/Sydney Road intersection earmarked under the Victorian Government's Level Crossing Removal Project will also improve east-west movements. **Next Steps:** : Utilise \$4m of announced funding to improve Broadmeadows Railway Station. Investigate options for improving east-west connections.



3. Bringing Hume Central to life

The vision adopted by Council in December 2014 envisions 'Hume Central' as a lively people-focused place, where a mix of community and commercial uses, great architecture, sustainable design and new public places encourage people of all ages and cultures to live, work, learn and visit. The Hume Central vision converts under-utilised land into innovative new buildings and public spaces including a new 'Eat Square', and the redevelopment of the Broadmeadows Town Hall as a jobs and

office hub and multi-purpose venue for events and community development. Hume Central will develop its own unique sense of place through its new pedestrian friendly focus and improved amenity, but also through supporting the development of local businesses that showcase the cultural diversity of the local community, giving it a key point of difference with surrounding activity centres. **Next Steps:** Commence redevelopment of the Town Hall and the Hume Central area.



4. Housing diversity and renewal

Broadmeadows currently provides affordable housing in an area well-located within metropolitan Melbourne. The Greater Broadmeadows Framework Plan proposes to attract a broader community with a wider range of affordable housing options that provide connected, vibrant and sustainable communities.

Community consultation will occur as the plan progresses. **Next Steps:** Investigate opportunities for a wide range of social and private housing options.

**What do you think about these ideas?
How can your local area be improved?**
shapevictoria.vic.gov.au/