



Broadmeadows Activities Area

Broadmeadows Structure Plan

Adopted 26 March 2012





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INTRODUCTION

This document is a 20 year plan for the development and renewal of Broadmeadows Activities Area.

The plan sets out a vision for the future of Broadmeadows, and the strategies and measures necessary to realise that vision. It builds on the investment undertaken by government over recent years to improve local infrastructure and facilitate investment in the local economy.

The plan has been prepared by the Victorian Government and Hume City Council, in collaboration with the community, businesses and other stakeholders.

Central Activities Area

Over recent years Melbourne has grown rapidly and it is predicted an additional 600,000 new dwellings will need to be built over the next 20 years to meet this demand. As the city grows, the current settlement pattern, with jobs predominantly based around Melbourne's Central Business District (CBD), will become increasingly unsustainable.

To help create a more liveable and sustainable city, the government plans to develop key locations throughout metropolitan Melbourne as Central Activities Areas, or 'mini-CBD's'.

Central Activities Areas will have similar services and functions to central Melbourne, such as:

- significant jobs and commercial services
- a strong and diverse retail sector
- specialised goods and services
- significant opportunities for housing
- high levels of regional and local accessibility through transport and open space networks
- vibrant centres of community activity and public services.

As a designated Central Activities Area, Broadmeadows will play a significant role in providing these services and functions to the local community, the Hume growth corridor and the northern Melbourne region.

The Broadmeadows Structure Plan

As a designated 'Central Activities Area', there is a need to plan early for the housing, employment, services and infrastructure to support their growth to it to become a 'mini-CBD'.

The primary role of this Broadmeadows Structure Plan is to actively manage growth in a logical and sustainable way.

The plan establishes both the strategic policy directions that need to be incorporated in the Hume Planning Scheme as well as detailed provisions that set the parameters for how land should be used, what services and infrastructure should be provided, and the appropriate character and scale of new development.

This will help provide an overall framework to achieve the joint community, stakeholder and government vision for Broadmeadows, and inform government decision-making about further investment.





A guide to this document

The Broadmeadows Structure Plan consists of the following components:

Section 1: Becoming a Regional Centre

- A shared community and stakeholder vision for the future of Broadmeadows.
- The **strategic directions** for Broadmeadows to become a regional centre.
- A discussion of the **features, issues and key characteristics** of the existing centre, and opportunities.

Section 2: The Vision and Plan

- The Plan for Broadmeadows and **objectives and strategies in relation** to the following themes:
 - Built form, public realm and sustainability
 - Enterprise, retail and business
 - Housing
 - Community and culture
 - Transport and access
 - Open space and recreation

Section 3: Precinct Plans

Broadmeadows Central Activities Area comprises **5 precincts**.

- Precinct 1: Town centre
- Precinct 2: Health, education and wellbeing
- Precinct 3: Northmeadows
- Precinct 4: Eastmeadows
- Precinct 5: Residential neighbourhoods

Each precinct provides details of the preferred future form and character.

› **Figure 1** Boundary of Activities Area



SECTION 1: BECOMING A REGIONAL CENTRE

Regional Context

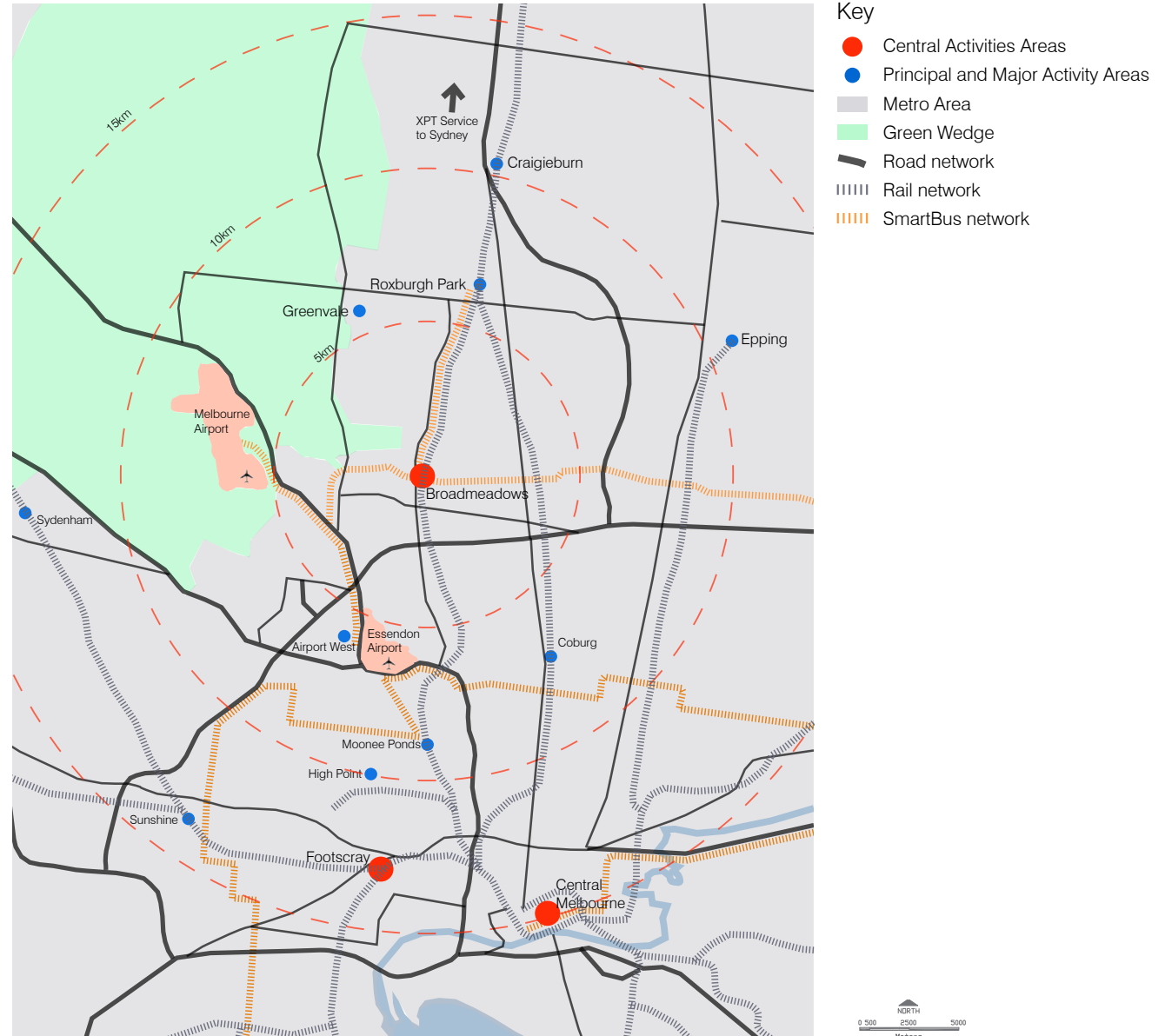
Broadmeadows is located in the Hume City Council, approximately 15 kilometres north of Melbourne's CBD. It is the Central Activities Area in the northern metropolitan area and serves surrounding established suburbs as well as northern growth corridors extending along the Hume Highway and through Epping. This potential regional catchment is expected to grow from 500,000 people to around 770,000 people over the next 20 years, and will be influenced by its accessibility to and from Broadmeadows.

Broadmeadows is close to the M80 Freeway and is located on the metropolitan rail network (Craigieburn Line), between Melbourne's CBD and Craigieburn. The station also acts as a regional passenger interchange for destinations such as Seymour and Sydney and provides for rail freight movements.

Located only five kilometres to the west and connected by the Smart Bus route 901, Melbourne International Airport is a notable specialist centre in the Broadmeadows regional catchment. Essendon Airport is also only five kilometres to the south on the Tullamarine Freeway.

Broadmeadows forms part of a network of centres within the region, which include important specialist uses and major attractions. Key centres within the region include Epping, Moonee Ponds and Coburg. To the north along the Hume corridor is Roxburgh Park and a significant town centre is soon to be developed in Craigieburn.

> Figure 2 Regional context





Local context

Broadmeadows has a long and rich history. The Wurundjeri were the original inhabitants of the area and the Gunung-Willam-Balluk people's living culture continues to play a unique role in the life of Broadmeadows.

Broadmeadows Shire Council was established in 1871, followed by the opening of the railway station two years later. This key infrastructure opened the area up for farming, quarrying and a military base. In 1951 the Victorian Housing Commission started to develop a housing estate in Broadmeadows to accommodate manufacturing workers for major industries such as Ford. Houses, schools, roads and infrastructure were swiftly built as part of this development, although shops and other facilities lagged behind.

The traditional town centre of Broadmeadows was developed in the post-war era of the motor car. As such Broadmeadows is based around an enclosed shopping mall and a series of large land holdings containing discrete uses. Access is primarily provided from the arterial roads of Johnstone Street / Camp Road and Pascoe Vale Road. Access is also provided from Broadmeadows Station which is located towards the southern end of the town centre in close proximity to core shopping, government and community facilities. The transport corridor containing the railway line and Pascoe Vale Road is a notable physical barrier and essentially divides Broadmeadows into two parts, separating residential areas from the town centre. There are limited road, cycle and pedestrian connections between these two parts of Broadmeadows.

Covering an area of around three square kilometres, the Broadmeadows Activities Area extends between

the two corridors of Moonee Ponds and Merlynston Creek. These corridors provide green open space 'bookends' that frame the activity centre.

Significant government infrastructure is located within Broadmeadows, including:

- Hume City Council civic and community facilities
- health facilities including Broadmeadows Health Service
- primary and secondary schools
- tertiary education provided by Kangan Institute
- VicRoads, Victoria Police, Centrelink and Magistrates Court.

On the eastern side of the railway line is the 60 hectare industrial Eastmeadows Precinct. This precinct contains a variety of industrial, warehouse and commercial uses. These uses are primarily located on large land parcels that are transitioning away from heavy manufacturing activity.

Surrounding these central precincts are suburban residential neighbourhoods, which primarily comprise modest, detached, brick and pre-cast concrete housing, interspersed with more recent multi-unit developments. These residential areas are centred around a number of small neighbourhood activity centres which provide for local shopping and convenience needs. Two of these, Dallas and Olsen Place, are located on Blair Street just north and south of the Broadmeadows Structure Plan boundary.

Broadmeadows is located in close proximity to the Upfield railway line and Sydney Road corridor. Large parcels of employment land, including major local businesses such as CSL and the Maygar Barracks lie between Sydney Road and Merlynston Creek.

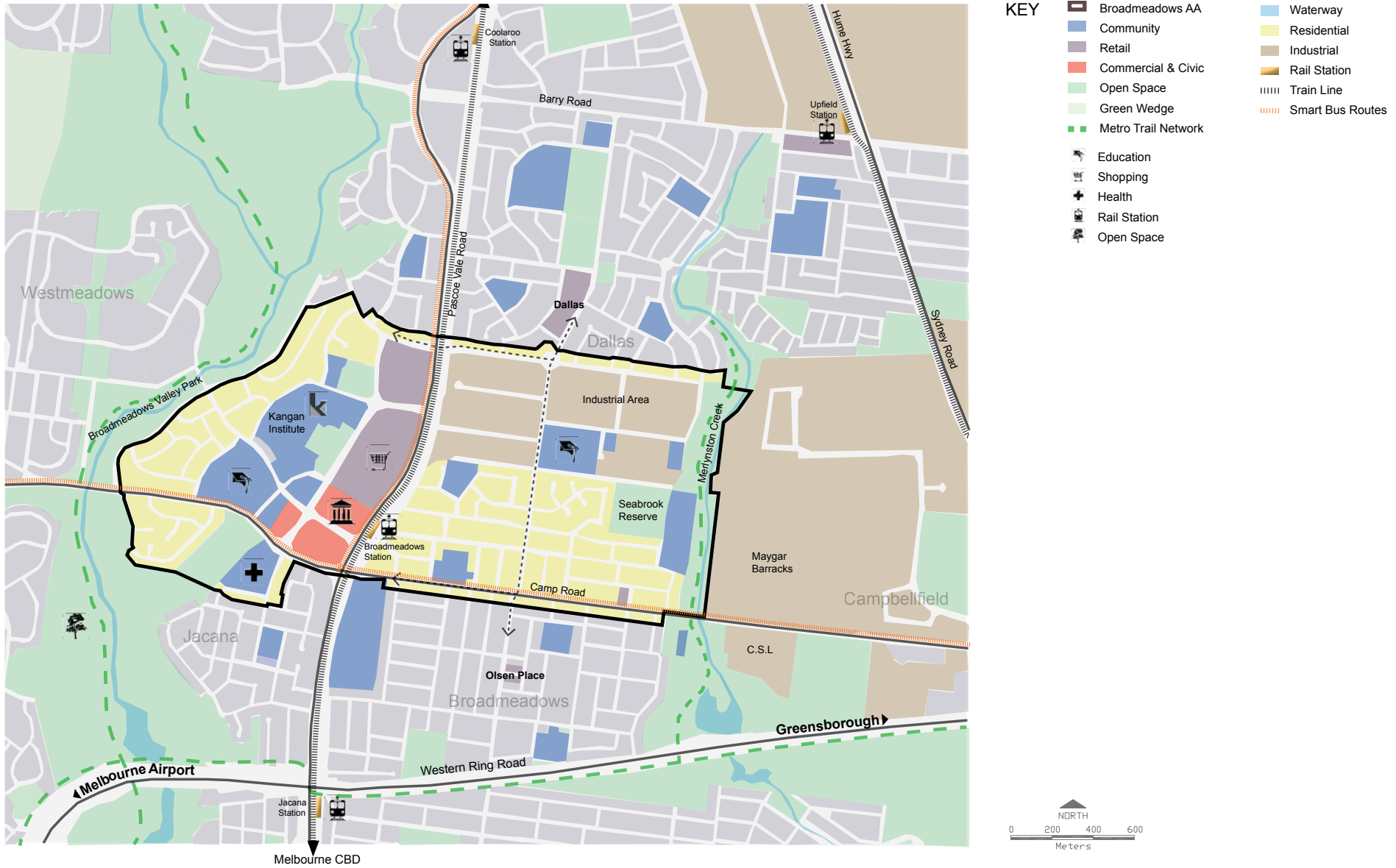
Community profile

The Broadmeadows community has traditionally been one of high cultural diversity, in part due to waves of migrants who have settled in ample affordable or public housing. Broadmeadows is also relatively disadvantaged in comparison to the wider regional catchment and metropolitan Melbourne. It is characterised by vulnerable and at risk communities, including people with disabilities and culturally and linguistically diverse backgrounds, the elderly and disengaged youth.

It is likely that the demographic characteristics of Broadmeadows will change over coming years, driven by an ageing population, new emerging jobs and industries, and increasing education and employment opportunities.



► **Figure 3** Existing local context





Key features, issues and opportunities

Broadmeadows is uniquely positioned to play a key role in servicing the needs of community and business at a local and regional scale. This opportunity lies in the strategic location of Broadmeadows between Melbourne's CBD, Melbourne International Airport and the northern growth corridor. These proximate advantages are reinforced by the many high-capacity transport routes that connect Broadmeadows on a metropolitan, national and international level.

Existing civic, community and public transport infrastructure, in addition to the availability of long-term land supply for redevelopment, presents a strong case for further government and private sector investment. The redevelopment of key sites would result in an increased range of employment and housing opportunities, services, facilities and attractions to match the diversity of activity and quality of experiences offered by major city centres. Ultimately, existing and new residents would be able to sustain a better quality of life by being able to work, learn and socialise close to home.

Built form, public realm and sustainability

The Broadmeadows Town Centre precinct has developed as a series of large buildings, set back from the street and surrounded by car parking. This development pattern, in which streets are used primarily for access and buildings sit as 'objects in space', results in an urban form which lacks a clear structure or cohesiveness.

The existing buildings generally don't contribute activity to the street, resulting in a public realm that does not support pedestrian movement or passive surveillance. The Broadmeadows Shopping Centre is a prime example of this type of development, resulting in issues of a diminished pedestrian experience and poor personal safety.

These challenges, while significant, present considerable opportunities for the transformation of public spaces within Broadmeadows into vibrant, people-focused places. New development will play an integral role in this transformation by creating an urban structure with buildings that address the public realm and activate the street with a range of diverse uses.

Enterprise, retail and business

Existing retailing and business in Broadmeadows is predominantly in the form of large-scale 'big box' retail holdings. There is a distinct lack of fine grain development and smaller scale business premises, like those found in smaller strip shopping neighbourhood centres such as Railway Crescent.

Broadmeadows is not perceived as a major private sector corporate office address but is emerging as a significant service centre. This could see the area become a centre of service and business activity in Melbourne's north, with a diversity of retail services and experiences and a broad employment base.

Strategic action:

- Support the development of regional level retail attractors and major commercial development, including department stores and specialty retailing.
- Support neighbourhood centres and community hubs surrounding the Activities Area as a strong focus for local employment and services.

Places for people to live

The residential areas of Broadmeadows are characterised by detached public and private sector housing, at conventional suburban densities. Many of the homes in the area are older, not energy efficient and have poor access to services and community facilities. Furthermore, low housing diversity, in terms of housing type, tenure and size, means there is little opportunity for smaller households, ageing persons and students to find appropriate accommodation in Broadmeadows. However, the age of the housing stock, the low density character of Broadmeadows' residential areas and sites for redevelopment, means there is considerable scope for incremental change and diversification of housing types and tenures to meet the needs of the existing and emerging community. There is also an opportunity to deliver more affordable, diverse and inclusive high quality housing as part of mixed use development in the Town Centre, Northmeadows and Eastmeadows precincts.

Strategic action:

- Support the development of new and varied housing on key renewal sites and in the town centre.

Community and culture

Broadmeadows currently fulfils a local and sub-regional role in the provision of health, education, and community services and facilities. The Broadmeadows Schools Regeneration Program has delivered significant investment in primary and secondary schools within the area, and the Kangan Institute provides a range of vocational and employment programs. The Broadmeadows Health Centre currently accommodates the majority of health services in Broadmeadows and is at full capacity. There is demand for additional health services to cater for the growing local and regional population.

It is important that planning for Broadmeadows facilitates its emerging role as the regional provider of a broad range of community functions, including public and private health services, quality schools, life-long education and training, leisure and recreation.

The cultural diversity of Broadmeadows is a defining characteristic and strength of the area. This presents a considerable opportunity to deliver a diverse range of arts, cultural and faith-based services and facilities as part of the growth and development of Broadmeadows.

Strategic action:

- Encourage regional-level services and facilities to locate within Broadmeadows ahead of other centres in Hume and northern Melbourne.

Transport and access

Broadmeadows is well serviced by train and bus public transport, the M80 freeway and the Metropolitan Trail Network. However, there is no access to Broadmeadows for westbound traffic on the freeway. Central to achieving the vision for Broadmeadows as Melbourne's 'capital of the north' is the need to enhance the accessibility of Broadmeadows to its regional catchment. Furthermore, there is potential to enhance street and public transport connections to achieve a highly accessible centre that prioritises pedestrian, cycling and public transport movements, to and within Broadmeadows. Importantly this would include a connection across the railway line and Pascoe Vale Road.

Strategic action:

- Promote enhanced access between Broadmeadows and its regional catchments.
- Upgrade the station and bus interchange and enhance east-west connections.



Open space and the sustainable urban environment

Existing open space assets in Broadmeadows are highly valued by the community, particularly the Merlynston Creek and Broadmeadows Valley Park (Moonee Ponds Creek) corridors, which border the centre on the east and west. However road reservations currently exist through both of these regionally important open space corridors. There has been significant recent investment in open space assets within Broadmeadows, including the Hume Civic Plaza and the redevelopment of Town Park. There is an opportunity to build on these solid foundations through the enhancement of existing open spaces to deliver a safe, high quality and sustainable environment with opportunities for socialising and relaxing. There is also considerable scope to improve accessibility to these open spaces through new shared paths and green corridors, such as Meadowlink. It will be important to provide appropriate facilities, such as the new basketball stadium and planned upgrade of the Broadmeadows leisure centre. These upgrades will encourage people of diverse cultural backgrounds and ages to participate in sport and informal recreation.

Strategic action:

- Ensure priority is given to the retention of the Broadmeadows Valley Park and Merlynston Creek open space corridors.

Key regeneration areas

Broadmeadows is fortunate to have a number of sites that are currently available or have future potential for various types of development. These sites include the Northmeadows and Eastmeadows Precincts, the former Broadmeadows Primary School, areas of public housing, the civic centre and the existing 'big box' retail area. The redevelopment of these sites could help realise the vision for Broadmeadows.

Within the Town Centre Precinct, much of the land is developed with at-grade car parking, and a significant proportion of the land is government owned. The Northmeadows and Eastmeadows precincts are occupied with bulky goods retail stores and transitioning industrial uses. There is considerable potential for new residential, retail and commercial development on these sites, which would reduce the pressure on existing residential areas to achieve the higher density built form necessary for Broadmeadows to become a regional centre.



SECTION 2: THE VISION AND PLAN

The Vision for Broadmeadows

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

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

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

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

Theme 1: Built form, public realm and sustainability

Theme 2: Enterprise, retail and business

Theme 3: Housing

Theme 4: Community and culture

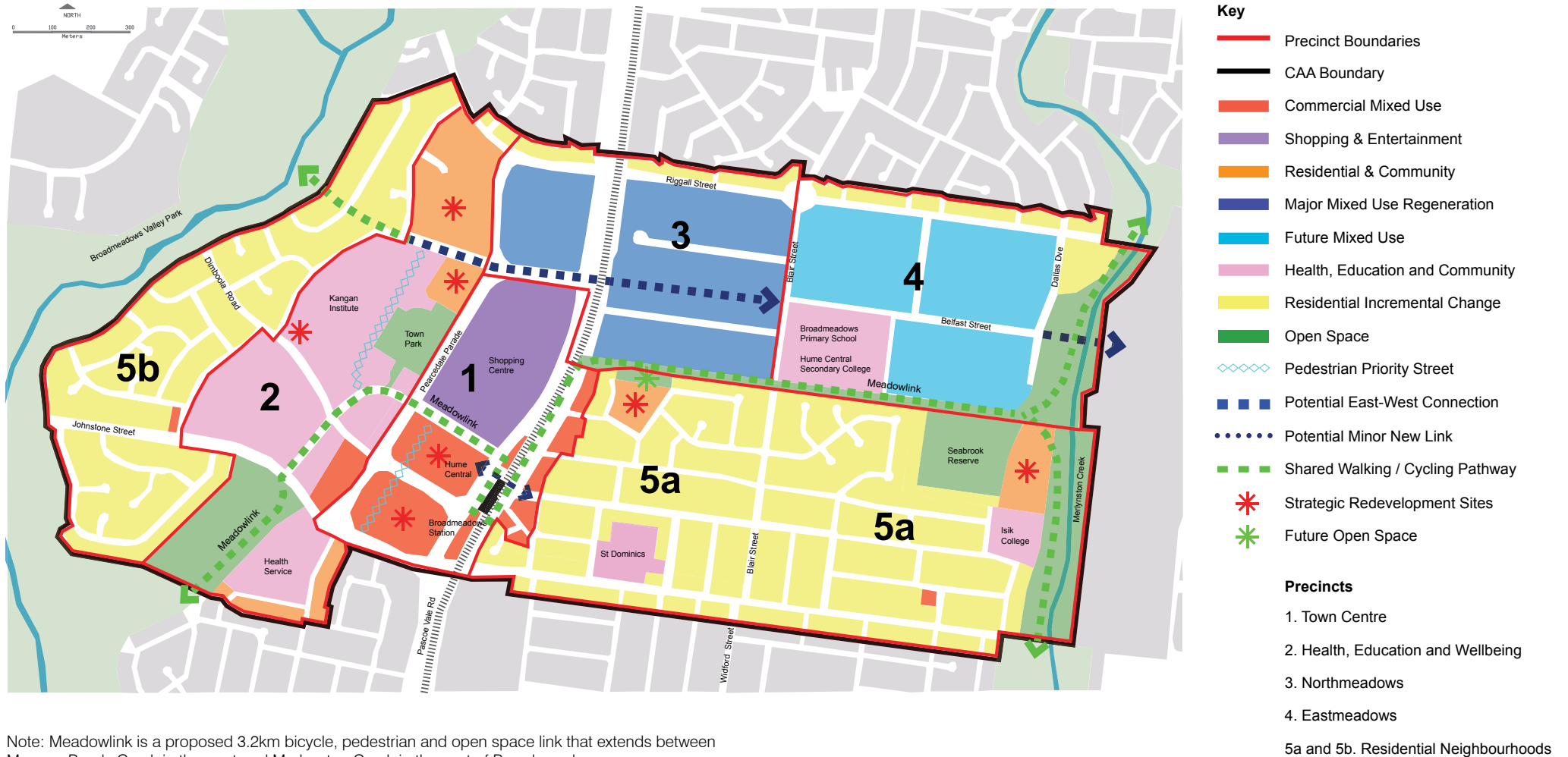
Theme 5: Transport and access

Theme 6: Open space and recreation





Figure 4 The Plan



THEME 1: BUILT FORM, PUBLIC REALM AND SUSTAINABILITY

Objectives:

- To create a cohesive urban structure that enhances the accessibility, safety and legibility of Broadmeadows.
- To create an attractive, diverse and high quality public realm that has a strong 'sense of place'.
- To transform Broadmeadows into a place for people, with human-scale places and experiences.
- To promote sustainable and innovative planning and development practices, with a particular focus on zero net energy and ecological systems.

Strategies:

1. Encourage building frontages to have an active relationship with adjoining public spaces.
2. Ensure the scale of new development capitalises on opportunities within Broadmeadows, while maintaining the amenity of existing areas and neighbourhoods.
3. Locate higher density built form:
 - on wider streets
 - within areas accessible to public transport, shops and local services
 - on strategic redevelopment sites.
4. Locate and orient residential development to avoid adverse amenity impacts from existing buildings and activities such as noise from loading bays and plant, light spill and traffic movements by:
 - buffering by distance and by landscaping,
 - not siting bedrooms on the boundary.
 - screen with fencing and landscape.
 - acoustic treatment of site and built form
 - if necessary to be determined by a suitably qualified acoustic engineer.
5. Ensure buildings don't dominate the street by encouraging development to correspond to an appropriate ratio between street width and building façade height.
6. Ensure the height of new development and construction activity (ie: cranes) is consistent with the airspace clearance requirements prescribed by Essendon Airport.
7. Encourage a fine grain pattern of development that facilitates pedestrian scale architecture and contributes to vibrant street life.
8. Promote urban development that is consistent with the 'perimeter block' principle to ensure buildings are oriented towards the street and contribute to the quality of public spaces. Car parking is to be sleeved behind buildings or obscured from street frontages.
9. Ensure development adjoining Meadowlink activates the edges and spaces with new local streets or habitable rooms of buildings.
10. Develop planning provisions to facilitate the redevelopment of key strategic sites.
11. Ensure new development complements an interconnected grid based network of streets that maximises connectivity for pedestrians, cyclists and public transport.
12. Encourage the development of a high quality public realm that prioritises the pedestrian experience and provides spaces for people to meet, socialise and express cultural identity.
13. Develop attractive and active pedestrian environments by creating pedestrian priority areas along key activity streets and downgrading some roads to provide a more pedestrian friendly environment.
14. Include energy, resource and water efficient features in public realm improvements.
15. Support new public art initiatives, events and facilities that contribute to a 'sense of place' and provide opportunities for residents to celebrate their cultures



THEME 2: ENTERPRISE, RETAIL AND BUSINESS

Objectives:

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

Strategies:

1. Encourage development of new retail built forms to face outward and contribute to a high quality public realm.
2. Provide a significant increase in employment opportunities to complement a growing number of retail, commercial and community jobs.
3. Encourage the development of smaller scale flexible accommodation for local and emerging enterprises.

Actions:

1. Support for the expansion of the Broadmeadows Shopping Centre to fulfil its role as a premier destination for retail and entertainment uses in northern Melbourne.
2. Create a space in the Town Centre, Northmeadows or Eastmeadows precinct, where markets could be held.
3. Accommodate an expansion of street-based retail floor space on land north of Coleraine Street and west of Pascoe Vale Road.
4. Facilitate expansion of the Town Centre precinct east of Pascoe Vale Road into Northmeadows.
5. Facilitate restructuring and redevelopment of land in Northmeadows as a mixed use area providing significant higher density retail, employment and housing.
6. Work with Kangan Institute to identify opportunities for complementary uses and development on its campus.
7. Investigate the feasibility of developing a business incubator to provide an innovative and supportive environment for start-up businesses including light industry and commercial.
8. Encourage the development of tourism facilities, including hotels or serviced apartments.
9. Facilitate new entertainment uses that provide day and night activity and a 'city life' experience.
10. Investigate delivery mechanisms for new communications infrastructure to support businesses and the community.



THEME 3: HOUSING

Objectives:

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

Strategies:

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

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

Actions:

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





THEME 4: COMMUNITY AND CULTURE

Objectives:

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

Strategies:

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

Actions

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



THEME 5: TRANSPORT AND ACCESS

Objectives:

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

Strategies:

New development should:

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

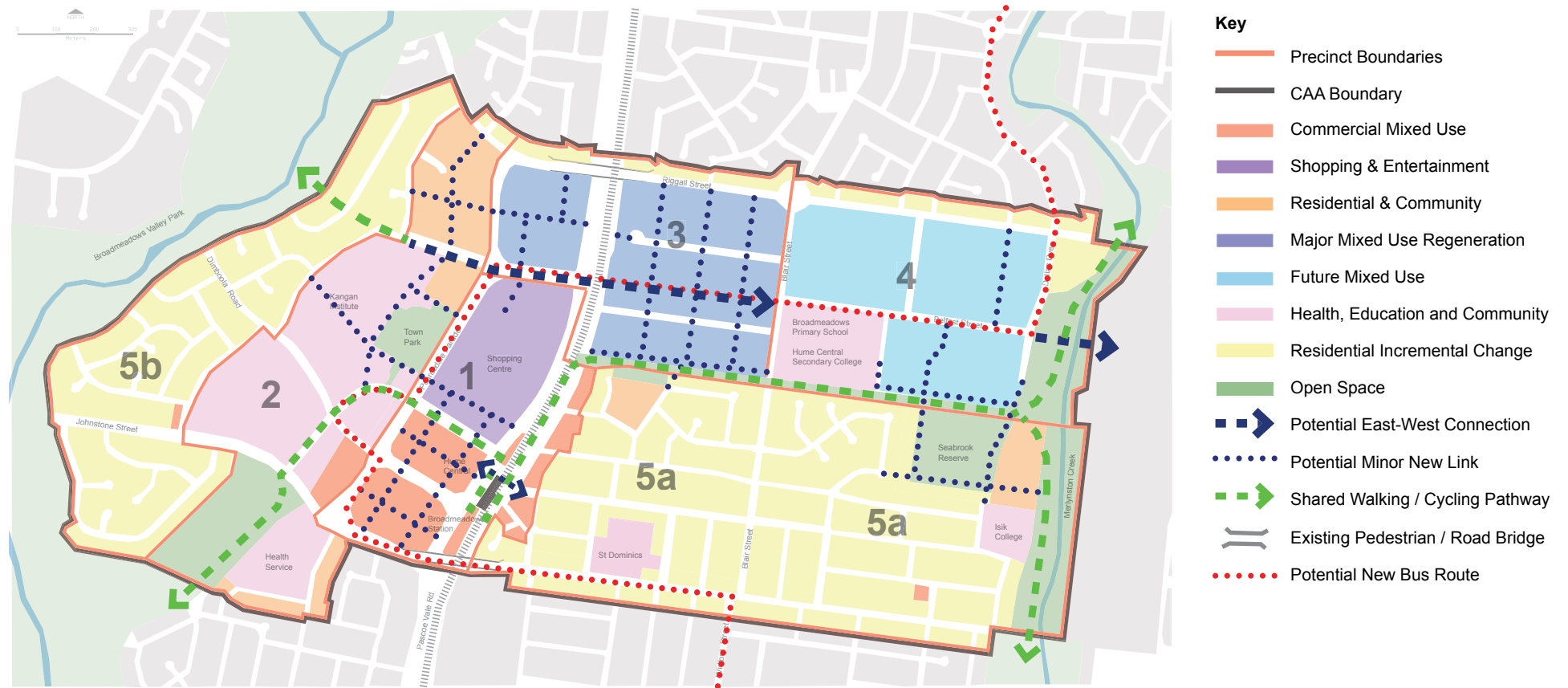
3. Prioritise pedestrian and cycling infrastructure, particularly in Northmeadows and Eastmeadows.

Actions:

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



› Figure 5 Future movement and access



THEME 6: OPEN SPACE AND RECREATION

Objectives:

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

Strategies:

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

Actions:

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





The Broadmeadows Activities Area comprises five precincts:

- **Precinct 1: Town centre** – the civic, commercial and retail core of Broadmeadows.
- **Precinct 2: Health , education and wellbeing** – accommodating key health, recreation and leisure facilities, education infrastructure and complementary commercial and residential uses.
- **Precinct 3: Northmeadows** – an expansion of the Broadmeadows town centre linked by the possible future extension of Coleraine Street, retaining a focus on employment and commercial activities including main street retail as part of an intensive mixed use precinct.
- **Precinct 4: Eastmeadows** – a future regeneration area where a mix of employment, community, housing and other supporting uses is envisioned.
- **Precinct 5 (5a and 5b): Residential neighbourhoods** – where gradual renewal will deliver improved streetscapes and local open spaces in addition to providing a diversity of high quality living options that cater for the changing needs of the community.

› **Figure 6** Precinct Boundaries



PRECINCT 1: TOWN CENTRE

The Town Centre Precinct is the heart of Broadmeadows. It has the potential to transform from an area dominated by roads and car parks and take on the qualities of a mature city centre - characterised by welcoming and vibrant public places and great architecture. The precinct would be known for its interesting, safe and colourful streetscapes, laneways and public spaces with strong emphasis on pedestrian movements and experiences. The precinct would welcome people of all ages and cultures as a place to live, work and visit, both day and night. Strong growth in employment serving both regional and local communities will be encouraged, as well as cultural, entertainment, hospitality and residential activities.

Objectives:

- To develop the Town Centre Precinct as the central core of Broadmeadows to support its regional role as a centre of government, business and retail activity.
- To create an intensive mixed use town centre with a primary focus on shopping, commercial offices, civic and entertainment activities, complemented by community uses and a diversity of housing options.
- To support the development of regional attractors including significant community and civic facilities such as performing arts people to socialise in the town centre.
- To encourage a diverse mix of hospitality, entertainment and other uses that result in more active streets.
- To create a world-class urban environment to stimulate investment and generate 'city life'.
- To provide for a substantial increase in business services and major mixed use commercial developments south of the Broadmeadows Shopping Centre.
- To promote infill development on government-owned land

around VicRoads, the police station, Centrelink and the Magistrates Court with vertically integrated, mixed use activity, reducing the space between existing buildings and providing a continuity of building frontages at street level.

- To encourage the development of tourism activities in the town centre with hotel and conference facilities.

Strategies

1. Support the regeneration of existing commercial buildings and the development of new buildings as key place-makers in the town centre.
2. New development should maximise the potential of the land including providing higher density and mixed use residential forms.
3. Active frontages should be provided along key pedestrian routes as shown on the precinct plan.
4. Avoid non-active uses, blank walls and parking / loading access along street frontages.
5. Encourage the development of an intimate north-south 'eat street', comprising cafes, restaurants and food retailing.
6. Progressive redevelopment of the Broadmeadows Shopping Centre should seek to sleeve the centre behind active frontages along Pearcedale Parade, Coleraine Street and Tanderrum Way.
7. Ensure any development of additional deck car parking on the north and south of the Broadmeadows Shopping Centre provides active, pedestrian-friendly spaces at street level.
8. Car parking stations should have a skin of active uses at street level.
9. Building form along the proposed 'eat-street' should provide an intimate and high quality pedestrian space.
10. A variety of high quality public gathering spaces should be provided on the south side of streets as part of new development.
11. New streets and lanes should provide direct lines of sight and connectivity along key desire lines between the shopping centre and key uses south of Tanderrum Way.
12. New development enhances pedestrian amenity and safety along Dimboola Road, Pearcedale Parade, Pascoe Vale Road, Tanderrum Way and Coleraine Street.
13. New development should assist in the creation of a network of streets and laneways within the precinct, including two north-south connections between Tanderrum Way and Johnstone Street and an east-west connection on each block.
14. New development should strengthen the linkages between land uses, particularly across Pearcedale Parade to link the shopping centre with the Town Park and Kangan Institute.
15. Buildings fronting Railway Crescent should provide higher density development with:
 - no front setback;
 - active frontages;
 - weather protection over the footpath; and
 - pedestrian entrances onto the street.
16. Support the existing Railway Crescent activity centre as a vibrant village centre comprising a range of small business, shopping and cafés, reinforced by the redevelopment of Oxley Court as transit-oriented higher density residential development.
17. Encourage the enhancement of Railway Crescent as a key connection between the railway station and Northmeadows with higher density mixed use development.
18. Allow for the intersection of Railway Crescent and Meadowlink to develop as a key node and focus for north-south and east-west movement.
19. Support the development of a safe and accessible link from Broadmeadows Station and Railway Crescent.



› Figure 7 Vision for “Eat Street”

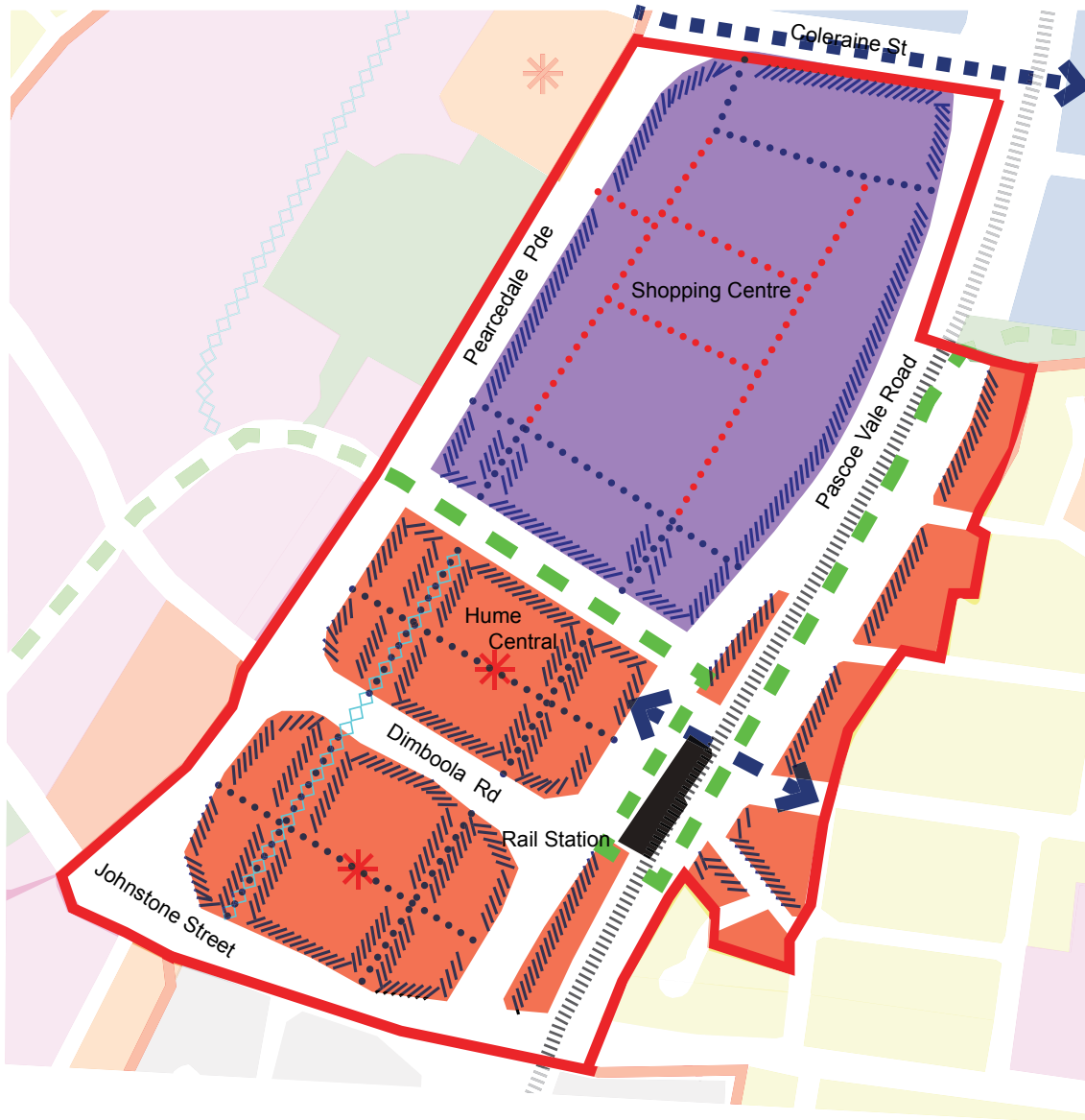


Actions:

1. Prepare a streetscape Masterplan for Tanderrum Way and Dimboola Street to help create a pedestrian friendly place.
2. Prepare the Hume Central Precinct Development Plan.
3. Undertake streetscape upgrades and traffic calming measures at key activation nodes by increasing pavement width and removing non-essential slip and turning lanes.
4. Investigate the consolidation of car parking at the southern end of the precinct with easy access to the arterial road network.

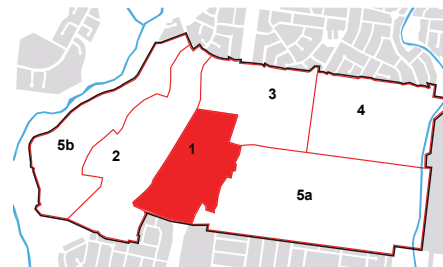


► **Figure 8** Precinct 1 - Town centre



Key

-  Precinct Boundary
-  Indicative Active Frontage
-  Potential East-West Connection
-  Potential Minor New Link
-  Internal Link
-  Shared Walking / Cycling Pathway
-  Strategic Redevelopment Sites
-  Shopping & Entertainment
-  Commercial Mixed Use
-  Pedestrian Priority Street





PRECINCT 2: HEALTH, EDUCATION AND WELLBEING

More health and community services, housing and student accommodation will help to build upon existing facilities in this precinct and reinforce the regional role of Broadmeadows. Improved pedestrian connections and further development of vacant land surrounding the Kangan Institute will provide greater integration and easy movement to the town centre and surrounding residential neighbourhoods. Importantly, the enhanced quality of open spaces, including the redeveloped Broadmeadows Town Park and Johnstone Street Reserve, will help elevate the character of the precinct and create unique places for people to enjoy.

Objectives:

- To attract additional regionally significant health, education and community services to Broadmeadows, particularly those that have synergies with existing uses.
- To provide medium density housing that meets social, student and private accommodation needs in appropriate locations.
- To create an urban structure that integrates with surrounding land uses and provides a high degree of internal connectivity.

Strategies:

1. Encourage new private health services to develop or relocate to Broadmeadows where they have synergies with existing services and facilities.

2. Encourage provision of informal recreation and open space opportunities within the precinct as part of any new development.
3. Support the downgrading of key intersections to improve walkability and cycling amenity.
4. Enhance Kangan Institute's role as an important regional provider of tertiary education and training.
6. Provide active frontages along key pedestrian routes as shown on the precinct plan.
7. Redevelopment of Broadmeadows Health Service should orientate buildings to address Johnstone Street Reserve.
8. Redevelopment of land in Robinson Street and Bamburgh Street should be of a scale compatible with the surrounding residential area, with car parking to the rear of buildings.
9. Banksia Gardens should provide a new internal street grid to enhance the permeability and accessibility of the site.
10. Land uses adjoining Meadowlink should:
 - orientate building frontages and active uses towards the pathway; and
 - create access points to increase safety and visual surveillance.
11. Ensure Coleraine Street and Pearcedale Parade develop a 'main street' character with active uses fronting these streets to enhance the public realm. Preferred uses at ground level include café, entertainment, retail, tourism, community and other active uses.

Actions:

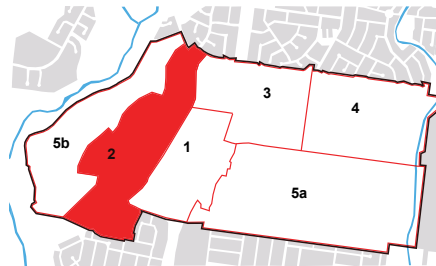
1. Support the Kangan Institute's role as a Tier 1 provider of tertiary education and training by:
 - encouraging a diverse mix of activities and land uses within the Kangan Institute, including retail, hospitality and other services that have synergies with their curriculum and training opportunities
 - encouraging development of high quality, accessible student accommodation
 - encouraging development of an internal movement network and urban structure that supports infill redevelopment of the campus, and integration with the Town Park, Banksia Gardens, the residential area and Broadmeadows Valley Park.
2. Form a joint government and community sector proposal for a Broadmeadows Services Village and Super Clinic and identify a suitable site for these facilities within the precinct.
3. Facilitate the expansion the Broadmeadows Health Centre to support its role as the primary health services hub.
4. Prepare a Masterplan for the enhancement of Johnstone Street Reserve and Jacana Valley corridor.
5. Implement the Town Park Landscape Plan in conjunction with the redevelopment of the Kangan Institute to reflect the Broadmeadows Structure Plan and create a vibrant public space with active built form at its edges.
6. Support the service delivery by Broadmeadows Health Service, including Dianella.

› **Figure 9** Precinct 2 - Health, education and wellbeing



Key

- Precinct Boundary
- /// Indicative Active Frontage
- - - Potential East-West Connection
- Potential Minor New Link
- - - Shared Walking / Cycling Pathway
- * Strategic Redevelopment Sites
- * Future Open Space
- Health, Education and Community
- Residential & Community
- Commercial Mixed Use
- Open Space
- Residential Incremental Change





PRECINCT 3: NORTHMEADOWS

The Northmeadows Precinct has the potential to develop into a complementary expansion of the Broadmeadows Town Centre. The possible extension of Coleraine Street could provide an east-west link across the centre, providing visual and physical integration and creating a main street experience. Major shopping and entertainment opportunities could develop to the north of the existing shopping centre. The industrial areas east of the railway line could transform into an urban village with a focus on housing, employment, commercial activities, as well as recreation and leisure opportunities.

Objectives:

- To physically and visually integrate land to the east and west of the railway line.
- To create an urban structure that integrates with surrounding land uses and provides a high degree of internal connectivity.
- To facilitate regeneration of existing 'big box' retail and industrial areas into an attractive CBD-style environment.
- To encourage higher density built forms, including greater building heights and scale, in areas that will be least affected in terms of character and amenity.
- To support the creation of vibrant streets and city life with a preference for retail, hospitality and entertainment as ground floor uses.
- To encourage a fine grain urban structure, including laneways and mid-block access ways.

Strategies:

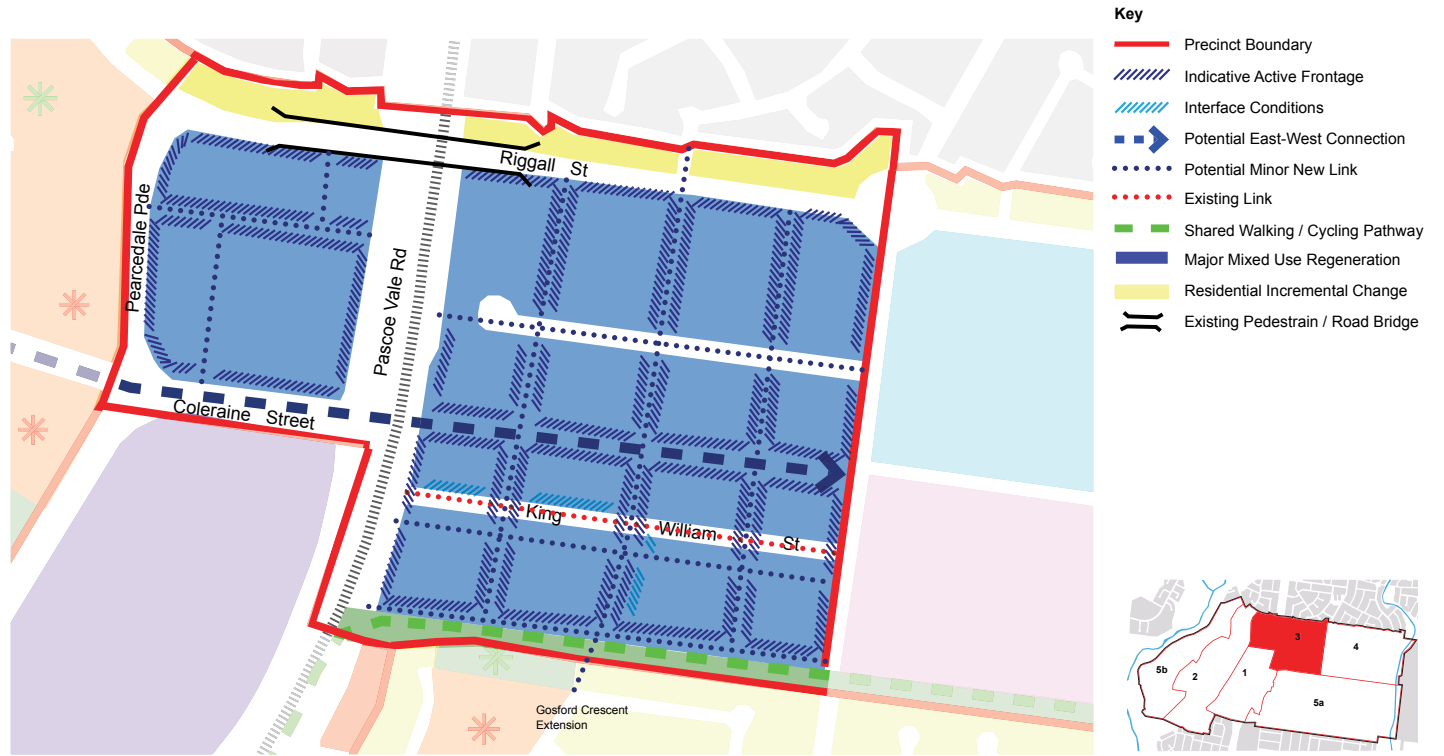
1. Encourage existing 'big box' retail uses to the north of the existing shopping centre to be gradually replaced by more intensive office, commercial, retail, leisure and residential uses.
2. Support temporary and transitional uses that bring greater activity to the precinct without compromising its longer term development potential.
3. New retail development (including supermarkets), east of the rail line, compatible with the existing pattern of local neighbourhood centres.
4. Locate and orient residential development to avoid adverse amenity impacts from existing buildings and activities such as noise from loading bays and plant, light spill and traffic movements by:
 - buffering by distance and by landscaping,
 - not siting bedrooms on the boundary.
 - screen with fencing and landscape.
 - acoustic treatment of site and built form
 - if necessary to be determined by a suitably qualified acoustic engineer.
5. Encourage the provision of adaptable and sustainable buildings.
6. Facilitate the development of diverse and accessible housing for students and workers, including more intensive city-style apartment dwellings.
7. Coleraine Street should be developed with a 'main street' character where ground level uses activate the street. Buildings fronting Coleraine Street (including any extension over the railway line) should provide:
 - no front setback
 - active frontages with a fine grain of development
 - a minimum floor-to-ceiling height of 4m at ground floor
 - weather protection over the footpath
8. Encourage the provision of new local public open space east of the railway line.
9. New development should front all surrounding streets (with the exception of service laneways) and provide passive surveillance and direct pedestrian entrances to the street.
10. Where located at ground level, residential dwellings should have a front building wall setback of no more than four metres from the street, with individual entries for each dwelling. Verandas are encouraged within the setback area.
11. Commercial buildings should generally provide no front setback.
12. Building height should vary across the precinct, with the taller buildings located adjacent to the railway line and Pascoe Vale Road, along Coleraine Street and any new east-west linkage.
13. New development should provide a transition to lower building forms where the precinct adjoins established residential areas adjacent to Riggall Street and Meadowlink.
14. Development should be consistent with the street grid layout, comprising Coleraine Street as the main east-west link and a number of north-south roads including:
 - a. a link between Coleraine Street and Railway Crescent at an elevated level
 - b. a link through the Broadmeadows Primary School site to Gosford Crescent
 - c. an extension to Millewa Crescent.
 - d. a road fronting the northern edge of Meadowlink
 - e. a network of laneways to support vehicle access and service functions.

15. Encourage the development of an activity node at the intersection of Blair Street and Meadowlink, comprising local community services and local retail such as a small supermarket.
16. Ensure the safety and surveillance of public open spaces such as Meadowlink are maximised by careful design of adjoining interfaces so they are fronted by streets and overlooked by surrounding buildings.

Actions:

1. Support the development of a new public open space east of the railway line to provide recreation opportunities for new residents and workers.
2. Investigate the possible extension of Coleraine Street to the east to meet the alignment of Belfast Street as the primary east-west route through Broadmeadows.
3. Devise urban design and built form measures to help integrate land on the eastern and western sides of the railway line along the Coleraine Street link. The preference is for air space over Pascoe Vale Road and the railway corridor.
4. Investigate necessary remediation of contaminated land.
5. Undertake an audit of existing utilities infrastructure.
6. Determine community infrastructure requirements.
7. Develop and deliver a funding strategy, including investigation of possible development contributions.

› **Figure 10** Precinct 3 - Northmeadows



› **Figure 11** Vision for Coleraine Street extension and Northmeadows Park





PRECINCT 4: EASTMEADOWS

Eastmeadows has the potential to become a major long-term regeneration area with a new community where residents can work, shop, learn locally and access open space and regional-level services and facilities. A mix of public and private housing and diverse employment opportunities will create a vibrant urban atmosphere. The creation of new streets and shared walking/cycling links will help to ensure everyone is within easy access of the Merlynston Creek open space corridor and the Town Centre.

Objectives:

- To ensure gradual, comprehensive transition from the existing employment precinct into a well-developed mixed use area.
- To ensure new development creates a high quality, dense urban form that complements established surrounding residential neighbourhoods and public open spaces.
- To establish pedestrian, cycling, bus and road networks that link to surrounding precincts and maximise access to other parts of Broadmeadows and its surrounds.

Strategies:

1. Provide for a range of employment uses including small to medium offices, and limited convenience shopping, retailing, cafes and restaurants and commercial services.
2. Support the development of a range of medium to higher density housing types catering for a range of household types.

3. Support transitional uses that bring greater activity to the precinct without compromising its preferred urban structure or longer term development potential.
4. Locate and orient residential development to avoid adverse amenity impacts from existing buildings and activities such as noise from loading bays and plant, light spill and traffic movements by:
 - buffering by distance and by landscaping,
 - not siting bedrooms on the boundary.
 - screen with fencing and landscape.
 - acoustic treatment of site and built form
 - if necessary to be determined by a suitably qualified acoustic engineer.
5. Encourage development forms and densities that allow for substantial levels of housing but achieve a high degree of public and private amenity.
6. Achieve a street grid that maximises pedestrian and cyclist accessibility and provides links to existing streets.
7. Provide for a modified grid street layout throughout the precinct that extends existing street alignments including Kiewa Crescent, Dallas Drive and Chiltern Street.
8. Where located at ground level, residential dwellings should have a front building wall setback of no more than four metres from the street, with individual entries for each dwelling. Verandas are encouraged within the setback area.
9. Commercial buildings should generally provide no front setback.
10. Buildings fronting Blair Street and Belfast Street should be designed to allow for commercial uses at ground floor level with a minimum floor to ceiling height of 4m.
11. Building forms along Blair Street should complement the form and character of Precinct 3.
12. Any future extension to Belfast Street should provide for a width and alignment that allows for a seamless link to an extended Coleraine Street within a continuous 'main street' environment, comprising:
 - four metre-wide footpaths
 - bicycle lanes
 - street furniture and trees
 - one lane of vehicle traffic and on-street parallel parking.
13. New development should provide a transition to lower building forms where the precinct adjoins established residential areas and open spaces adjacent to Riggall Street and Meadowlink.
14. Development fronting Meadowlink should be consistent with the Meadowlink Urban Design Masterplan.
15. Encourage nodes of mixed use activity and medium-rise development with landmark building forms at key entry points to the precinct including:
 - a. around the intersection of Belfast Street and Blair Street
 - b. along Belfast Street adjacent to where Belfast Street interfaces with Merlynston Creek parklands.
16. Ensure the safety and surveillance of public open space such as Meadowlink is maximised by careful design of adjoining interfaces so they are fronted by streets and overlooked by surrounding buildings.

› **Figure 12** Vision for eastern gateway and Merlynston Creek parklands

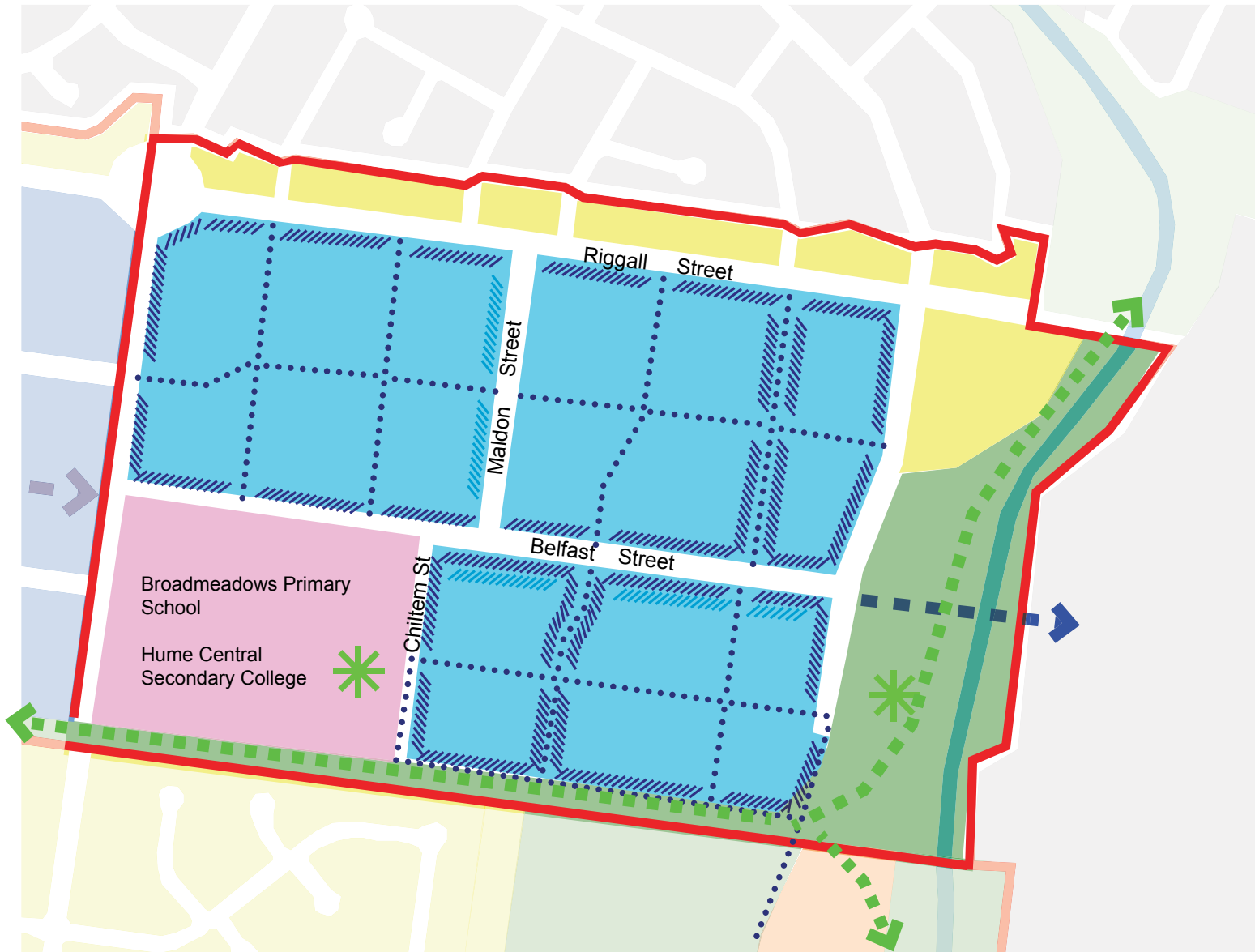
Actions:

1. Undertake a master planning process to deliver cohesive and integrated development outcomes for the precinct.
2. Work with developers to establish a market space within the precinct.
3. Encourage the development of a major drawcard at the eastern end of the precinct to increase activity.
4. Encourage improvements to Merlynston Creek to create a high amenity parkland and green corridor with continuous pedestrian and cyclist links.
5. Investigate options to improve the amenity and environment of the Melbourne Water retarding basin adjacent to Belfast Street to reduce the gradient of the embankment and to create a community asset with high recreation and environmental values.
6. Create a continuous north-south walking and cycling trail along the creek with connections to Meadowlink.

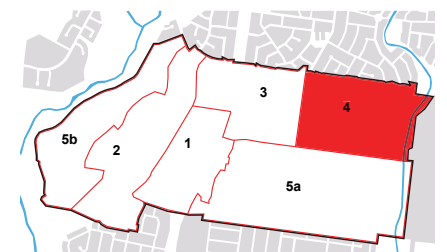




› Figure 13 Precinct 4 - Eastmeadows



- Key**
- Precinct Boundaries
 - Future Mixed Use
 - Health, Education and Community
 - Residential Incremental Change
 - Future Open Space
 - - - Potential East-West Connection
 - Potential Minor New Link
 - - - Shared Walking / Cycling Pathway
 - // // // Indicative Active Frontage
 - / / / / / Interface Conditions
 - * Open Space



PRECINCT 5A AND 5B: RESIDENTIAL NEIGHBOURHOODS

The residential neighbourhoods will continue to be great places to live. Easy access to high quality services and employment in the town centre will help residents to meet most of their needs closer to home and sustain an even better quality of life. Gradual renewal of older housing stock will be carefully managed to ensure new development is responsive to adjoining properties and makes a positive contribution to the character, amenity and safety. A broader diversity of housing types will be encouraged. Higher density development will be focused on identified regeneration sites and areas that are highly accessible to public transport and local services. Camp Road and Blair Street will continue to provide start-up opportunities for local businesses.

Objectives:

- To maintain a focus on housing and local service provision within Broadmeadow's existing residential neighbourhoods.
- To improve accessibility to the proposed town centre extension on the east side of the railway line.
- To ensure that ongoing incremental change in residential neighbourhoods delivers an increase in the quality and diversity of housing.
- To focus major redevelopment on key redevelopment sites.

- To encourage attractive built form, streetscapes and private open space configurations by supporting comprehensive and site-responsive development on consolidated lots.
- To discourage medium density developments that do not contribute to the quality or safety of streets or open spaces.

Strategies:

1. New development along Blair Street should improve the amenity of the area by maintaining a residential character and avoiding car parking dominating the street view.
2. New development should avoid introducing inward-facing buildings and internally focused shared access ways.
3. New multiple lot consolidation and housing development should:
 - improve streetscapes by requiring building and dwelling entrances to address the street
 - have sensitive interfaces to adjacent properties
 - include functional private open space configurations.
4. The redevelopment of land adjoining parkland or Meadowlink should be consistent with Meadowlink Urban Design Masterplan, with overlooking buildings and no solid fencing.
5. The redevelopment of Seabrook Reserve Strategic Redevelopment Site should provide:
 - high quality sports facilities and passive recreation opportunities
 - opportunities to maximise site amenity the including CBD views and proximity to Merlynston Creek
 - active frontages by orientating housing towards the open space
 - streetscape diversity through a variety of housing types
 - direct road links to Dallas Drive and Joffre Street.
6. The Nicholas Street Strategic Redevelopment site should provide:
 - an extension of Gosford Crescent north to form part of the street grid in Northmeadows
 - a local neighbourhood park interfacing with Meadowlink and overlooked by new residential development
 - a transition in scale and density to existing residential areas.
7. The redevelopment of lots in Precinct 5B should take advantage of the slope of the land and views of Yuroke Creek and Broadmeadows Valley Park.



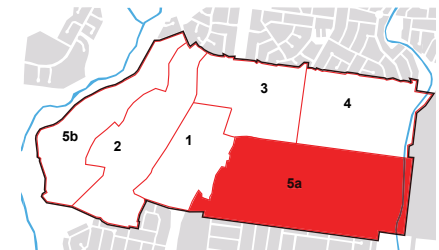
Actions:

1. Prepare a master plan for redevelopment of Seabrook Reserve Strategic Redevelopment Site to deliver improved open space and recreation facilities with new housing sleeving and overlooking the reserve.
2. Prepare a Development Framework for Broadmeadows Station and surrounds.
3. Support the strategic redevelopment of the Nicholas Street Site as a medium density sustainable housing project that integrates with the Northmeadows street grid and provides open space for existing and new residents.
4. Support the creation of Meadowlink as an east-west 'green link' connecting Moonee Ponds Creek Trail with Merlynston Creek.
5. Support the enhancement of Merlynston Creek and Broadmeadows Valley Park corridors as high quality natural landscapes with continuous pedestrian / cycling links.
6. Encourage an enhanced open space link between Coleraine Street and Broadmeadows Valley Park.
7. Encourage the redevelopment of lots adjacent to Merlynston Creek and Meadowlink, such as Isik College, to directly address open space and create opportunities for activity and surveillance.

› **Figure 14** Precinct 5a - Residential neighbourhoods



- Key**
- Precinct Boundaries
 - Commercial Mixed Use
 - Residential & Community
 - Health, Education and Community
 - Residential Incremental Change
 - Open Space
 - ⋯ Potential Minor New Link
 - - - Shared Walking / Cycling Pathway
 - ✱ Open Space
 - ① Nicholas Street Strategic Redevelopment Site
 - ② Seabrook Reserve Strategic Redevelopment Site



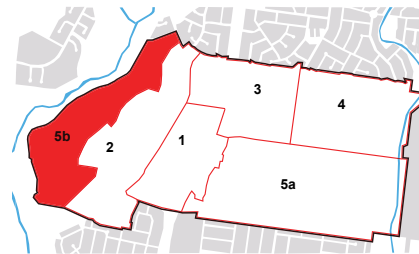


› **Figure 15** Precinct 5b - Residential neighbourhoods



Key

- Precinct Boundary
- Residential Incremental Change
- Commercial Mixed Use
- Green Link



SECTION 4: IMPLEMENTATION

Monitoring and Review

Hume City Council will provide a progress report on the implementation of the final Broadmeadows Structure Plan in an annual progress report. This process will enable Council and DPCD to measure progress, ensure appropriate resourcing and monitor the delivery of key priority projects. Council will use the annual progress report to adjust the implementation program to ensure the vision outlined in the Broadmeadows Structure Plan is being achieved.

The Structure Plan review cycle is every four years, to ensure it remains relevant and consistent with Council's strategic policies, MSS and the Council Plan, and to identify any changes required to respond to new trends, policies or changing circumstances. Review of the Structure Plan should commence prior to the expiry of the plan and will enable Council to prepare for the subsequent Structure Plan period.

Further information

HumeLink

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

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