21.02 VISION FOR HUME

Hume City Council Plan 2004-2008

The Hume City Council Plan 2004-2008 reflects Council’s ongoing commitment to service excellence, leadership and social justice and sets out Council’s corporate values and actions to the year 2006. The Plan was formulated in consultation with the community to ensure that its values are a reflection of community values and aspirations.

The Council’s vision for Hume City as stated in the Council Plan is:

**Hume – a prosperous, progressive, sustainable and vibrant city: distinguished by the diversity of its community and renowned for social justice and community inclusion**

The Hume City vision will be achieved encouraging outcomes that are consistent with a “Triple Bottom Line” approach, including:

**Social equity**
- Celebrating community diversity
- Equality of opportunity
- Participatory democracy
- High quality and accessible community services and infrastructure

**Economic prosperity**
- High levels of investment and thriving business activity
- High quality infrastructure to support business and workforces
- Sustaining a jobs/housing balance
- High quality urban and rural amenity
- Vibrant and prosperous activity centres

**Environmental sustainability**
- Preservation of natural heritage and bio diversity
- Management of greenhouse gas emissions
- Appropriate reuse and recycling of resources, including best practice waste management
- Pollutant free waterways
- Sustainable land management practices.

The commitments and targets in the Council Plan are focussed directly on achieving this vision.
Hume City Plan

In 2004, Council adopted the *Hume City Plan 2030*. The plan will provide a long term vision for the City that will reinforce its reputation for its attractive environment, strategic transport advantages, cultural diversity, social justice and as a location of choice for industry. The Hume City Plan will be framed around the key themes of:

- Community Wellbeing
- Health and Safety
- Arts, Leisure and Culture
- Lifelong Learning
- Economy and Employment
- Environment
- Appearance of the City
- Transport
- Council

Bulla General and Strategy Plans

The Bulla General and Strategy Plans were developed in 1993 and set out strategic directions for land use and development in that part of the City which formally comprised the Shire of Bulla, as well as more specific strategies for different parts contained within.

The Hume MSS has been developed having regard to vision of the Hume City Council Corporate Plan and the Hume General and Strategy Plans.

MSS Vision

The MSS’s vision for Hume City is as follows:

Hume City Council will recognise, enhance and plan for a community which:

- is diverse, prosperous, safe and respectful of our heritage and environment;
- provides a range of education and employment opportunities; and
- works in partnership to achieve the long term sustainability of quality urban and rural lifestyle choices.

Broad Planning Objectives

In support of the MSS vision are the following broad planning objectives:

- Protection and enhancement of the unique landscape qualities and features that contribute to the rural character of the municipality and which give the different suburbs and towns in the City their own identity.
- The cost effective and orderly management of urban growth in a way that achieves the greatest social benefits to the community, but does not diminish the unique character and identity of the City.
Access to a range and quality of housing opportunities that meet the varied needs of existing and future residents.

The generation of new job opportunities to meet the needs of a growing population and that stimulate greater employment sustainability in the region, and improved access of local residents to local jobs.

A rational hierarchy of attractive and accessible activity centres that maximises resident spending within the City and provides for a range of retail, community and entertainment services and facilities.

Provision of a range of safe, efficient, affordable and accessible transportation infrastructure for the movement of people, goods and services within, into and out of the municipality.

Access to a range and quality of community services and facilities that meet the growing and changing needs of the community.

Productive use of rural land, ensuring compatibility with identified heritage and environmental values and effective separation between urban areas.

Enhanced amenity and appearance of the City’s employment and residential areas, activity centres, open spaces, gateways and approach roads.

Protection and enhancement of the City’s unique and rich natural and built heritage and sites of environmental significance.

Recognition of the importance of Melbourne Airport as a State and local economic asset and its continued curfew free operation, while at the same time planning for the needs of those in the community who live or have invested in the City and which may be affected by Airport operations.

These broad planning objectives will influence how Council responds to land use and development issues in the City. More specific objectives that express Council’s aims or ambitions in relation to land use and development in particular localities and for landscape, heritage and the environment, are provided in Clause 21.03. The broad planning objectives and more specific objectives within the MSS are of equal importance and must be taken into account by members of the community, Council, business and the development community when considering planning scheme amendments and permit applications.

21.02-6 Hume Strategic Framework Plan

The Hume Strategic Framework Plan following this section shows the future land use and movement patterns for Hume City and, in essence, is a physical interpretation of the MSS vision and broad planning objectives set out in Clause 21.02-4. An explanation of some of the key elements of the Hume Strategic Framework Plan follows:

**Merri (Hume) Growth Corridor**

Orderly urban growth within the Merri (Hume) Growth Corridor to ensure maximum integration with existing urban areas and to achieve the most cost-effective outcomes and social benefits to the community. New urban residential development will be limited to those designated areas where development can be serviced most efficiently and is to be preceded by the preparation of a plan (such as a local structure plan) which shows and describes the overall pattern of development.

**Sunbury**

The containment of Sunbury’s development within the confines of the Jacksons Creek valley, surrounding hilltops and the Calder Highway, to retain an open rural backdrop to the town and its unique “country town” character.
Lifestyle Opportunities

Diversity in lifestyle opportunities, ranging from urban residential to low density residential and rural living environments. Low-density residential development will be limited to locations that are in close proximity to urban services, are the least sensitive to visual change and which utilise topographical and physical features as boundaries.

A key strategy in the MSS is that Council undertake a strategic review of the rural areas to date this has included the completion of:

- independent research into the market demand and supply of low density residential and rural living land in the City including separate analysis of differing markets within the City;
- land capability studies for all rural, rural living and low density residential land to determine appropriate rural uses and suitability or otherwise for subdivision;
- investigation of the changing agribusinesses trends and issues and challenges confronting rural land in the City;

The above work undertaken provides a framework for the development of a Green Wedge Management Plan for rural areas.

Special Investigation Areas

These are sites within the City that are in close proximity to existing settlements and recognised as having development potential, but which because of their prominent location and visual or environmental sensitivity, require detailed investigation.

Transport

The E14 arterial road and the Craigieburn By-pass are two major road transport routes proposed for the City. Both routes are long established proposals that will assist in relieving traffic congestion within the Hume Highway employment corridor and the separation of intra and inter-state traffic from local traffic. The Craigieburn By-pass is scheduled for completion in 2005, whilst the preservation of the planned E14 arterial road route is a specific strategy of the MSS.

The State Government has also commenced the electrification of the Melbourne-Sydney railway line between Broadmeadows and Craigieburn (construction scheduled for completion in 2006).

A Transport Priorities Plan was completed in 2004. The plan provides a strategic framework for transport planning in the City. The plan makes a number of key recommendations that provide a policy basis framework for delivery of sustainable transport directions along with a number of projects to progress the recommendations.

Employment Areas

Major employment areas along the Hume Highway and in proximity to Melbourne Airport and other major transport routes to accommodate a wide range of industry and business that will benefit from maximum accessibility to the metropolitan freeway network.

The other employment node is located south of the Sunbury town centre, in Vineyard Road, and will accommodate the future industrial needs of the town.

Activity Centres

In 2004, a review was undertaken of the City’s activity centres. The final report, Hume Activity Centre Hierarchy Study (2004), established a hierarchy to provide a clear decision making framework for Hume’s activity centre network development over a twenty year
period. The rational hierarchy of activity centres aims to achieve a wide range of shopping, entertainment and community services accessible to the local and wider community.

The study supports continued growth and expansion of:

- Broadmeadows Transit City, principal activity centre,
- Roxburgh Park Shopping Centre, Major Activity Centre.

The study also supports the designation of the Craigieburn Town Centre, at minimum, as a major activity centre which will be required to meet higher order activity centre need in the Merri (Hume) growth corridor. Future detailed economic, land use and public transport assessment is required to determine the final classification of this centre.

The study supports the consolidation and redevelopment of:

- Gladstone Park Shopping Centre, major activity centre
- Sunbury Town Centre, Major Activity Centre

The study also supports the following Neighbourhood Activity Centres

- Campbellfield Plaza,
- Craigieburn East,
- Meadow Heights,
- Greenvale,
- Westmeadows Village,
- Dallas,
- Olsen Place,
- Tullamarine,
- Upfield shopping centres and
- Homestead Place.

The development of new activity centres will also be encouraged to service the needs of existing and future residents of Craigieburn and Roxburgh Park.

**Inter Urban Break**

A permanent landscape and non-urban buffer, known as the ‘inter-urban break’, between Craigieburn and any additional urban development which may occur further to the north in the Merri (Hume) Growth corridor. The inter-urban break will provide a high quality rural living environment that is relatively self-sufficient in terms of servicing and effluent disposal, and will contain substantial conservation and open space areas.

**Rural Areas**

Extensive rural areas to the north and west of the Merri (Hume) Growth Corridor and Melbourne Airport, and around Sunbury to define the character and identity of the City’s towns and suburbs; to provide open space and a sense of spaciousness; for conservation reasons; as a lifestyle opportunity; and to protect significant mineral and stone resources. The primary land use emphasis in these areas continues to be on farming and productive uses aimed at enhancing the quality of the rural land resource. Future ongoing planning of the rural areas will occur as part of the development of a Green Wedge Management Plan.
Topographical Features

There are several topographical features in the City which are of high landscape value and afford spectacular views of Melbourne and the surrounding plains. The protection of these features and views is a key consideration in the planning for the City.

Natural and Cultural Heritage Sites

Protection and maintenance of sites with identified natural or cultural heritage value, such as Woodlands Historic Park, Cooper Street Grassland, Evans Street Grassland, Mt. Ridley Grassland and Woodland Area, the former Industrial School and Asylum, Emu Bottom Homestead, Rupertswood Mansion and the Jacksons Creek Valley.

Melbourne Airport

Recognition of the strategic impact and economic opportunities associated with an international, 24 hour curfew-free airport within the City.