

21.01 MUNICIPAL PROFILE

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21.01-1 Locality and Regional Context

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Hume City is located approximately 20 kilometres north-west of the Melbourne CBD and is one of Melbourne's seven growth area municipalities. It is defined by two existing urban areas: the Hume Corridor in the east, and the township of Sunbury to the west of the Hume Corridor (refer to Figure 1). These two urban areas both contain green-field development fronts, and are clearly separated by significant areas of non-urban land, the township of Bulla and Melbourne Airport.

The City comprises an area of 504km² and is bound by the Merri Creek, Western Ring Road, Maribyrnong River, Calder Freeway and Jacksons Creek.

Hume, together with Whittlesea and parts of Mitchell, forms the Northern Growth Corridor which plays a crucial role in meeting the demands of Melbourne's growing population. The Northern Growth Corridor will ultimately see the urban area of metropolitan Melbourne extended to encompass Beveridge and Wallan.

Sunbury, along with Diggers Rest (in the City of Melton) forms part of the Sunbury/Diggers Rest Growth Corridor.

Hume is a key gateway to the north of Melbourne and has excellent access to freeways and arterial roads, providing good accessibility to the Melbourne CBD, Melbourne Airport and the Port of Melbourne. Hume also has commuter rail links through the Upfield, Craigieburn and Sunbury lines, and freight links via the national rail line running from Melbourne to Sydney. The proposed Western Intermodal Freight Terminal and Beverage Intermodal Freight Terminal, whilst not located in Hume, will result in increased freight transport through the municipality. The proposed Outer Metropolitan Ring Road, when constructed, will run through Hume adjacent to the Hume Corridor.

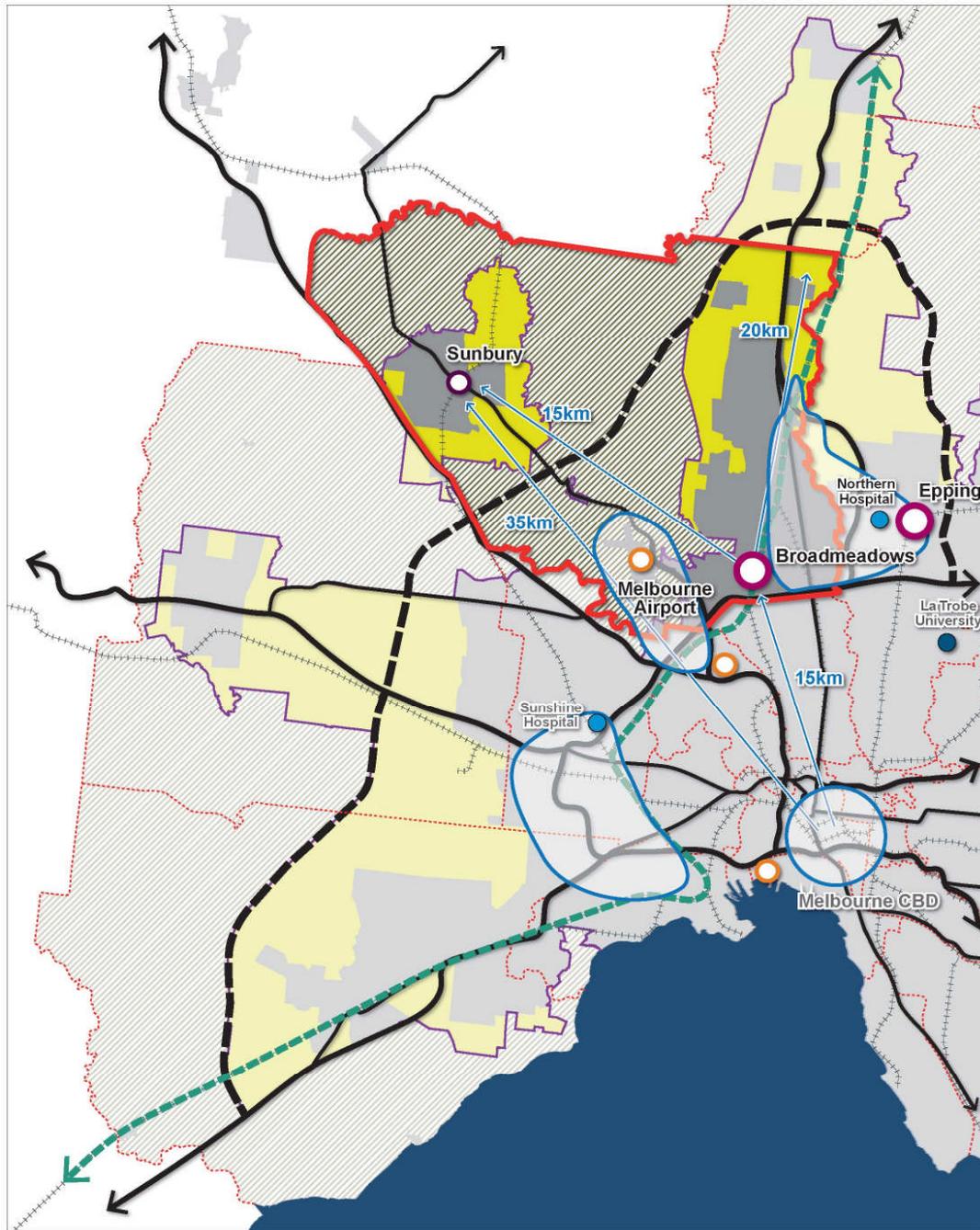
Hume's economy currently generates \$27 billion worth of output and has a significant impact on Victoria's economic performance. Hume is home to a number of employment areas including large strategic employment hubs within and around the Melbourne Airport and along the Hume Highway, which cater for much of the manufacturing, transport and logistics demands of Melbourne. Sunbury provides a smaller, but important, role in providing employment and meeting the economic needs of the wider Macedon Region.

Melbourne Airport is designated as a Transport Gateway and is one of Victoria's key strategic assets and economic drivers. Directly employing around 12,500 people, it is one of the largest employment generators in Melbourne.

Broadmeadows and the future Donnybrook (Lockerbie) Town Centre are identified as Metropolitan Activity Centres. Broadmeadows is intended to strengthen its role as a key centre in the north, supporting the growing population of Hume and the wider Northern Subregion.

Hume supports a rich natural heritage including significant landscape features, such as creeks, escarpments and hill tops, areas of native vegetation and biodiversity, and a number of significant aboriginal cultural features.

Figure 1: Regional Context Map



- | | | |
|----------------------|-------------------------------|---------------------------------|
| Hume City Council | Hospital | Metropolitan Activity Centre |
| Municipal boundaries | Proposed OMR | Sunbury Town Centre |
| Existing development | Major Arterial / Freeways | Existing major employment areas |
| Growth areas | Rail | Existing Transport Gateway |
| Non-urban areas | National Rail Freight Network | Urban Growth Boundary |

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The key issues and influences facing Hume are:

Population growth and changing demographics

- Hume's population is predicted to grow rapidly from about 198,500 in 2016 to 345,500 by 2041, and will ultimately be around 420,000 once all current growth area land is developed.
- Population growth will primarily be driven by greenfield development in the growth areas of Greenvale, Craigieburn, Merrifield, Lockerbie and Sunbury, but also the intensification of established suburbs such as Broadmeadows.
- Hume's demographic profile is becoming more diverse in terms of age, household size and structure, ethnicity and household income.
- The demographic profile of new growth areas will continue to be driven by young families, however established areas are aging and household sizes are shrinking.
- The southern end of the Hume Corridor experiences greater levels of disadvantage, with Broadmeadows and Dallas ranking among Victoria's most socially disadvantaged suburbs.

Housing and infrastructure needs

- Changing demographics and economic factors are generating the need for more diverse forms of housing to ensure that Hume's residents have access to a range of appropriate and affordable housing that meets their housing needs as they change over time, and that they are able to remain and age in their local community.
- Demand for greater housing diversity will affect suburbs differently, with more pronounced effects at the southern end of the Hume Corridor and around the Sunbury Town Centre where there is a larger ageing population and a greater number of smaller households.
- A reduction in the average lot size in green-field development over the last decade is creating new suburbs with limited scope for future redevelopment opportunities.
- The rate and scale of the growth is generating greater demand for state and federal funding towards major infrastructure, including critical transport infrastructure and higher order health, education, leisure and sports facilities, and for its timely delivery.
- There is a need to ensure that development is sequenced to provide new communities with the timely access to local infrastructure. This includes the provision of local employment and shopping opportunities, and local health, recreation and community service and facilities.
- There is a need to ensure that community infrastructure in established areas continues to meet the need of the community as the demographics change.

Growing and diversifying the economy

- Hume's economy is dominated by the manufacturing, transport and logistics sectors, which together account for nearly half of Hume's employment base, with limited job opportunities in professional services.
- Lack of diversity and choice of jobs contributes to high levels of unemployment and results in large numbers of residents leaving the municipality to access work every day, especially from Sunbury.

- It is critical that Hume's employment base expands and diversifies to accommodate the anticipated decline of the manufacturing section, and the municipalities growing population.
- Economic assessments identify an aspirational but realistic employment target for Hume of 150,000 jobs in the Hume Corridor and 30,000 jobs in Sunbury. Achieving this will require large areas of new employment land, as well as new large scale office, health and education precincts. It will also require significant investment from the State in improved transport infrastructure to maintain accessibility and connect people to businesses, and in improved education and training facilities and services.

Protecting the operation of Melbourne Airport

- The importance of the Melbourne Airport to the State's economy, and the accessibility of Melbourne to global markets, depends upon the continued curfew free operation of the airport.
- As the airport continues to grow it will attract significant demand for development in proximity to the airport. It will also generate an increase in traffic and increased aircraft noise. Council recognises the need to achieve a balanced approach that protects the curfew free status of the airport and supports economic growth and businesses, whilst at the same time minimising the impacts on existing residents.
- The airport is currently the largest trip generator outside the Melbourne CBD. However it suffers from limited public transport and road connectivity. As the airport continues to grow there will be an urgent need for better accessibility to the airport from both Sunbury and the Hume Corridor.

Improving the transport network

- Population growth is exceeding the rate of improvement in the transport network and a number of arterial roads are operating above capacity.
- The arterial road and freeway network is crucial to the economic success and productivity of Hume's freight, transport and manufacturing businesses, particularly in the Hume Corridor. Maintaining the efficiency of the road network and improving east-west connectivity is crucial to maintaining Hume's productivity, and for growing and attracting new businesses.
- The lack of connectivity across Jacksons Creek and the rail line in Sunbury will become more problematic as Sunbury grows.
- Hume's community is highly car dependent, due to limited and infrequent public transport services, overcrowding on some train services, and limited walking and cycling opportunities.
- A combination of land use changes and increased capacity in the transport network and public transport services is needed to assist in accommodating the anticipated scale of growth within Hume.

Protecting Hume's natural and cultural heritage

- There are many significant natural and cultural heritage features located throughout the municipality. A significant number are located within the Urban Growth Boundary, including in areas identified for future development in either existing or proposed Precinct Structure Plans.
- The future growth of Hume has significant implications for the retention and protection of biodiversity and landscape values, as well as the conservation of cultural heritage.

- Hume's natural and cultural heritage needs to be carefully managed to ensure these assets are protected, whilst providing valuable opportunities for public access and leisure opportunities.

Improving the image of the Hume Corridor

- The image and appearance of the Hume Corridor has been characterised by its industrial history which presents poor visual and amenity outcomes to long sections of the southern arterial road network and to key gateways into the municipality.

Protecting Sunbury's character

- Sunbury's urban area is separated from Melbourne and the Hume corridor by non-urban areas. This physical separation, together with its rural setting, historic town centre, wide streets and generous public realm, assist in creating the sense that Sunbury is different and more like a regional town than a suburb of Melbourne.
- Sunbury's population is predicted to grow from over 35,000 currently to 80,000 by 2040, and ultimately will be over 100,000. While the opportunities presented by this change offer a benefit to the community in terms of infrastructure and employment opportunities, there is a need ensure that this growth is provided in a manner that maintains Sunbury's unique township character.

Protecting non-urban land

- Hume's non-urban land is primarily zoned Green Wedge. This land provides a permanent break between the urban areas of the Hume Corridor and Sunbury, creates a distinct rural landscape character and outlook to the edge of the urban areas, and contains important conservation, natural resource and landscape features. It also helps protect the curfew free status of Melbourne Airport by limiting land uses that are affected by aircraft noise.
- Farming has traditionally been a major land use in the non-urban areas, however over time a number of factors have combined to reduce its feasibility and profitability, and as a result farming has declined through the majority of the municipality. There is a need to provide long term certainty for landowners to make investment in rural businesses and land management activities.
- The extent of non-urban land in Hume has reduced significantly in recent years as the Urban Growth Boundary has shifted. There is pressure for further expansion of the urban areas, particularly to the west of Mickleham Road.
- The Urban Growth Boundary is an important tool in providing certainty around zoning and future potential land uses, and security for the continued curfew free operation of the aircraft flight path over Hume's Green Wedge land.
- There is demand for uses that are more appropriately located in urban areas, such as independent schools to locate in the non-urban areas of Hume due to cheaper land prices.

Global challenges

- Global issues such as peak oil, climate change and resource scarcity will continue to affect all cities into the future, and resilience to these impacts should be at the forefront of planning and urban development in Hume.

21.01-3 Vision and Strategic Framework Plan

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Council and community vision

Council has two important strategic plans, Hume Horizons 2040 (community plan) and the Hume Council Plan 2013-2017.

The Council Plan sets out the following ‘Vision’ and ‘Mission’ statements:

Vision: Hume City Council will be recognised as a leader in achieving social, environmental and economic outcomes with a common goal of connecting our proud community and celebrating the diversity of Hume.

Mission: To enhance the social, economic and environmental prosperity of our community through vision, leadership, excellence and inclusion.

Council is committed to addressing the vision and mission through five strategic themes. These themes are central to both the Council Plan and Hume Horizons and reflect community expectations and aspirations captured during consultation.

- *A well-educated and employed community*
- *A healthy and safe community*
- *A culturally vibrant and connected community*
- *A sustainably built and well-maintained City with an environmentally aware community*
- *A well-governed and engaged community*

Strategic planning aim

To ensure that Council’s planning and influence on land use and infrastructure provision appropriately manages change within the municipality and plays its role in addressing the previous five strategic themes, the ‘Aim’ for land use and development in Hume City is:

- To ensure development in new and existing areas creates a highly liveable City, providing increased access and choice to a diverse range of housing, employment and regional facilities, and easy access to local everyday services and facilities.
- To ensure growth occurs in a logical and timely manner, and is supported by the necessary major and local infrastructure to maximise the benefits of change to the community.
- To ensure development creates a high quality built environment that is vibrant, visually interesting and sustainable, and is integrated with the natural environment in a manner that conserves and protects Hume’s significant biodiversity and landscape values, and provides greater public access for the community to enjoy these spaces.

Land use and development vision

The land uses and development visions below, along with the objectives and strategies in the following clauses, seek to address Council’s strategic planning ‘Aim’.

The following land use and development visions reflect the ‘Hume Corridor’ and ‘Sunbury’ Hume Integrated Growth Area Plans (HIGAP). Both of these strategies seek to guide and manage growth and change within the municipality to 2040.

The land use and development ‘Vision’ for the Hume Corridor in 2040 is:

The Hume Corridor Area has changed its image as a peripheral and industrial location to a highly regarded and desirable part of Melbourne to both work and live.

New and existing residential areas offer not only affordable housing but affordable living with great amenity, a diversity of housing and easy access to local everyday services and facilities.

Broadmeadows is the focus for major office, retail and leisure development and together with new centres at Mickleham (Merrifield), Donnybrook (Lockerbie) and Craigieburn ensure residents throughout the Hume Corridor have a wide range of choices for shopping, employment, entertainment, health, education and cultural activities.

Employment precincts along the Hume Highway, Donnybrook Road and around Melbourne Airport are home to global, national, regional and local businesses in a diverse range of industries employing local people across a range of trades and professions.

Connecting residents and visitors throughout the north of Melbourne are regular and extended train services and numerous bus services many of which maximise the use of a dedicated busway along Aitken Boulevard.

The landscape and biodiversity features of the Hume Corridors are protected in connected conservation reserves and parkland areas. The public reserve network provides high quality opportunities at local and regional scales for the community to exercise, relax and enjoy nature.

The land use and development 'Vision' for Sunbury in 2040 is:

Sunbury is a unique township with a sense of community and familiarity. It is physically separate but well connected to Melbourne and the Hume Corridor by good transport links, including high frequency bus services and new train stations at Sunbury North and Sunbury South. An orbital link provides greater efficiency and connectivity within Sunbury.

The vibrant town centre along with a new centre on Sunbury Road is the focus for major office, retail and leisure development. These centres are supported by a network of neighbourhood centres that provide local convenience needs, are the hubs of activity throughout the day and evening, and are connected to adjoining residential and employment areas by good walking, cycling and public transport routes.

Access to a diverse range of jobs in employment areas along Vineyard Road and Sunbury Road, as well as a diversity of housing, and large and local scale health, education and leisure facilities, enable people to live and work in Sunbury throughout their lives.

Sunbury's rural setting and natural and cultural heritage values are protected in connected conservation reserves and parkland areas. High levels of public access to these spaces are provided via walking and cycling paths around Sunbury's hilltops and along the length of the Jackson Creek and Emu Creek corridors.

Strategic Framework Plan

The future urban structure of Hume can be seen in the Strategic Framework Plan at Figure 2. The Strategic Framework Plan reflects spatially the land use and development visions for Hume. Key elements of the plan include:

- Existing and proposed land use;
- Areas of potential future urban growth;
- Significant hilltops, conservation and open space areas;
- Identification and hierarchy of activity centre network;
- Existing and proposed regional facilities;
- Existing and proposed major transport infrastructure; and
- Key gateway locations.

Figure 2: Strategic Framework Plan

