

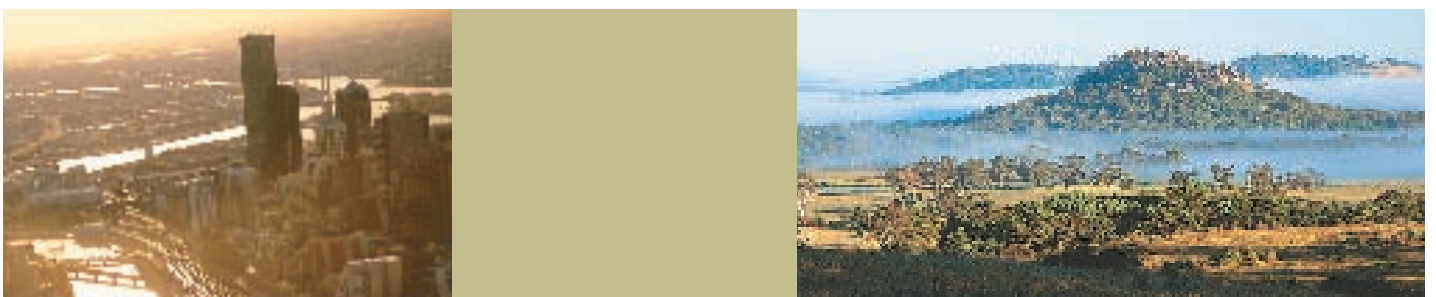
The strategic framework

The **vision** is the Government's clear aim for the future of metropolitan Melbourne.

The **principles** are integral to the Government's view of how *Melbourne 2030* should be implemented. They have helped shape *Melbourne 2030* and will guide decisions on planning, transport and infrastructure investment.

The **key directions** summarise the means by which it is proposed to work with current trends – either altering or reinforcing them – to achieve a better future for metropolitan Melbourne. These directions embody a whole-of-government approach which accepts that some past policies and practices are no longer sustainable.

Just as the Government's policy framework, *Growing Victoria Together*, balances economic, social and environmental goals and actions with the need for economic growth, so *Melbourne 2030* aims to ensure that land-use and transport planning and investment always contribute to economic, social and environmental goals. This systemic approach to urban and regional growth lies behind the development of the key directions.





Vision

In the next 30 years, Melbourne will grow by up to one million people and will consolidate its reputation as one of the most liveable, attractive and prosperous areas in the world for residents, business and visitors.



Principles

Sustainability

Achieving sustainability requires an integrated approach to decision-making. This means taking a long-term view while ensuring that economic, social and environmental implications are considered.

The National Strategy for Ecologically Sustainable Development provides a framework for achieving long-term sustainability. The core objectives are to:

- safeguard the welfare of future generations
- improve equity within and between generations
- protect biological diversity and maintain systems essential to support life.

A key principle is that, where there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measures to prevent the threat from being realised.

Innovation

Innovation and the creativity, cultural vitality, intellectual capacity and entrepreneurial skills that give rise to it are essential for all forms of growth and development. The Government is committed to finding new answers and approaches.

Adaptability

People can and must take into account past trends and indications of future directions. The Government is determined to plan for change and to be adaptable when faced with the unexpected.

Inclusiveness

The Government will consider the differing needs, values and aspirations of all individuals and groups in society while managing urban and regional growth and change, carrying out the processes of planning at all levels, and implementing *Melbourne 2030*.

Equity

The Government is committed to ensuring fairer access to the benefits of growth and change. All Victorians will benefit because, in providing social, economic and environmental infrastructure, we will focus on areas of need and current inequality. To ensure more equitable access to that infrastructure, the Government acknowledges the right of all people to be safe, and to feel safe.

Leadership

Leadership at individual, community and industry level is vital — to manage the rapid change that many communities are experiencing, and to achieve the desired outcome for metropolitan Melbourne and the surrounding region. Communities have an enormous capacity to influence their own destiny, but there is also an essential role for government. The Government is committed to providing direction while encouraging and supporting leadership at all levels.

Partnership

People operate in a complex urban system where no one level of government or organisation has dominance in decision-making. The Government is committed to working in a collaborative manner with local government, non-government organisations, the private sector and the community.





Key directions

1. A more compact city

We must take full advantage of our existing settlement patterns and current investments in transport and communications, water and sewerage, and social facilities. This is for reasons of efficiency and to meet the changing needs of the population.

Melbourne 2030 encourages concentration of new development at activity centres near current infrastructure, in areas best able to cope with that change while meeting the objective of sustainable development. Development will be required to respond to its landscape, valued built form and cultural context.

An urban growth boundary (see Direction 2, Better management of urban growth) will be used as a tool to help achieve a more compact city.

Melbourne 2030 will support and encourage development opportunities in line with the proposed household distributions for new households, set out in Figure 17. Compact city, in order to:

- encourage a greater proportion of new dwellings at strategic redevelopment sites (particularly Principal Activity Centres and Major Activity Centres) within established metropolitan urban areas, to reduce pressure for urban expansion
- reduce the share of new dwellings in greenfield and dispersed development areas while increasing housing choice.

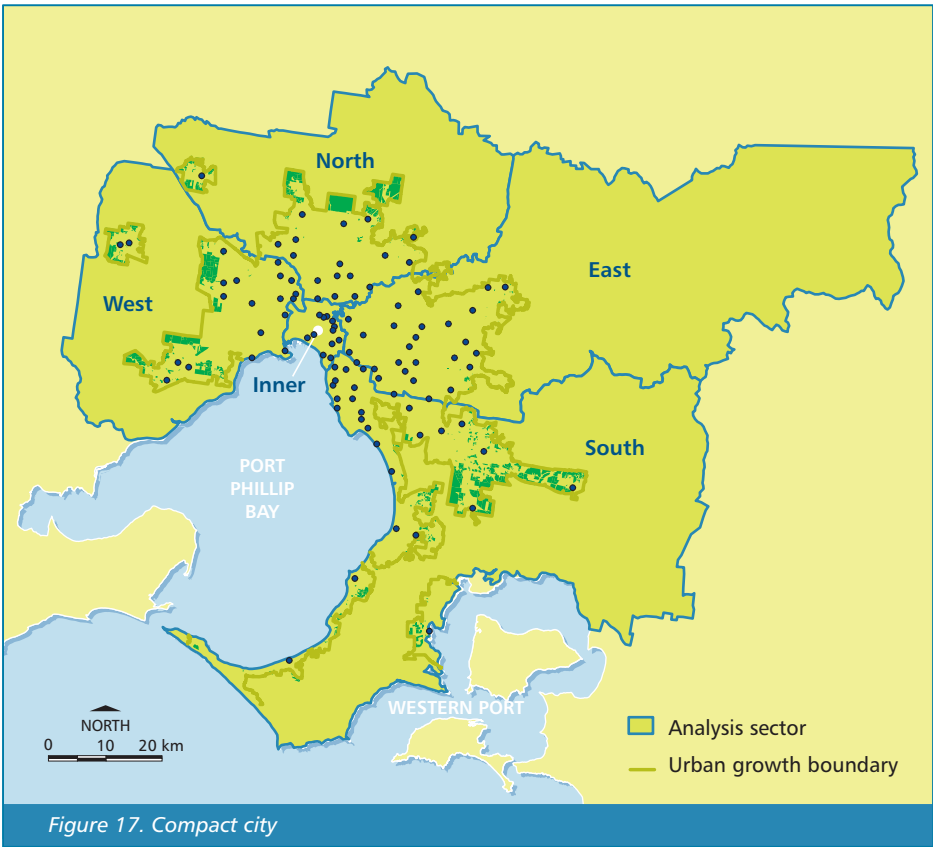


Figure 17. Compact city

WEST				NORTH				EAST				SOUTH			
Average annual dwelling starts 1996-97 2000-01		Proposed household distribution 2001-30		Average annual dwelling starts 1996-97 2000-01		Proposed household distribution 2001-30		Average annual dwelling starts 1996-97 2000-01		Proposed household distribution 2001-30		Average annual dwelling starts 1996-97 2000-01		Proposed household distribution 2001-30	
		%	No.			%	No.			%	No.			%	No.
Greenfield development		55	46	Greenfield development		50	45	Greenfield development		15	5	Greenfield development		60	44
Strategic redevelopment sites		15	31	Strategic redevelopment sites		20	32	Strategic redevelopment sites		20	50	Strategic redevelopment sites		10	25
Dispersed urban and non-urban development		30	23	Dispersed urban and non-urban development		30	23	Dispersed urban and non-urban development		65	45	Dispersed urban and non-urban development		30	31
Totals		100	130,000	Totals		100	110,000	Totals		100	110,000	Totals		100	180,000
Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley, Wyndham				Banyule, Darebin, Hume, Moreland, Nillumbik, Whittlesea				Boroondara, Manningham, Knox, Maroondah, Monash, Whitehorse, Yarra Ranges, Stonnington (part)				Bayside, Cardinia, Casey, Frankston, Glen Eira, Greater Dandenong, Kingston, Mornington Peninsula			

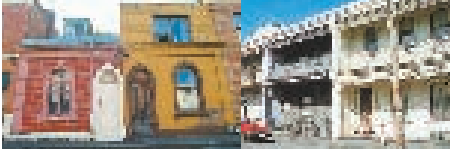
INNER				METROPOLITAN TOTAL			
Average annual dwelling starts 1996-97 2000-01		Proposed household distribution 2001-30		Average annual dwelling starts 1996-97 2000-01		Proposed household distribution 2001-30	
		%	No.			%	No.
Greenfield development		0	0	Greenfield development		38	31
Strategic redevelopment sites		70	89	Strategic redevelopment sites		24	41
Dispersed urban and non-urban development		30	11	Dispersed urban and non-urban development		38	28
Totals		100	90,000	Totals		100	620,000
Melbourne, Port Phillip, Stonnington (part), Yarra							

Greenfield development

Strategic redevelopment sites (Principal and Major Activity Centres only depicted)

Dispersed urban and non-urban development

NOTE. Non-urban development is generally located in and around small townships. It currently accounts for 3 per cent of development and is proposed to account for 1.5 per cent of all additional households by 2030. This equates to 9,500 households.



Established residential areas

The valued character of established parts of the city will be protected through application of the residential development provisions (ResCode) and other planning measures. This includes items of cultural heritage, historic buildings, green spaces and valued suburban streetscapes.

Locations for new development

More development – housing and employment – will be accommodated in selected parts of established areas to encourage more effective use of infrastructure for human services, public transport and water, power and communications. This will also reduce pressure for inappropriate developments in established areas with valued urban character and streetscapes.

Existing activity centres (with their substantial local community and business investment) will be the focus of much new development.

Melbourne 2030 will reinforce and expand the existing network of Principal, Major and Neighbourhood Activity Centres. Public transport links between centres will be improved to provide a range of choices for shopping and other services.

Most Principal, Major and Neighbourhood Activity Centres will be mixed-use, including retail, commercial, entertainment, education, health and community services. Principal and Major Activity Centres will demonstrate a range of housing forms and densities and high-quality urban design.

The focus on Principal Activity Centres builds on the preferred trend in the development and retail sectors in recent years. The Government has already announced five of these centres, (Dandenong, Frankston, Ringwood, Sydenham and Footscray) as the locations for major redevelopments under the Transit Cities program and has allocated \$10 million over the next four years to facilitate development.

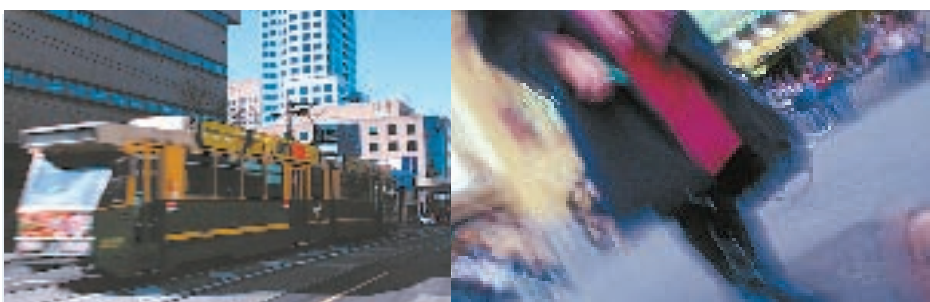
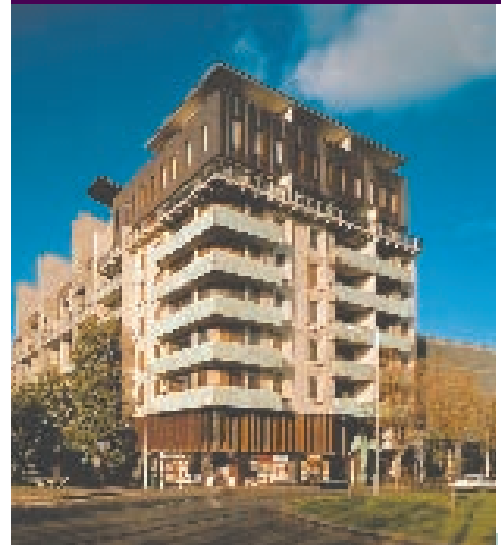
New opportunities to undertake Transit City-style projects will be examined, starting with Box Hill, Epping, Broadmeadows and Werribee.

Existing activity centres ... will be the focus of much new development

The Government will also work with each of the local councils responsible for Principal Activity Centres to develop strategic plans for each of these centres and identify potential improvements to public transport and areas for redevelopment. Priority will be given to Sunshine, Knox City/Towerpoint, Cranbourne, Doncaster, Narre Warren/Fountaingate and Coburg.

The possible upgrading of transport services to big stand-alone centres such as Chadstone, Southland, Doncaster, Highpoint and Airport West will receive particular attention. Solutions may include better bus interchanges, new stations or extending tram services. The current project to extend the Burwood tram to Knox City is an example of what can be done as funds become available.

Key directions



‘Work and home need to be close together’

Scenario interviews, 2001



Major Activity Centres are also potential sites for significant developments and infill building programs. VicTrack is working on a city wide program of identifying opportunities for redevelopment of stations, use of airspace over rail tracks and more productive use of associated railway land.

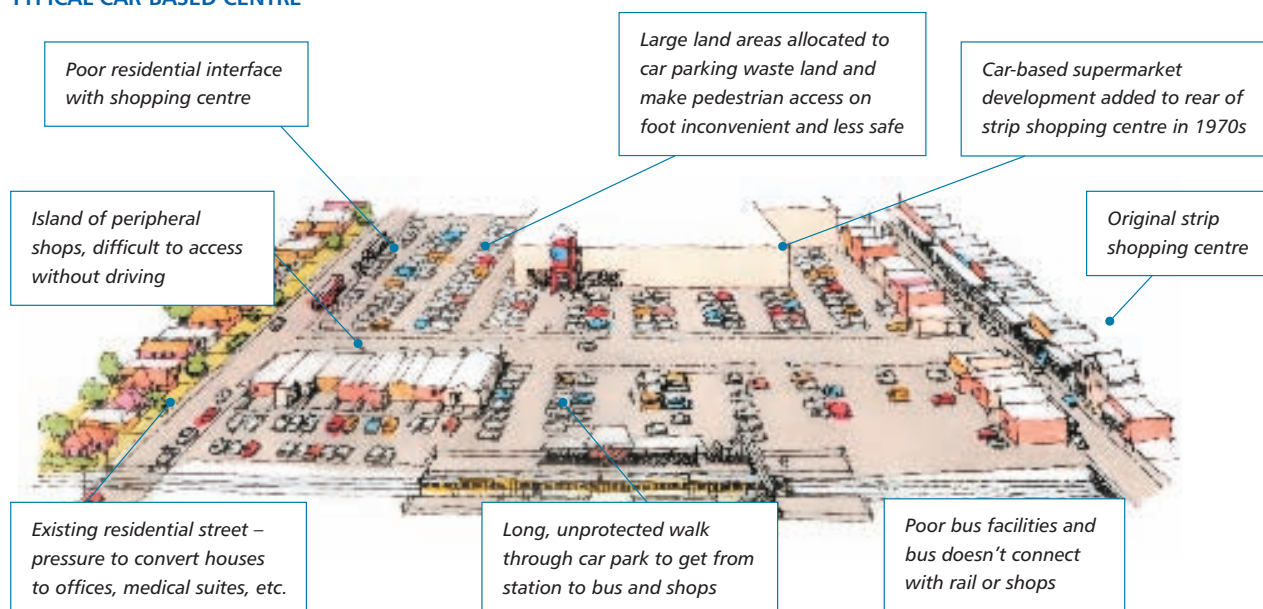
Focusing a substantial proportion of this development at activity centres that have good access to the Principal Public Transport Network (see Direction 8, Better transport links) will help to reduce car trips and decrease the share of trips that need to be made by car. It will make the most of access to existing facilities and services, ensure that

centres remain viable and vibrant, and reduce development pressures on other existing urban areas.

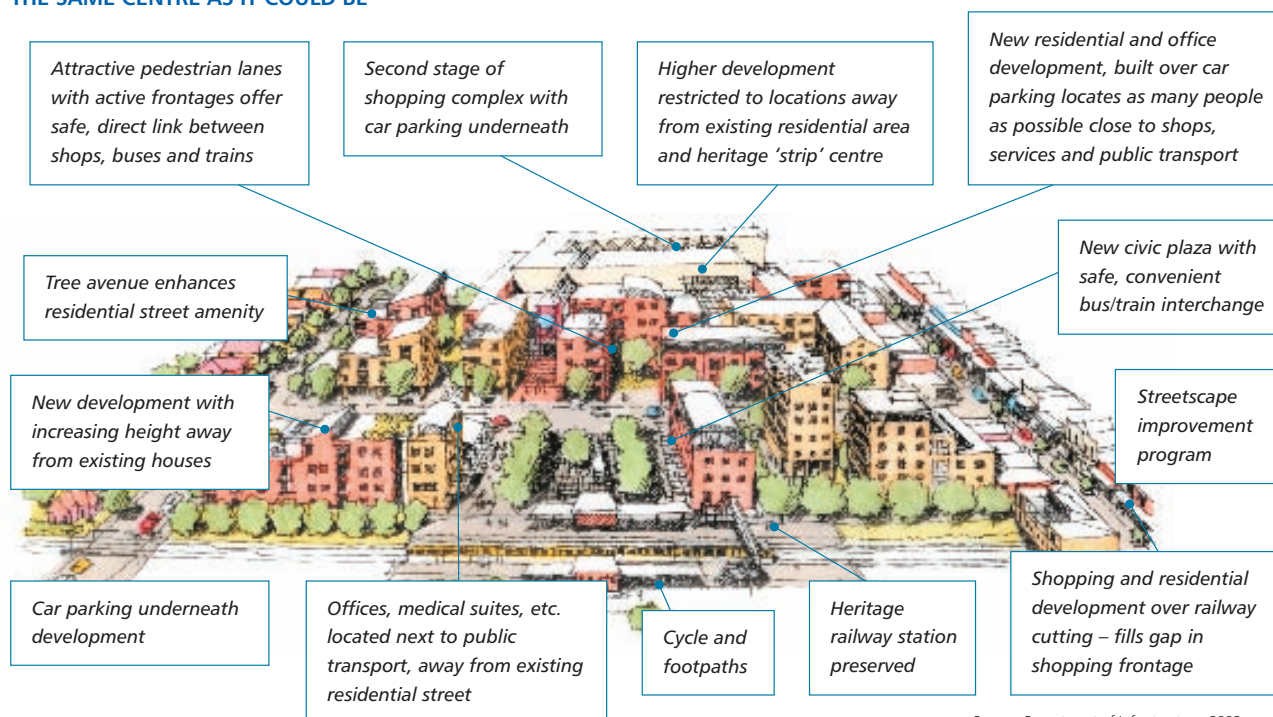
Good urban design in these locations will encourage sustainability, a sense of place and cultural identity. Excellence in urban design (see Direction 5, A great place to be) will be integral to implementing *Melbourne 2030*.

Making car-based centres work better

TYPICAL CAR-BASED CENTRE



THE SAME CENTRE AS IT COULD BE



Source: Department of Infrastructure, 2002

Figure 18.

2. Better management of metropolitan growth

Outer-city growth must be located close to transport corridors and services.

On the city fringe, concentrating development in compact settlements will have benefits for sustainability while protecting primary production, major sources of raw materials and valued environmental areas. It will help provide efficient and effective infrastructure that supports new development, especially public transport and community services. It will be based on maintaining and enhancing affordable living and on preserving the social and cultural fabric of small towns and rural areas.

Outer-city growth must be located close to transport corridors and services

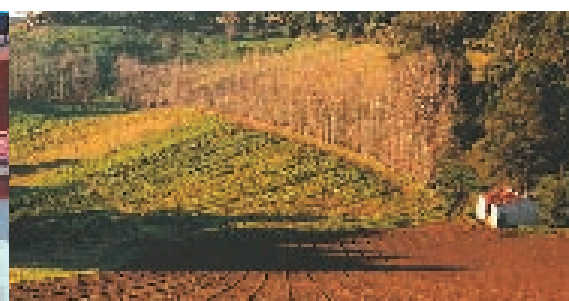
Melbourne 2030 reaffirms and strengthens the policy of focusing fringe development in growth areas based around major regional transport corridors, with the bulk of new development to be within accessible distance of the Principal Public Transport Network. Growth areas are designated for large-scale change, over many years, from rural to urban use and will house new communities of the future.

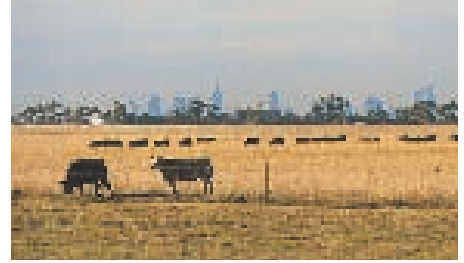
The Strategy establishes an urban growth boundary to contain the urban area. The key growth areas for metropolitan Melbourne are the only areas designated for further urban expansion. Eventually, the focus of growth will need to shift from the south-east to the north and west. The urban growth boundary will limit urban expansion, protect valued non-urban areas, ensure ready access to infrastructure in the key transport corridors and encourage urban renewal.



Figure 19. Managing urban growth

- Growth area
- Existing urban area
- Urban growth boundary
- Possible future development front





In designated growth areas, preferred development sequences will be defined to better coordinate infrastructure planning and funding. This will include an indicative 10–15 year development and land-supply program, regularly updated, to identify the areas (both greenfield and major infill/redevelopment sites) in which development is expected to meet projected housing demand.

Growth will be managed to produce an urban form that can be serviced efficiently so that public transport services are provided concurrent with development. This will avoid delays in public transport provision that require new residents to commit to multiple car ownership – which tends to entrench car use – and will encourage activity centres with a range of facilities and jobs.

Growth will be managed to produce an urban form that can be serviced efficiently

For development within growth areas, new design standards based on the Neighbourhood Principles (see Direction 5, A great place to be) will create communities rather than subdivisions.

Giving long-term certainty about growth areas is important as this will minimise speculative pressures on land values in nearby urban areas and help retain productive rural use. The location of growth areas reflects past policies and expectations, makes best use of existing public transport and major road infrastructure, and takes account of areas of special resource, environmental and landscape significance.



The corridor pattern of development will allow the retention of areas of open land close to most development areas. These green wedges, identified in the 1971 report, *Planning policies for the Melbourne Metropolitan Region*, are a valued feature of metropolitan Melbourne and have practical and aesthetic benefits.

Environmental assets are highly valued in their own right as well as on aesthetic and economic grounds. Statutory protection will be provided for the green wedges including the Yarra Valley, the Dandenong and Yarra

Ranges, Westernport and the Mornington Peninsula to protect these areas from uncontrolled growth. Similar areas in the surrounding region, such as the Macedon Ranges and Bellarine Peninsula, will be considered for equivalent protection as part of local planning policies.

‘Stop the slow undermining of open spaces and green wedges’

Public forum, Coburg, November 2001



3. Networks with the regional cities

The concept of networked cities is fundamental to *Melbourne 2030*. Such cities build on improved links between regional Victoria and the economy and facilities of metropolitan Melbourne.

Victoria has a number of cities with populations of between 50,000 and 200,000 spread across a broad arc around the metropolitan urban area. This provides an ideal framework for developing metropolitan Melbourne and the surrounding region and economy together on the basis of networked cities, rather than the more traditional hub and spoke model of

a large capital city. Victoria is better placed than any other State in Australia to develop and enjoy the benefits of networked cities.

As settlements in this broad region become increasingly interdependent, there will be a far wider choice of places in which to live, set up business and find a job. This will help Victoria compete effectively in national and international markets. It will help share the benefits of growth across the State.

The share of new dwellings locating in regional cities will be increased and the share provided by dispersed rural residential development reduced.

The concept of networked cities is fundamental to Melbourne 2030

New urban development will be encouraged outside metropolitan Melbourne, particularly in Ballarat, Bendigo, Geelong, the townships of the Latrobe Valley and in key towns along the transport corridors to these cities, taking advantage of their improved integration with metropolitan Melbourne and their access to infrastructure, land and labour. In the longer term, investigation of the corridor to Seymour and beyond may be needed, particularly if significant new investment occurs in public transport infrastructure and services in that corridor.

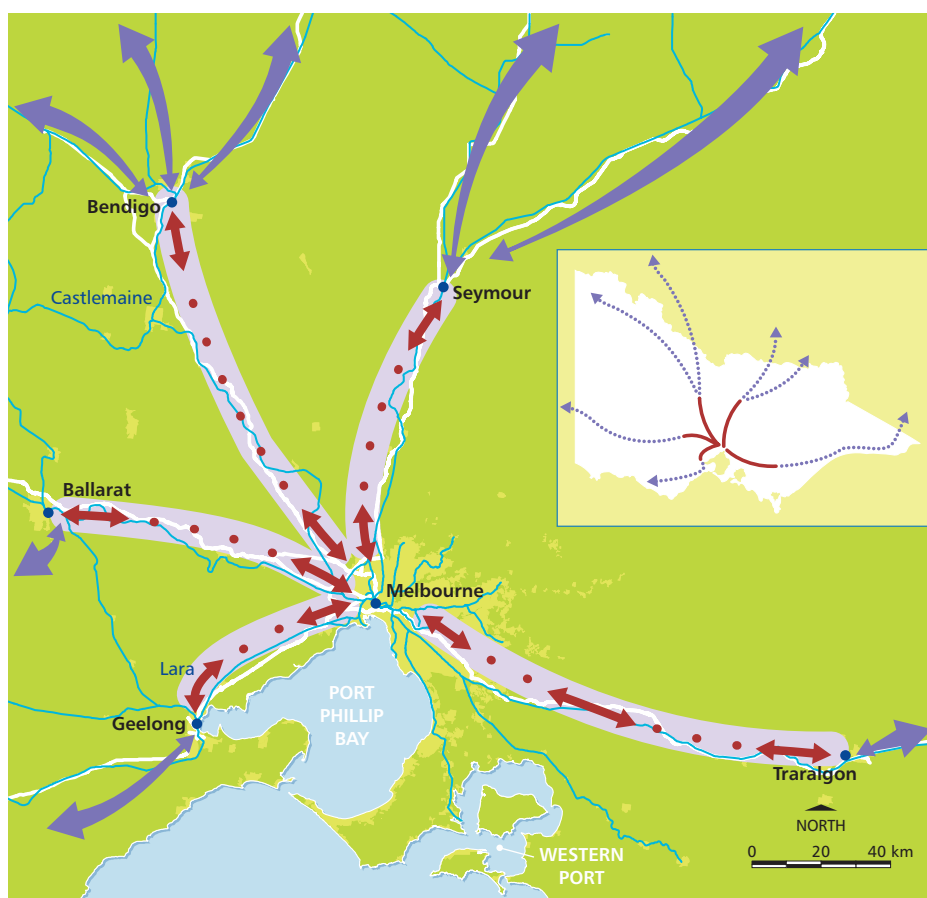


Figure 21. Networked cities

Existing urban area
 Major centre
 Networks
 Regional interaction – economic, social, cultural

‘We need fast links between metro and regional areas’

Public forum, Bendigo, November 2001





Rural areas will be protected and safeguarded for a range of rural uses and developments, with preference in planning and development outside urban areas going to agriculture, conservation, natural resource-based uses, transport services and tourism, and with protection for important water catchments.

Rural living developments will be better planned and subject to more stringent development standards, to reflect the commitment to compact settlements and reduce the adverse impacts of such developments on the environment, water catchments, resource-based industries and provision of infrastructure and services.

Tight controls will be imposed on water catchments, areas with important natural vegetation, areas that could impact on wetlands, areas (and buffer zones) of mineral resource extraction and/or areas with potential for intensive or high-value agricultural production. In such areas, urban development will not be allowed, and rural living development will be prohibited or subject to greater controls.

Melbourne 2030 protects land with irrigation potential that can be supplied with water recycled from water treatment plants. This reflects the Government's commitment to progressively increase water reuse.



'We need to actively encourage development in regional cities'

Public forum, Coburg, November 2001



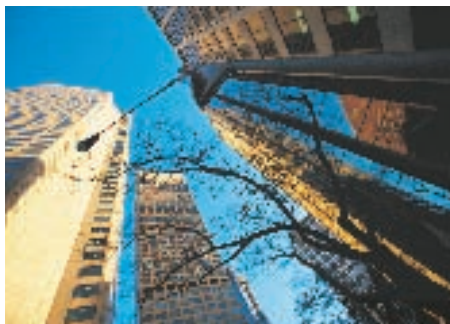
4. A more prosperous city

Melbourne 2030 provides for a strong and innovative economy. It is based on the view that all sectors of the economy are critical to economic prosperity and that a broad cost-benefit approach is required, rather than a narrow fiscal view.

Land-use and transport infrastructure planning and delivery will be integrated in key transport corridors to ensure high-quality access to ports and airports and efficient movement of freight and people. Opportunities will be protected for internationally competitive industry clusters seeking large landholdings, and for major logistics industries that need ready access to road and rail networks, airports and seaports (see Direction 8, Better transport links).

Logistics and communications infrastructure, including broadband telecommunications services, will be expanded to underpin development of the innovation economy that is vital to Melbourne's success.

Central Melbourne, the Central Activities District in particular including – to a growing extent – Docklands, will remain a key location for high-order commercial development and the retail and entertainment core of the metropolitan area. It will be the preferred location for uses serving the State or nation. Continued housing development in Central Melbourne will take advantage of this area's unmatched accessibility to jobs, facilities, recreational and cultural opportunities, adding to the after-hours vibrancy of the inner areas.



ECONOMIC FOUNDATIONS

COMPETITIVE Low cost

Competitively priced services including water, energy, telecommunications and transport; multiple sources and contestable markets for key inputs and land; cost-effective regulations

INNOVATIVE Leading edge

Skill and capacity-building institutions, critical mass research networks; entrepreneurial and collaborative attitudes; opportunities for new entrants, both large and small, to grow

CONNECTED Quality access

Multiple transport links facilitate movements of materials and products; ready access to work locations, strong broadband connectivity and equitable distribution; access to services in newly developed areas

QUALITY of LIFE Attractiveness

Attractive environments, cultural life, amenity and education

JOBS GROWTH

Figure 22. Economic foundations

Source: Adapted from Building Tomorrow's Businesses Today, Victorian Government Business Statement, April 2002

5. A great place to be

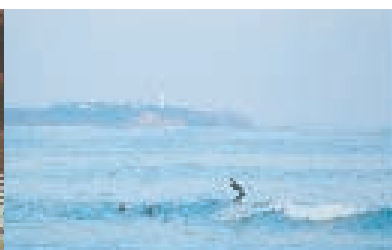
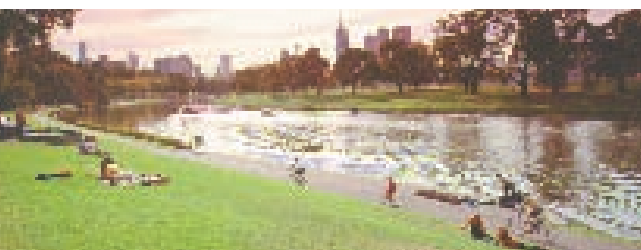
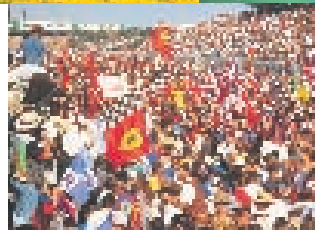
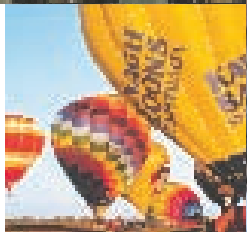
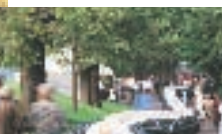
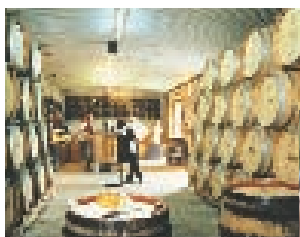
Melbourne 2030 aims to create memorable places in which to live, work and play.

Excellence in urban design will be pursued so that future urban environments are of better quality, safer and more functional, providing more open space in areas where this is lacking, and an easily recognisable sense of place and cultural identity. New standards for the development of communities will be based on the Neighbourhood Principles, ensuring sustainability.

Indigenous and non-Indigenous heritage will be protected.

Areas of special resource, environmental and landscape significance will also be protected, with improved environmental and other standards for locating urban and rural living development.

Melbourne 2030 proposes new regional parks on the western shores of Port Phillip Bay, and in the green wedges west, north and south-east of the city. This will make the distribution of major parks more equitable. The pattern of urban development proposed (including directing fringe growth into well-defined growth areas) will also support the retention of areas of open land close to urban development.



6. A fairer city

Melbourne 2030 plans for a fairer distribution of social and cultural infrastructure, and for better coordination and timing in the delivery of new services in development areas.

The stock of well-located, affordable housing in all parts of metropolitan Melbourne will be increased. Better information about mismatches between supply of, and demand for, affordable housing for different households and locations will highlight unmet housing needs and allow them to be better addressed.

By working with local communities, gaps will be identified in major social and cultural facilities in areas such as health, education, justice, recreation and the arts. These gaps will then be addressed. Ensuring that all communities have access to such facilities is vital to *Melbourne 2030's* aim for community development and a strong cultural environment.

'Lots of people have prospered, but lots have been left behind'

Women in Melbourne Conference, July 2001





7. A greener city

Improved environmental management is fundamental to *Melbourne 2030*. The Government is committed to reducing resource use and waste generation, and to creating an environmentally sustainable path for future growth and development in metropolitan Melbourne and the surrounding region. Its Statewide strategies demonstrate its determination to protect and preserve Victoria's natural capital for present and future generations.

Melbourne 2030 supports and builds on such strategies while recognising the need to manage our urban systems in a way that minimises impacts on the environment. It will widen the focus from individual sites to ensure awareness of cumulative impacts on local, regional and global ecosystems, with action occurring across a number of interrelated areas.

The Strategy includes actions that will help reduce greenhouse gas emissions and promote measures to improve air quality. Efforts to recycle waste water for non-potable uses will be encouraged, water harvesting areas protected from incompatible uses, and development and catchment areas will be planned and managed more comprehensively. *Melbourne 2030* will also work to reduce the negative impact of stormwater on waterways and bays.

Biodiversity is a key issue. In urban and rural areas, native vegetation communities will be protected and improved and habitat restoration encouraged. The proposed urban growth boundary will help with protection of important flora and fauna habitat.

Waste production will be reduced and residual waste managed according to the hierarchy of 'reduce, reuse, recycle' with the least preferred option being disposal to landfill.



'Stormwater is a resource, not a waste'

Scenario interviews, 2001

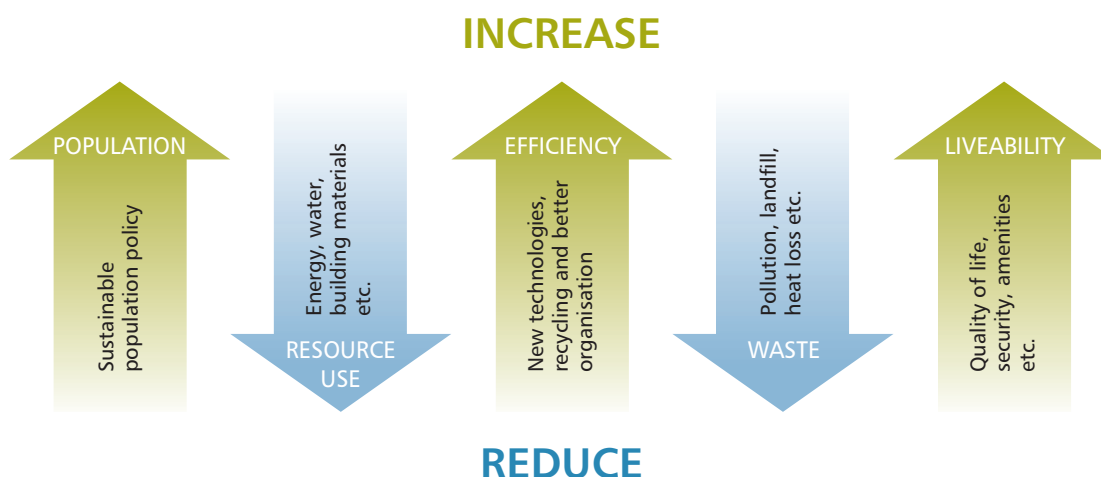


Figure 23. Desired sustainable directions



8. Better transport links

The Government is committed to providing a more sustainable transport system that offers genuine options to travellers. *Melbourne 2030* supports real transport choice for most residents, and aims to increase the numbers of people who use public transport, cycle or walk.

The interim report of the Infrastructure Planning Council (IPC) highlighted the need for a better balance of use between private and public transport. The current system provides incentives that favour car use. Substantial improvements are needed to the public transport system. These must be supported by incentives that favour public transport, and better information for users on the choices available and the implications of making those choices.

Public transport

Currently, only 9 per cent of motorised trips within the metropolitan area are made on public transport. The *Growing Victoria Together* target is 20 per cent by 2020, to return public transport usage to the levels of the 1970s. The public transport system in and around metropolitan Melbourne must be expanded, resourced and promoted accordingly.

Major upgrades in public transport capability will be achieved in several ways, including expanded coverage and improvements in speed, reliability, ease of use, amenity and safety. A Principal Public Transport Network will be established by building on existing train and tram services, and creating new cross-town bus services, between Principal and Major Activity Centres in metropolitan Melbourne. Local public transport services will be improved, particularly bus services, and a key focus will be improved services in middle and outer metropolitan areas. Attention will also be paid to impending capacity constraints in the inner area.

The Infrastructure Planning Council and transport in Victoria

The Government set up the IPC in May 2000 to:

- examine the infrastructure areas of water, energy, transport and communications
- advise on infrastructure needs for the next 20 years
- look at how priorities should be determined.

The IPC's interim report appeared in October 2001. Recommendations on transport included the need to recognise the true costs of the private car, public transport and freight carried by road, rail, air and sea, and the need to dramatically change incentive structures that might encourage people to use public transport and businesses to use rail freight.

Three priority areas were identified:

- using incentives to make the transport system more efficient and sustainable
- getting better value from existing transport infrastructure
- addressing future gaps in the transport system.

In its report, the IPC proposed that more work be done on pricing relativities of transport by road and rail. This would include price changes as a means of underpinning efforts to get people to switch transport modes, and major upgrading of the public transport system to make it more attractive. Without adequate and realistic choice for users, the report said, incentives to move people away from their cars had no chance of success.

Increased freight traffic is inevitable, particularly around the ports, with efficient freight movements an increasingly important part of the production process. Road transport would continue to be vital to Victoria's future growth, but some rebalancing would be needed with a greater share for rail for long-hauls.

The Port of Melbourne, Australia's largest container port and central to Victoria's economy, needs to be fully functional and to achieve world-class operational efficiencies. Its operations are presently constrained by the depth of the channel, and by rail and road access.

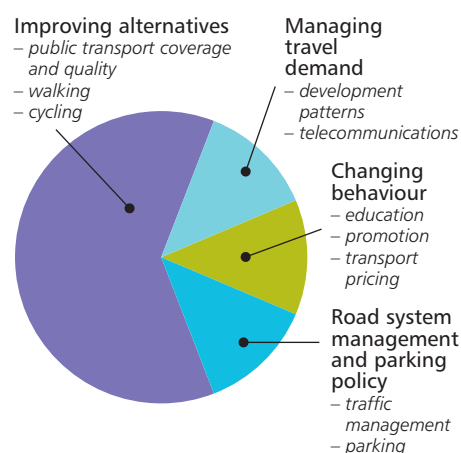


Figure 24. Potential ways to change travel behaviour and increase public transport use

Integrated land-use and transport strategies will complement the upgrades so that additional development can be accommodated in areas that are highly accessible to the public transport system and to the Principal Public Transport Network.

Road use

Melbourne 2030 will continue to support investment in the road system to meet freight and personal mobility needs. Car use will still be important and often essential, but past and current rates of growth in private vehicle use are not sustainable.

Priority for future road investments will be given to:

- completing the Scoresby Integrated Transport Corridor and links to regional Victoria
- reducing the backlog in providing arterial roads in outer suburbs
- making safety improvements
- resolving conflicts between cars, cyclists and pedestrians
- making on-road public transport operate more efficiently
- making road freight operate more efficiently and with lower external impacts.

Melbourne 2030 recognises that road system management, rather than major road building, is a key issue for the future. We must make the most of our substantial investment in the road system and recognise the needs of all categories of road users.

Road management will now favour public transport since much of it will be on-road.

Walking and cycling

Active modes of travel such as walking and cycling have the potential to reduce the growth in all forms of motorised travel and to improve public health. *Melbourne 2030* recognises the importance of providing safe, attractive and continuous pedestrian and cycling routes and facilities, on and off-road, as an integral part of new and existing urban development. The Principal Bicycle Network will be completed.

Freight

An efficient freight system is vital to Victoria's continued economic growth. The transport system will have to cater for increased freight traffic but its environmental impact must be lessened. By 2010, the Government intends that rail will carry 30 per cent of all freight to and from Victoria's ports – double the present rate. However, even with rail playing a larger role, road freight is expected to increase in volume.

By 2010 ... rail will carry 30 per cent of all freight to and from Victoria's ports

One of metropolitan Melbourne's strengths is comparatively good freight infrastructure in terms of its ports and associated facilities, airports, good road and rail systems. Yet certain areas need improvement.

Melbourne 2030 will protect and invest in the long-term potential of the ports. It will also recognise the need to improve road links serving the ports and key industry areas (including the Scoresby Corridor) within Melbourne, completing road links of freeway standard to regional cities and progressively upgrading other key road and rail links from regional Victoria to the ports. Land with good road and rail access will be protected for longer-term industrial development needs.



'Current car use isn't sustainable, we need alternatives and more public transport'

***Public forum, Coburg,
November 2001***



9. Better planning decisions, careful management

Because *Melbourne 2030* is at heart a planning document, its successful implementation requires a robust planning system as well as careful management of the changes and varied processes involved.

Current impediments to the smooth operation of the planning system will be examined and addressed at levels ranging from the review of planning schemes to the expansion of the work-force involved. The aim will be to speed up the process of getting planning permits and, when disputes arise, to resolve them as smoothly as possible.

Close and ongoing involvement will be sought between government and local councils in order to ensure consistent, informed, integrated and careful implementation.

To keep *Melbourne 2030* responsive and relevant to the community it serves, there will be a rigorous and continued process of reporting, consultation, review and community involvement. A place management approach would involve the community and provide a holistic way of solving problems in local areas.

