YOUR NEIGHBOURHOOD, YOUR VISION

AIRPORT WEST

MV2040 STRATEGY
AS AT JUNE 2019

City of Moonee Valley
The MV2040 Strategy (the Strategy) is Council’s long-term plan for improving the health, vibrancy and resilience of our city over the next two decades. It has been prepared to shape the type of city and neighbourhoods we want to live in.

The world is changing rapidly and, to enable us to keep pace, the ideas and concepts presented in the Strategy are designed to be bold, inspirational and transformational.

VISION STATEMENT

MOONEE VALLEY – A HEALTHY CITY

In 2040 Moonee Valley is a great place to live, work and visit, strengthened by a network of 20-minute neighbourhoods. Our neighbourhoods allow all people, at all stages of life, to live locally, accessing most of their needs close to their home.

Our neighbourhoods are beautiful, sustainable and hold strong community connections which enable citizens and the environment to be healthy and resilient.

BUILDING BLOCKS FOR A HEALTHY CITY

We all deserve to live in a city where we are not just surviving, we are thriving. These are the building blocks of our healthy city:

- A **fair** city that values diversity, where everyone feels safe, is included, is healthy and has access to services and housing.
- A **thriving** city with access to jobs, lifelong learning, vibrant and dynamic activity centres.
- A **connected** city of accessible, active and sustainable transport choices.
- A **green** city that is ecologically healthy and environmentally responsible.
- A **beautiful** city that celebrates its identity, heritage and open spaces.
FOCUS ON NEIGHBOURHOODS

Council is moving to a neighbourhood planning approach for our planning and service delivery. This approach will help us create a more inclusive, vibrant and healthy city.

Plan Melbourne 2017-2050 focuses on improving Melbourne’s health and liveability through the creation of 20-minute neighbourhoods. They must:

- be safe, accessible and well connected for pedestrians and cyclists
- offer high-quality public realm and open space
- provide services and destinations that support living locally
- facilitate access to quality public transport that connects people to jobs and higher-order services
- deliver housing/population at densities that make local services and transport viable
- facilitate thriving local economies.

Based on State Government directions, our city has been mapped into 13 20-minute neighbourhoods. These neighbourhoods are defined by the ability to reach day to day needs and services such as shops, open spaces, schools, community facilities, public transport and some jobs within a 20-minute walk.

Each of our 13 neighbourhoods has a distinctive character and identity, with individual challenges and opportunities for improving liveability. We know that a one size fits all solution does not work, and the benefit of neighbourhood planning is that we can identify local priorities and tailor responses to improve the health and vibrancy of all parts of our city. It means prioritising health and wellbeing outcomes through our planning, and delivering services and infrastructure necessary to foster community pride and connection.

Neighbourhood planning involves a collaborative approach to reinforce community and improve social and health outcomes. It is about making each neighbourhood inclusive, vibrant and connected based on their unique character, community strengths and environment. Council is focused on activating spaces in your neighbourhood so the community can gather for activities, recreation, events and socialise close to home.

Visit mvcc.vic.gov.au/neighbourhoods to find out about what is happening in Airport West.
<table>
<thead>
<tr>
<th>STRATEGIC DIRECTION 1: A city that celebrates diversity</th>
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<tbody>
<tr>
<td><strong>TARGET:</strong> Moonee Valley is a ‘Welcome City’ where we celebrate diversity as one of our greatest strengths</td>
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<tr>
<th>STRATEGIC DIRECTION 2: A city with a dynamic network of accessible community facilities and services</th>
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<tr>
<td><strong>TARGET:</strong> Moonee Valley is a city where all residents report being satisfied or very satisfied with the number and the conditions of the community facilities and services in their neighbourhood</td>
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<thead>
<tr>
<th>STRATEGIC DIRECTION 3: A city where people are healthy and safe</th>
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</table>
| **TARGETS:** • Moonee Valley is a city where residents report their health as being very good and know how to access the appropriate services to manage their physical and mental health  
• Moonee Valley is a city where our community feel very safe walking alone in their neighbourhoods during the day and night |

<table>
<thead>
<tr>
<th>STRATEGIC DIRECTION 4: A city where residents can engage, participate and influence change</th>
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<tbody>
<tr>
<td><strong>TARGET:</strong> Moonee Valley is a city where residents are able to influence decisions about their city and participate in social life</td>
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<tr>
<th>STRATEGIC DIRECTION 5: A city with housing for all</th>
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<tr>
<td><strong>TARGET:</strong> Housing is appropriate across our city for all stages and circumstances of life</td>
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<tr>
<th>STRATEGIC DIRECTION 6: A city with opportunities to learn and work</th>
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<td><strong>TARGET:</strong> Moonee Valley is a city where residents have equitable access to lifelong learning, development and employment opportunities</td>
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<tr>
<th>STRATEGIC DIRECTION 7: A city that responds to a changing economic landscape</th>
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<td><strong>TARGET:</strong> Moonee Valley is a city where our economic environment facilitates thriving activity centres and new and emerging enterprise</td>
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<tr>
<th>STRATEGIC DIRECTION 8: A city with things to see and do</th>
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<td><strong>TARGET:</strong> Across Moonee Valley there is increased participation and value placed in the arts, sport, culture and local community-run events</td>
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<th>STRATEGIC DIRECTION 9: A city that is technology ready</th>
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<td><strong>TARGET:</strong> Moonee Valley embraces a technology first approach to creatively meet the challenges we face</td>
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</table>
STRATEGIC DIRECTION 10: A city where sustainable transport is the easy option
TARGET: Moonee Valley is a city where more than half of our residents travel to work by walking, cycling or public transport

STRATEGIC DIRECTION 11: A city with streets and spaces for people
TARGET: We prioritise our cyclists and pedestrians of all mobilities by achieving a safe network of connected walking and cycling paths

STRATEGIC DIRECTION 12: A city at the forefront of transport technology
TARGET: Moonee Valley embraces a technology first approach to creatively meet the challenges we face

STRATEGIC DIRECTION 13: A city that is low carbon
TARGET: We achieve zero net emissions for our community and reduce emissions from Council’s operations by 95 per cent by 2040

STRATEGIC DIRECTION 14: A city that is green- and water-sensitive
TARGET: We achieve 30 per cent canopy cover by 2040 through enhancing our urban forest

STRATEGIC DIRECTION 15: A city that rethinks waste
TARGET: We divert 90 per cent of household waste and waste from Council operations from landfill by 2040

STRATEGIC DIRECTION 16: A city that is cool and climate-adapted
TARGET: Moonee Valley is a city that achieves climate resilience through supporting the community and planning a built environment that adapts to a changing climate

STRATEGIC DIRECTION 17: A city that fosters local identity
TARGET: We celebrate our rich heritage and the value of our cultural links to Wurundjeri Country

STRATEGIC DIRECTION 18: A city of high-quality design
TARGET: We achieve design excellence in all Council-owned buildings and facilities

STRATEGIC DIRECTION 19: A city with vibrant and safe public spaces
TARGET: Our city is regarded as a beautiful place with a diversity of spaces

STRATEGIC DIRECTION 20: A city in a beautiful landscape setting
TARGET: We achieve a connected network of high-quality open space that is appropriate to the needs of our community
The Airport West neighbourhood has a proud industrial heritage, providing much of the land that generates our city’s economic output. The broadly east-west aligned streets stem from the Matthews Avenue spine and contain a diverse range of small to medium-sized businesses.

**DID YOU KNOW?**

- **18%** of residents have trade certifications, making them the most trade-certified neighbourhood in Moonee Valley.
- **68%** of people drive a car to work.
- **21** people per hectare, making it the least dense neighbourhood.
- **6%** of residents migrated to Australia between 1956 and 1965, with most being from Italy.

**AIRPORT WEST | MOONEE VALLEY**

**DWELLINGS**

- Estimated dwellings (2018): **3,555 | 51,449**
- Estimated dwellings (2040): **4,000 to 4,250 | 75,250 to 80,250**
- Forecast increase in dwellings (% pa (2018 to 2040): **0.6% to 0.9% | 2.1% to 2.5%**

**HOUSEHOLDS**

- Family households (2018): **69% | 68%**
- Lone person or group households (2018): **31% | 32%**
- Family households (2040): **67% | 67%**
- Lone person or group households (2040): **33% | 33%**
**EDUCATION**
Tertiary qualifications (2016)  
19% | 31%

No qualifications (2016)  
43% | 37%

**LANGUAGE**
Speaks a language other than English at home (2016)  
28% | 30%

**WORK**
Unemployment rate (2016)  
5% | 6%

**TRAVEL**
Travel to work by public transport, bike or walk (2016)  
14% | 24%

Travel to work by car, as driver (2016)  
68% | 57%

**POPULATION**
Estimated population (2018)  
8,014 | 126,690

Estimated population (2040)  
8,900 to 9,450 | 168,550 to 179,750

Forecast growth (%) pa (2018 to 2040)  
0.5% to 0.8% | 1.5% to 1.9%

**PEOPLE**
0-24 years (2018)  
26% | 29%

25-64 years (2018)  
55% | 55%

65+ years (2018)  
19% | 16%

0-24 years (2040)  
27% | 29%

25-64 years (2040)  
55% | 55%

65+ years (2040)  
18% | 16%

In the Airport West neighbourhood a small industrial precinct also exists at the intersection of Fullarton Road and Roberts Road. The neighbourhood is well defined by the freeway and train corridors at its periphery and has easy access to the Metropolitan Ring Road to its west and tram services to the east.

The interior of the neighbourhood contains a strong central focus with community infrastructure and local retailing at its core around McNamara Avenue. Open space and recreation centres around Hansen Etzel Reserve, AJ Davis Reserve and the Steele Creek, and the green spine linear park, travels northward through the neighbourhood. As the northern gateway into the municipality, the retailing hub of the Airport West Shopping Centre marks the entrance to Moonee Valley, providing higher-order retailing for the neighbourhood and surrounding areas.

**Community Anchor**

An ‘anchor’ is a place where communities gather for activities, events, recreation and to socialise at the heart of a neighbourhood. Some communities have more than one anchor or will use anchors in other neighbourhoods.

The McNamara Avenue precinct has been identified as the anchor for the Airport West neighbourhood. The anchor will be a key focus for Council’s neighbourhood planning approach.

**What do we need to do to manage change and growth in Airport West?**

Dominant groups currently residing in Airport West include mature families with older children. By 2040, Airport West is forecast to accommodate an increased number of empty nesters, mature families, older lone persons and persons in care accommodation. An increase and change in population will bring many benefits to the vibrancy of the neighbourhood, but will also bring challenges. We must ensure we maintain the things that are loved about our neighbourhood, while ensuring appropriate housing is available for those who need it.

Growth in Airport West is expected to be relatively moderate compared to other areas of Moonee Valley. New housing is expected to be developed in a variety of ways, including medium-density infill development and pockets of higher-density development in areas where there is greater access to services and facilities. This includes potentially encouraging density on sections of Matthews Avenue.

More accessible and smaller dwellings are likely to be in strong demand to cater for the large increase in one-person and older-person households. Specialised accommodation, such as aged care, is also required. We need to ensure that residential growth in Airport West does not compromise the ability for the area to continue to play its important economic role in the city.
A VISION FOR THE AIRPORT WEST NEIGHBOURHOOD

We have created a vision for the Airport West neighbourhood based on community feedback and Council’s research into trends that will impact the way we live in the future.

In 2040 Airport West will:

- thrive from its ideal strategic location proximate to Essendon Fields, Melbourne's aviation corridor, the Tullamarine Freeway and public transport networks
- be a key location for urban renewal, with new residential development providing a diversity of housing styles and densities
- be linked to other neighbourhoods, along with Essendon Fields, by walking, cycling and public transport routes that are efficient, attractive, safe and accessible to all
- integrate all cycling and walking routes to the connecting backbone, the green spine, a community-focused open space and functional urban run-off catchment
- be home to an eclectic mix of businesses that complement Essendon Fields and generate significant employment.

URBAN DESIGN FOCUS

- Ensure development is sensitive to the Steele Creek interface including through increasing canopy cover and greening throughout the neighbourhood
- Support urban renewal that provides a diversity of housing types
- Deliver public realm improvements along the McNamara Avenue precinct and Matthews Avenue
- Encourage distinctive architecture to mark the northern gateway of the municipality including at the Airport West Shopping Centre
- Integrate a network of cycling and walking routes with the green spine and surrounding neighbourhoods
- Encourage connection of a habitat corridor along Steele Creek and the green spine
- Integrate hard and soft infrastructure to reinforce connections to Essendon Fields

IMPLEMENTATION INITIATIVES FOR THE FUTURE OF AIRPORT WEST

The Strategy identifies implementation initiatives that may take many years to begin and complete. These initiatives are required to achieve fair, thriving, connected, green and beautiful neighbourhoods. They have been developed using ideas received from community consultation. Other immediate or small projects will be included in the four-yearly Council Plans.

The implementation initiatives for Airport West are:

- Create a community hub in the McNamara Avenue precinct
- Deliver a new multi-purpose pavilion that consolidates sporting and community uses at AJ Davis Reserve
- Reinvigorate the Airport West industrial area, and this includes a possible co-working innovation hub
- Investigate the potential application of the Airport Environs Overlay
- Proactively plan and advocate for a multi-modal public transport interchange at Dromana Avenue
- Advocate for a railway station at Airport West as part of the future Airport Rail Link
- Provide active transport link throughout the neighbourhood, including between Airport West and Essendon Fields, and along Steele Creek connecting Airport West south across the Calder Freeway
- Proactively plan and advocate for light rail or direct high-frequency bus services
- Investigate the potential of a separated bike lane on Matthews Avenue
- Revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor
- Install the AJ Davis Reserve storm water harvesting, treatment and irrigation scheme
- Install the Hanson Etzel Reserve storm water harvesting, treatment and irrigation scheme
- Acquire land for new and/or expanded areas of public open space
- Revitalise the Matthews Avenue streetscape
- Undertake improvements to open space by implementing master plans for AJ Davis Reserve and Steele Creek.
<table>
<thead>
<tr>
<th>Description</th>
<th>ONGOING</th>
<th>2018-2021</th>
<th>2022-2025</th>
<th>2026-2030</th>
<th>2031-2040+</th>
<th>COST</th>
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<td>Proactively plan and advocate for light rail or direct, high-frequency bus services (Light rail - medium, Bus - short)</td>
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The implementation initiatives have been mapped against the four-year Council Plan timelines. Note: There are multiple Council Plan cycles in the 2031-2040+ block.
AIRPORT WEST BY 2040

- Multi-modal public transport interchange
- Create a community hub
- Revitalise Matthews Avenue precinct
- Matthews Avenue streetscape
- Revitalise Steele Creek
- New and/or expanded public open space in neighbourhood
- Install stormwater harvesting, treatment and irrigation scheme
- Provide active transport links throughout and into other neighbourhoods
- Potential application of the Airport Environs Overlay
- Reinvigorate the Airport West industrial area
- New station opportunity (indicative location)
- Provide active transport links throughout the neighbourhood
- Installation of potential light rail route / direct, high-frequency bus route
- Advocate for new bus route
- Increase train reliability and efficiency
- Upgrade existing shared cycling-walking path
- Improve gaps in network
- Upgrade existing multi-purpose pavilion that consolidates sporting and community uses
- Deliver a new multi-purpose pavilion that consolidates sporting and community uses
- Undertake improvements to open space by delivering a master plan
- Undertake improvements to open space by delivering a master plan

Legend
- Community anchor
- Economic and activity area
- Potential habitat corridor
- Strategic cycling corridor
- Ideal network (conceptual)
- Multi-modal public transport interchange
- Open space
- Watercourse
- Train line
- Tram line
- Road
- Neighbourhood boundary

Major transport projects – potential future
- Increase train reliability and efficiency
- Advocate for new bus route
- Investigate installation of potential light rail route / direct, high-frequency bus route
- Airport Rail Link - Remington link option
- Airport Rail Link - Albion East base case option
- New station opportunity (indicative location)

Major cycling/walking projects – potential future
- Upgrade existing shared cycling-walking path
- Improve gaps in network

Implementation initiative theme
- Fair
- Thriving
- Connected
- Green
- Beautiful

MV2040 STRATEGY: AIRPORT WEST FACTSHEET
Moonee Valley Language Line

<table>
<thead>
<tr>
<th>Language</th>
<th>Arabic</th>
<th>9280 0738</th>
<th>Greek</th>
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<td>Somali</td>
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<td>Vietnamese</td>
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All other languages 9280 0747
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