YOUR NEIGHBOURHOOD,
YOUR VISION

FLEMINGTON

MV2040 STRATEGY
AS AT JUNE 2019
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, access 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 Flemington.
STRATEGIC DIRECTION 1: A city that celebrates diversity
 ◇ TARGET: Moonee Valley is a ‘Welcome City’ where we celebrate diversity as one of our greatest strengths

STRATEGIC DIRECTION 2: A city with a dynamic network of accessible community facilities and services
 ◇ TARGET: 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

STRATEGIC DIRECTION 3: A city where people are healthy and safe
 ◇ 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

STRATEGIC DIRECTION 4: A city where residents can engage, participate and influence change
 ◇ TARGET: Moonee Valley is a city where residents are able to influence decisions about their city and participate in social life

STRATEGIC DIRECTION 5: A city with housing for all
 ◇ TARGET: Housing is appropriate across our city for all stages and circumstances of life

STRATEGIC DIRECTION 6: A city with opportunities to learn and work
 ◇ TARGET: Moonee Valley is a city where residents have equitable access to lifelong learning, development and employment opportunities

STRATEGIC DIRECTION 7: A city that responds to a changing economic landscape
 ◇ TARGET: Moonee Valley is a city where our economic environment facilitates thriving activity centres and new and emerging enterprise

STRATEGIC DIRECTION 8: A city with things to see and do
 ◇ TARGET: Across Moonee Valley there is increased participation and value placed in the arts, sport, culture and local community-run events

STRATEGIC DIRECTION 9: A city that is technology ready
 ◇ TARGET: Moonee Valley embraces a technology first approach to creatively meet the challenges we face
STRATEGIC DIRECTION 10: A city where sustainable transport is the easy option
옵션: 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
옵션: 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
옵션: Moonee Valley embraces a technology first approach to creatively meet the challenges we face

STRATEGIC DIRECTION 13: A city that is low carbon
옵션: 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
옵션: We achieve 30 per cent canopy cover by 2040 through enhancing our urban forest

STRATEGIC DIRECTION 15: A city that rethinks waste
옵션: 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
옵션: 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
옵션: We celebrate our rich heritage and the value of our cultural links to Wurundjeri Country

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

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

STRATEGIC DIRECTION 20: A city in a beautiful landscape setting
옵션: We achieve a connected network of high-quality open space that is appropriate to the needs of our community
IF MOONEE VALLEY WAS 100 PEOPLE

NEIGHBOURHOOD POPULATIONS  
FORECAST.ID ESTIMATES FOR 2018

4 would live in Aberfeldie
6 would live in Airport West
9 would live in Ascot Vale
5 would live in Avondale Heights
10 would live in Essendon
12 would live in Flemington
7 would live in Keilor East
9 would live in Keilor Road/Essendon North
10 would live in Milleara
12 would live in Moonee Ponds
7 would live in Niddrie/Essendon West
6 would live in Strathmore
3 would live in Strathmore Heights

COUNTRY OF BIRTH  
2016 CENSUS DATA

66 would be born in Australia
4 would be born in Italy
2 would be born in the UK
2 would be born in Vietnam
2 would be born in China
1 would be born in New Zealand
1 would be born in Greece
22 would be born in other (or unstated) countries

LANGUAGE SPOKEN AT HOME  
2016 CENSUS DATA

65 would speak English at home
7 would speak Italian at home
3 would speak Greek at home
2 would speak Vietnamese at home
2 would speak Mandarin at home
2 would speak Cantonese at home
2 would speak Arabic at home
1 would speak Spanish at home
16 would speak other/unstated languages at home

AGE GROUPS  
FORECAST.ID ESTIMATES FOR 2018

29 would be aged 0-24 years
55 would be aged 25-64 years
10 would be aged 65+ years

RELIGION  
2016 CENSUS DATA

38 would be Catholic
26 would have no religious affiliation
6 would be Anglican
5 would be Greek Orthodox
3 would be Muslim
3 would be Buddhist
19 would be of other (or unstated) religious affiliations
### Industry of Employment
2016 Census Data (Employed Persons 15+ years)

<table>
<thead>
<tr>
<th>Industry Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>11%</td>
</tr>
<tr>
<td>Education and Training</td>
<td>10%</td>
</tr>
<tr>
<td>Professional, Scientific and Technical Services</td>
<td>10%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>10%</td>
</tr>
<tr>
<td>Construction</td>
<td>8%</td>
</tr>
<tr>
<td>Public Administration and Safety</td>
<td>6%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>6%</td>
</tr>
<tr>
<td>Transport, Postal and Warehousing</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>6%</td>
</tr>
<tr>
<td>Financial and Insurance Services</td>
<td>6%</td>
</tr>
<tr>
<td>Other/Unstated Industries</td>
<td>22%</td>
</tr>
</tbody>
</table>

### Tenure Type
2016 Census Data

- 31% would live in a property that they fully owned
- 34% would live in a property owned with a mortgage
- 28% would live in a property that was rented
- 8% would live in properties of unstated or other tenure types

Of those renting:
- 4% would live in social housing
- 4% would live in a privately rented dwelling

### Various Health Stats
From the Victorian Population Health Survey 2014 (Adults)

- 31 / 100 would be very satisfied or satisfied with life (8 as dissatisfied or very dissatisfied and the other unaccounted for in RSE* estimates)
- 52 / 100 would be pre-obese or obese (41 not pre-obese or obese, 7 unaccounted for in RSE* estimates)
- 40 / 100 would report their health status as excellent or very good (another 42 as good and 18 as fair or poor)

*Relative Standard Error

### Dwelling Structure
2016 Census Data

- 64 / 100 would live in a detached dwelling
- 19 / 100 would live in a semi-detached dwelling, row, terraced house or townhouse
- 17 / 100 would live in a flat, or apartment

*Relative Standard Error
The Flemington neighbourhood encompasses land to the east of Ascot Vale Road through to the Moonee Ponds Creek, and includes a small triangular pocket to the south of the Ascot Vale neighbourhood where Epsom Road and Ascot Vale Road meet.

**DID YOU KNOW?**

**FLEMINGTON NEIGHBOURHOOD:**

- **76%** of residents’ daily water consumption exceeds the per person target of 155 litres
- **36%** of people were born overseas
- Social housing makes up **15%** of all dwelling stock
- Population density is **59.1** people per hectare, the densest neighbourhood in Moonee Valley

**FLEMINGTON | MOONEE VALLEY**

**DWELLINGS**

- Estimated dwellings (2018) **6,837**
- Estimated dwellings (2040) **9,600 to 10,200**
- Forecast increase in dwellings (%) pa (2018 to 2040) **1.8% to 2.2%**

**HOUSEHOLDS**

- Family households (2018) **58%**
- Lone person or group households (2018) **42%**
- Family households (2040) **57%**
- Lone person or group households (2040) **43%**
Pin Oak
(Quercus palustris)

---

**FLEMINGTON | MOONEE VALLEY**

**EDUCATION**

Tertiary qualifications (2016) 41% | 31%

No qualifications (2016) 31% | 37%

**WORK**

Unemployment rate (2016) 9% | 6%

**LANGUAGE**

Speaks a language other than English at home (2016) 36% | 30%

**TRAVEL**

Travel to work by public transport, bike or walk (2016) 43% | 24%

Travel to work by car, as driver (2016) 39% | 57%

---

**POPULATION**

Estimated population (2018) 14,986 | 126,690

Estimated population (2040) 19,650 to 20,950 | 168,550 to 179,750

Forecast growth (%) pa (2018 to 2040) 1.4% to 1.8% | 1.5% to 1.9%

**PEOPLE**

0-24 years (2018) 30% | 29%

25-64 years (2018) 59% | 55%

65+ years (2018) 11% | 16%

0-24 years (2040) 30% | 29%

25-64 years (2040) 58% | 55%

65+ years (2040) 12% | 16%

---

In the north of the Flemington neighbourhood, Ormond Road forms the neighbourhood boundary as does Racecourse Road in the south. Flemington is the gateway to Moonee Valley from the south, the closest point to Melbourne CBD. Transport corridors stretch north and west and include Mt Alexander Road, the Craigieburn rail corridor and the Flemington spur line with Racecourse Road forming a key arterial to the west. Tram services run along key roads and provide a range of transport options for the residents of Flemington.

Economic activity is largely centred along Racecourse Road and Pin Oak Crescent, with a range of retail and hospitality businesses reflecting the diverse cultures residing in the neighbourhood. Newmarket Plaza borders the Newmarket Station. A mix of commercial businesses are also dispersed along Mt Alexander Road. A remnant industrial pocket also exists south of the spur line containing a mix of storage and showroom-type businesses.

There are pockets of public housing in and around Crown Street and west of Newmarket Station, with the most notable estate adjoining Debneys Park. The Flemington housing estate is a defining element in the neighbourhood’s urban structure. Debneys Park is a well-used public park with frontage to the Moonee Ponds Creek, and contains the Flemington Community Centre. Other open spaces are scattered through the neighbourhood with the majority located to the east of Mt Alexander Road along the Moonee Ponds Creek corridor. Mt Alexander Road College, Flemington Primary School, Flemington Children’s Centre and Travancore School are located within Flemington forming a broader education precinct proximate to Mt Alexander Road.

The street and lot pattern of Flemington is largely a grid network following the topography of the land, rising up from Moonee Ponds Creek. Victorian era laneways are characteristic of much of the neighbourhood.
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 Racecourse Road Activity Centre has been identified as the anchor for the Flemington 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 FLEMINGTON?

Dominant groups currently residing in Flemington include young adults, one-person and group household renters and new migrants. By 2040, Flemington will accommodate an increased number of families with young children and young professional couples.

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 neighbourhoods, while ensuring appropriate housing is available for those who need it.

About 29 per cent of the anticipated growth in Flemington will be accommodated in the redeveloped Flemington housing estate at Debneys Park.

Most of the remaining growth is expected to be accommodated in higher-density development along tram corridors and major roads. The Racecourse Road and Mt Alexander Road corridors in particular, are anticipated to accommodate much of the growth.

A VISION FOR THE FLEMINGTON NEIGHBOURHOOD

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

In 2040 Flemington will:

▪ have an attractive, cosmopolitan and inclusive activity centre at Racecourse Road
▪ comprise fully integrated public and private housing where tenure is indistinguishable
▪ boast a full suite of social, physical and open space facilities at Debneys Park that support its use as the primary open space in this area, including a vibrant, multipurpose community hub that is a key focus of the neighbourhood
▪ feature high-quality architecture and design in all new higher-density developments, which integrate well with the neighbouring areas
▪ provide a diversity of housing options for new and existing residents, while respecting the highly valued heritage of the neighbourhood
▪ include an excellent network of cycling and walking connections within and to other neighbourhoods
▪ directly connect with the Maribyrnong Defence site via an activated spur line from Newmarket Station
▪ have leveraged the benefits of investment that have been brought by the Arden-Macaulay revitalisation and North Melbourne Station
▪ include an enhanced Moonee Ponds Creek Trail with connections to Arden-Macaulay and Royal Park.
This page discusses urban design strategies and implementation initiatives for the future of Flemington. The text outlines specific actions to enhance the area, including:

- Reinforcing Debneys Park as a gateway to Moonee Valley by improving community and recreational qualities.
- Ensuring new development is sensitive to the Moonee Ponds Creek interface.
- Encouraging a diversity of housing types.
- Ensuring new development respects the heritage values of Flemington’s residential areas.
- Ensuring high-quality architecture in new higher-density developments.
- Improving accessibility to public transport through urban design improvements.
- Encouraging the creation of a habitat corridor along a revitalised and naturalised Moonee Ponds Creek.
- Providing new walking and cycling connections to Moonee Ponds Creek, and to other neighbourhoods, including along the Craigieburn rail corridor.
- Reinforcing Mt Alexander Road as the premier boulevard of the municipality.
- Delivering built form and public realm improvements that enhance the identity of Racecourse Road.
- Encouraging a mix of uses that contribute to the cosmopolitan nature of the activity centre.

The implementation initiatives for Flemington include:

- Delivering a vibrant new community hub at Debneys Park that includes co-working spaces and recreational elements.
- Supporting the redevelopment of the Flemington housing estate at Debneys Park, resulting in a fully integrated and connected community.
- Revitalising the economic activity on Racecourse Road and Mt Alexander Road.
- Advocating for the activation of the Flemington spur line, including an extension of the railway line to the Maribyrnong Defence site.
- Providing a shared cycling and walking route parallel to the Craigieburn rail corridor, including exploring new connectivity options.
- Advocating to improve amenity and connections to Flemington Bridge Station.
- Investigating the potential for an on-road separated cycle lane on Epsom Road/Racecourse Road.
- Advocating for improvements at the Epsom Road roundabout.
- Revitalising Moonee Ponds Creek through naturalisation, flood mitigation, stormwater harvesting and reuse.
- Installing the Debneys Park stormwater treatment, harvesting and irrigation scheme.
- Beautifying and greening the Racecourse Road Activity Centre and Mt Alexander Road streetscapes.
- Acquiring land for new and/or expanded areas of public open space.
- Undertaking landscape improvements to complement Debneys Park renewal.
- Implementing the future master plan for Moonee Ponds Creek.

The implementation initiatives are designed to achieve fair, thriving, connected, green and beautiful neighbourhoods.
<table>
<thead>
<tr>
<th>Project Description</th>
<th>ONGOING</th>
<th>2018-2021</th>
<th>2022-2025</th>
<th>2026-2030</th>
<th>2031-2040+</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver a vibrant new community hub at Debneys Park that includes co-working spaces and recreational elements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$$$$</td>
</tr>
<tr>
<td>Support the redevelopment of the Flemington housing estate at Debneys Park, resulting in a fully integrated and connected community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Revitalise the economic activity on Racecourse Road and Mt Alexander Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Advocate for the activation of the Flemington spur line, including an extension of the railway line to the Maribyrnong Defence site</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Provide a shared cycling and walking route parallel to the Craigieburn rail corridor, including exploring new connectivity options</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Advocate to improve the amenity and connections to Flemington Bridge Station</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Investigate the potential for an on-road separated cycle lane on Epsom Road/Racecourse Road</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Advocate for improvements at the Epsom Road roundabout</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$</td>
</tr>
<tr>
<td>Revitalise Moonee Ponds Creek through naturalisation, flood mitigation, stormwater harvesting and reuse</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
<tr>
<td>Install the Debneys Park stormwater treatment, harvesting and irrigation scheme</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
<tr>
<td>Beautify and green the Racecourse Road Activity Centre and Mt Alexander Road streetscapes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$$</td>
</tr>
<tr>
<td>Acquire land for new and/or expanded areas of public open space</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$$$</td>
</tr>
<tr>
<td>90. Undertake landscape improvements to complement Debneys Park renewal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
<tr>
<td>Implement the future master plan for Moonee Ponds Creek</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$$</td>
</tr>
</tbody>
</table>

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.
Support redevelopment of the Flemington housing estate

Beautify and green Racecourse Road activity centre

Revitalise and naturalise Moonee Ponds Creek

New community hub at Debneys Park

Install stormwater treatment, harvesting and irrigation scheme

Revitalise economic activity

Mount Alexander Road streetscapes

Potential activation of the Flemington spur line, including extension of the line to the Maribyrnong Defence site

Implement future master plan

Advocate for improvements at roundabout

Revitalise economic activity

New and/or expanded public open space in neighbourhood

Install stormwater treatment, harvesting and irrigation scheme

Revitalise economic activity

Potential activation of the Flemington spur line, including extension of the line to the Maribyrnong Defence site

New community hub at Debneys Park

Improve amenity and connections to train station

Advocate for improvements at roundabout

Revitalise economic activity

Revitalise economic activity

Support redevelopment of the Flemington housing estate

Legend

Community anchor
Economic and activity area
Potential habitat corridor (conceptual)
Strategic cycling corridor

Ideal network (conceptual)

Cycling
Shared bicycle-walking path

Major transport projects – potential future

Increase tram reliability and efficiency
Airport Rail Link - Craigieburn link option
Activate Flemington spur line

Major cycling/walking projects – potential future
Shared cycling-walking route parallel to Craigieburn Rail corridor
On-road separated cycling lanes
Upgrade existing shared cycling-walking path

Implementation initiatives theme
Fair
Thriving
Connected
Green
Beautiful

Open space
Watercourse
Train station
Train line
Road
Neighbourhood boundary
Moonee Valley Language Line

<table>
<thead>
<tr>
<th>Language</th>
<th>Arabic</th>
<th>9280 0738</th>
<th>Greek</th>
<th>9280 0741</th>
<th>Spanish</th>
<th>9280 0744</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>قطبي</td>
<td>9280 0739</td>
<td>意大利语</td>
<td>9280 0742</td>
<td>土耳其语</td>
<td>9280 0745</td>
</tr>
<tr>
<td></td>
<td>撒克逊</td>
<td>9280 0740</td>
<td>索马里语</td>
<td>9280 0743</td>
<td>越南语</td>
<td>9280 0746</td>
</tr>
</tbody>
</table>

All other languages 9280 0747

National Relay Service 13 36 77 or relayservice.com.au

This publication is available in alternative accessible formats on request.