KEILOR EAST

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, 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 Keilor East.
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
### CONNECTED

**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.

### GREEN

**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.

### BEAUTIFUL

**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 Keilor East neighbourhood is well defined by the road and rail corridors that form its edges, with the Calder Freeway to the north, Albion freight line to the west, Keilor Park Drive and Dinah Parade to the south with the Steele Creek corridor forming the green edge to the east.

**DID YOU KNOW?**

*IN THE KEILOR EAST NEIGHBOURHOOD:*

- 86% of homes have three or more bedrooms
- 6% of people need assistance due to a disability
- 62% of households have two or more cars
- 81% of dwelling stock is detached housing

**KEILOR EAST | MOONEE VALLEY**

**Dwellings**

- Estimated dwellings (2040): 3,750 to 4,000
- Forecast increase in dwellings (%): 0.7% to 1.1%

**Households**

- Family households (2018): 76%
- Lone person or group households (2018): 24%
- Family households (2040): 73%
- Lone person or group households (2040): 27%
KEILOR EAST | MOONEE VALLEY

Rice flower (Pimelea spp.)

EDUCATION
Tertiary qualifications (2016) 23% | 31%
No qualifications (2016) 42% | 37%

WORK
Unemployment rate (2016) 5% | 6%

LANGUAGE
Speaks a language other than English at home (2016) 29% | 30%

POPULATION
Estimated population (2018) 8,550 | 126,690
Estimated population (2040) 9,300 to 9,950 | 168,550 to 179,750
Forecast growth (%) pa (2018 to 2040) 0.4% to 0.7% | 1.5% to 1.9%

TRAVEL
Travel to work by public transport, bike or walk (2016) 11% | 24%
Travel to work by car, as driver (2016) 69% | 57%

PEOPLE
0-24 years (2018) 30% | 29%
25-64 years (2018) 53% | 55%
65+ years (2018) 17% | 16%
0-24 years (2040) 29% | 29%
25-64 years (2040) 51% | 55%
65+ years (2040) 19% | 16%

In the Keilor East neighbourhood, like other western area neighbourhoods, the predominant spine is along Milleara Road with the Centreway Shopping Centre offering a local neighbourhood centre surrounding FJ Davies Reserve.

The village green atmosphere of the precinct offers a strong community focal point in close proximity to the renowned Penleigh and Essendon Grammar School East Keilor campus. Situated on a high point, the school campus overlooks the Spring Gully Reserve and Steele Creek. The neighbourhood is also home to the Italian Community of Keilor Association, the Keilor Heights Primary School and East Keilor Leisure Centre. This key site is adjacent to the Essendon Keilor College (Keilor East campus) and is home to the Keilor East Tennis Club and Milleara Scout Hall in Quinn Reserve.

The recently completed Valley Lake Estate is nestled into the surrounding escarpment with the Valley Lake at its core. This urban renewal project was the largest urban infill development in the municipality within the last decade and was a result of the regeneration of the former Niddrie quarry.

**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. **Centreway Shopping Centre** and the **East Keilor Leisure Centre** have been identified as the anchors for the Keilor East neighbourhood. The anchors will be a key focus for Council’s neighbourhood planning approach.

**WHAT DO WE NEED TO DO TO MANAGE CHANGE AND GROWTH IN KEILOR EAST?**

Dominant groups currently residing in Keilor East include mature families and empty nesters. By 2040, Keilor East is forecast to accommodate an increased number of empty nesters and older lone persons. 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.

Growth in Keilor East is forecast 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 across the neighbourhood. More accessible and smaller dwellings may be in strong demand to cater for the large increase in one-person and older-person households. Specialised accommodation options, such as retirement living and aged care, may also be required to cater for the forecast increase in older persons.
A VISION FOR THE KEILOR EAST NEIGHBOURHOOD

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

In 2040 Keilor East will:

▪ be an attractive and safe residential neighbourhood
▪ provide a diversity of housing options for new and existing residents
▪ boast a variety of resilient and liveable green spaces
▪ connect with a revitalised Steele Creek corridor
▪ include an excellent network of cycling and walking connections within and to other neighbourhoods, supporting an active and healthy community.

URBAN DESIGN FOCUS

▪ Encourage a diversity of housing types in established residential areas
▪ Create a consistent boulevard treatment along Milleara Road to accommodate a potential future transport corridor
▪ Encourage a high-quality built form interface along Steele Creek that respects the open character of the corridor
▪ Encourage connection of a habitat corridor along Steele Creek, Milleara Road and between Steele Creek and Border Drive Reserve
▪ Provide pedestrian and cycling connections through the neighbourhood, including between Valley Lake, the East Keilor Leisure Centre and Centreway Shopping Centre
▪ Provide pedestrian and cycling connections to the north across the Calder Freeway to Airport West
▪ Reinforce Keilor East as the gateway to the municipality from the west

IMPLEMENTATION INITIATIVES FOR THE FUTURE OF KEILOR EAST

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 Keilor East are:

▪ Redevelop the East Keilor Leisure Centre into a vibrant community hub, including improving links to the Valley Lake recreation areas
▪ Revitalise the economic activity at the Centreway Shopping Centre
▪ Deliver a gathering space for community activation and water play
▪ Provide pedestrian and cycling connections throughout the neighbourhood, including between Valley Lake and the two anchors of the East Keilor Leisure Centre and Centreway Shopping Centre, and to the north across the Calder Freeway to Airport West
▪ Proactively plan and advocate for light rail or direct, high-frequency bus services
▪ Advocate for a new bus route
▪ Revitalise Steele Creek to create a healthy, biodiverse waterway and connected open space corridor
▪ Beautify and green the Centreway Shopping Centre public realm
▪ Undertake landscape improvements to complement the East Keilor Leisure Centre and Border Drive Reserve.
**KEILOR EAST**

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<td>Revitalise the economic activity at the Centreway Shopping Centre</td>
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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.
KEILOR EAST BY 2040

MV2040 STRATEGY: KEILOR EAST FACTSHEET
Moonee Valley Language Line

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All other languages 9280 0747
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